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# Webcertain Brand Guidelines

V01.01

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# Brand Identity System

## How we look

# Naming

Webcertain Group is the holding company.

Webcertain (the logotype version) is a trademark.

Webcertain is the common trading name of the businesses that are owned (fully or partially) by Webcertain Group.

Webcertain TV, Webcertain Analytics and Webcertain International Marketing School are also trading names of Webcertain Group.

The SMUs e.g. Webcertain Websites, Webcertain SEO etc. are businesses that are wholly owned by Webcertain Group, with the exception of Webcertain Translates, which is 55% owned by Webcertain Group.

## Use of the "Webcertain" name in text

The trademark can only be used as an adjective. It must always be in italics and must have a leading capital 'W'. It must be in the same font, size and style as the other words in the sentence. As it is an adjective, it must be followed immediately by a noun.

**Example:**

SEO Surveillance is an innovative *Webcertain* process.

The trading name can only be used as a noun. It must never be in italics. It must have a leading capital 'W' as it is a proper noun.

**Example:**

You will pay Webcertain on the 14th of the month.

Webcertain Group

|

webcertain

Logotype/wordmark

|

Webcertain

Webcertain TV

Webcertain Connect

Webcertain Analytics

Webcertain International Marketing School

Promoted brands

## The logotype

Our logo is the most important element of our visual identity.

It is the main asset and represents our entire portfolio of services.

It's critical that it is used in a consistent way.

It will always be presented in lower case and always used as an image to protect the space around it.

By following the rules described in this document, we will ensure we achieve consistency of use.

# webcertain

The Trademarks uses

Our trademark allows us to protect our logotype, symbol and slogan, preventing others from using it.

There are strict regulations governing the use of trademarks that must be adhered to by the trademark holder.

Trademark registration varies by country, which affects how we use the trademark:

® – To be used only in instances where the registration carries jurisdiction (USA, EU).

TM – Has no legal significance, used to have a preventative effect if indicating possible claims to trademark rights in designations where they are used.

SM – Has no legal significance, used to have a preventative effect if indicating possible claims to service mark in designations where they are used.

The relevant markation must appear at least once in each article, press release etc. – usually the most prominent or first use.

Registered Trademark

webcertain®

Trademark

webcertain™

Registered Trademark



® To be used only in instances where the registration carries jurisdiction (USA, EU).

Trademark



TM Used to have a preventative effect if indicating possible claims to trademark rights in designations where they are used.

Minimum sizes online

To ensure that the Webcertain logo and trademark symbol (TM) or ® are legible, the minimum size permitted, including the border, is 170px. At less than 170px, it will be necessary to remove the trademark symbol (TM) or ®. The minimum size for the Webcertain logo without trademark is 50px.



Minimum sizes offline

To ensure that the Webcertain logo and trademark symbol (TM) or ® are legible, the minimum size permitted, including the border, is 35mm. At less than 35mm , it will be necessary to remove the trademark symbol (TM) or ®. The minimum size for the Webcertain logo without trademark is 15mm.



Maximum sizes

When using the Webcertain logo in large-scale formats, it is important only to include the trademark symbol up to 1,512mm. For anything larger, the trademark symbol should be removed.

100% webcertain<sup>TM</sup>

75% webcertain<sup>TM</sup>

50% webcertain<sup>TM</sup> Less of 35mm

40% webcertain<sup>TM</sup>

30% webcertain<sup>TM</sup>

15% webcertain

10% webcertain

webcertain  
15mm



webcertain  
50px



Monochromatic logotype

The monochromatic logotype use will be the primary reproduction used in online and offline assets.

Monochromatic black logotype



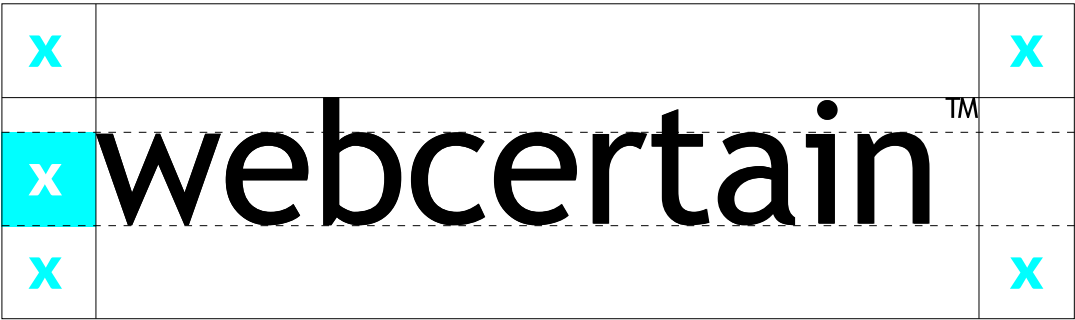
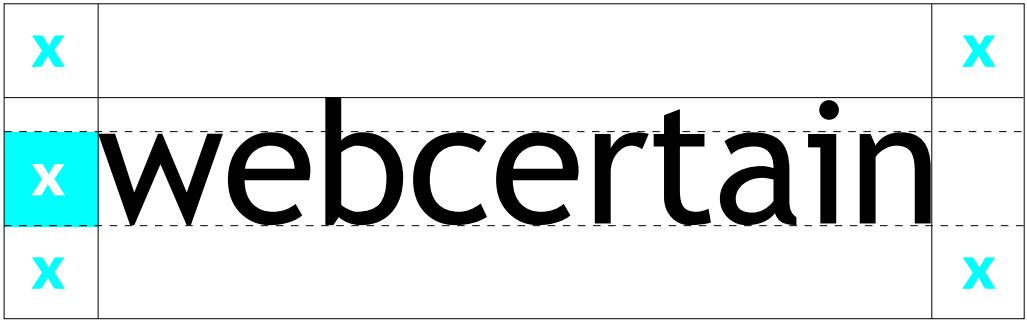
Monochromatic white logotype





Isolated area

To preserve the integrity and visual impact of the Webcertain logotype, we must always maintain adequate clear space around it. A margin of clear space, equivalent to height of the **(e)** in this reference, creates the invisible boundary of the area of isolation. The clear space around the logo is an integral part of its design, and ensures the logo can be seen quickly, uncluttered by other logos, symbols, artwork or text. These areas of separation are a minimum and should be increased wherever possible.



The symbol

There are circumstances where the logotype is not appropriate. In such situations, we can use the symbol.

It may also be used to reinforce our identity, where the logotype is not appropriate or is used elsewhere in the element you are creating.

It should appear together with (TM) when it is the only branding element that represents Webcertain in an asset.

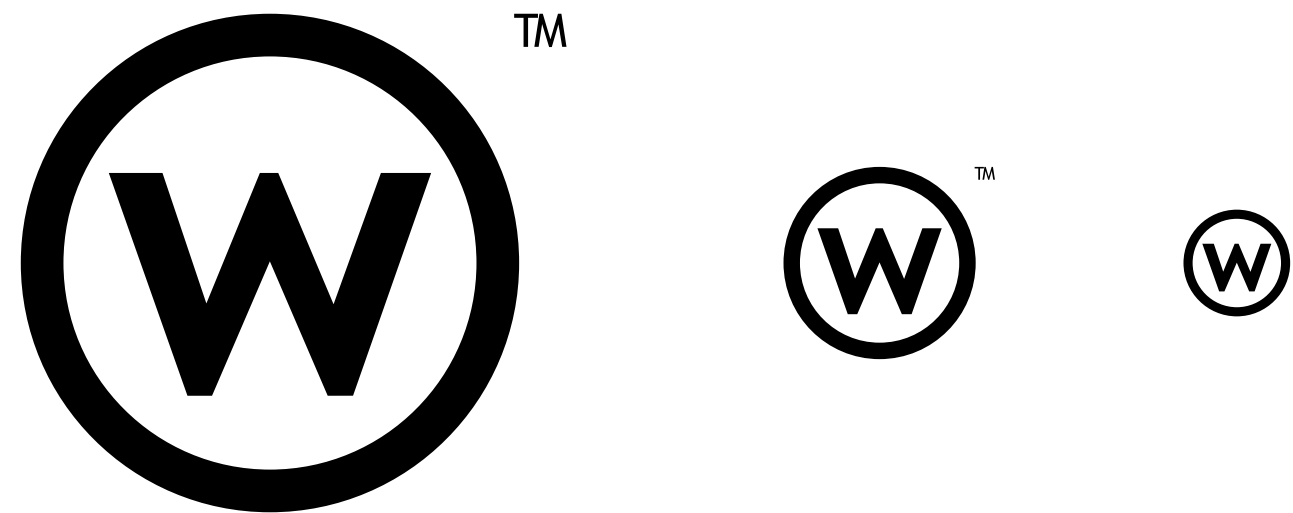
Reduction requirement

The use of the symbol instead of the Webcertain logo will be required in all applications where the size is less than 15mm (print) or 50px (online). It will be correct to use the symbol instead of the Webcertain logotype in applications where the size is very small and we want to achieve greater readability, for example an avatar in social networks.

Visual Identity

We can also use the symbol for branding in our assets. To use it correctly, it can never go next to the logotype\* since both elements represent the same thing (Webcertain). In turn, we must use it in a responsible way and not abuse its use. Remember that the logotype / wordbrand will be used as the main element to represent Webcertain.

\*Unless the symbol is used within a photo/ illustration - see next page >



The symbol within images

For primary level marketing, the symbol can be used within an image or illustration.

These images are created by the design team and should be used sparingly, for instance:

- primary adverts & banners
- hero elements
- covers
- backdrops
- event/sales materials

In this usage, the (TM) can be removed.

Visual Identity

The 'W' symbol should always look realistic within the image, as if its placed within the environment, and have an opaque surface quality.





Logotype don'ts

To make sure that the Webcertain logotype appears as consistent as possible throughout all communications, here are some examples of misuse.



Don't stretch the logotype



Don't distort the logotype



Don't distort the logotype



Don't use upper case for the logotype



Don't use another typography to create the logotype



Don't show the brand inside frames or rotations



Don't use strident colours on the logotype



Don't use other typographic weights



Don't use (TM) or ® in positions other than those described in the brand guidelines



Don't use backgrounds that make it difficult to see the logotype



Don't put other elements in the isolated area



Don't use compositions other than those described in the brand guidelines

# Trebuchet MS

**Trebuchet MS Regular** has been used as the font for the Webcertain brand.

Trebuchet MS is considered a corporate font and its use is permitted for texts that don't require more than two weights.

**Trebuchet Regular** 24pt

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

**Trebuchet Italic** 24pt

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

**Trebuchet Bold** 24pt

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

**Trebuchet Bold Italic** 24pt

***ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789***

**Trebuchet Regular 24pt Special characteres**

ÄÅÂÃÀÇÉÊËËÏÎÏÑØÓÔÒ  
 ÖÛÜÚÛÜÿÆœ&áàâãäåç  
 éèêëïîïñøóòôöõúûüÿæ  
 œß•\*#@+<=>'”÷±%%/μ£  
 \$€ƒ¥¢,.;…“”“”«»<>.,,,!?:i  
 (/)[\]{|}®©™†‡§¬•¶¹º`~  
 ^ ^ ~ ¯ ˘ .  
 • - - - -  
 —

Trebuchet Bold  
20pt

## What is Lorem Ipsum?

Trebuchet Italic  
16pt

*Lorem Ipsum is simply dummy text  
of the printing and typesetting  
industry.*

Trebuchet Regular  
12pt

Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and more recently with desktop publishing software like Aldus PageMaker including versions of Lorem Ipsum.

# Lato

Lato is a sanserif typeface family designed in 2010 by Warsaw-based designer Łukasz Dziedzic. In December 2010, the Lato family was published under the open-source Open Font License by his foundry tyPoland, with support from Google.

In 2013 – 2014, the family was greatly extended to cover 3000+ glyphs per style. The Lato 2.010 family now supports 100+ Latin-based languages, 50+ Cyrillic-based languages as well as Greek and IPA phonetics. In the process, the metrics and kerning of the family have been revised and four additional weights were created.

**Lato Hairline** 22pt  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

**Lato Hairline Italic** 22pt  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*  
*0123456789*

**Lato Thin** 22pt  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

**Lato Thin Italic** 22pt  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*  
*0123456789*

**Lato Light** 22pt  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

**Lato Light Italic** 22pt  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*  
*0123456789*

**Lato Regular** 22pt  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

**Lato Italic** 22pt  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*  
*0123456789*

Lato

When working on Lato, Łukasz tried to carefully balance some potentially conflicting priorities. He wanted to create a typeface that would seem quite “transparent” when used in body text but would display some original traits when used in larger sizes. He used classical proportions (particularly visible in the uppercase) to give the letterforms familiar harmony and elegance. At the same time, he created a sleek sanserif look, which makes evident the fact that Lato was designed in 2010 — even though it does not follow any current trend.

Lato Medium 22pt  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

Lato Medium Italic 22pt  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*  
*0123456789*

Lato Semibold 22pt  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

Lato Semibold Italic 22pt  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*  
*0123456789*

Lato Bold 22pt  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

Lato Bold Italic 22pt  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*  
*0123456789*

Lato Heavy 22pt  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

Lato Heavy Italic 22pt  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*  
*0123456789*

Lato

The semi-rounded details of the letters give Lato a feeling of warmth, while the strong structure provides stability and seriousness.

Lato Black 22pt

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

Lato Black Italic 22pt

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

Lato Regular 22pt Special characteres

ÄÅÂÃÀÇÉÊËÏÎÑØÓÔÒÖÕÜÚ  
ÛÜÿÆœ&áàâãäåçéèêëîïñøóòôö  
õúùûüÿæœß•\*#@+<=>”÷±%%‰μ  
£\$€¥¢,,:;…“””«»‹›„!?!¿( / ) [ \ ] { | } ® © ™  
†‡§¬•¶ı°`~^~`~·●---\_

Lato Black 24pt

What is Lorem Ipsum?

Lato Light 18pt

Lorem Ipsum is simply dummy text of the printing and typesetting industry.

Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and more recently with desktop publishing software like Aldus PageMaker including versions of Lorem Ipsum.

Lato Light and Bold 14pt

Lorem Ipsum **passages**, and more recently with desktop publishing software like Aldus **PageMaker** including versions of  **Lorem Ipsum**.

Lato Semibold 12pt

- It was popularised
- Lorem Ipsum
- Lorem Ipsum has been standard
- Scrambled it to make a type specimen book



Lato

Lato consists of nine weights (plus corresponding italics), including a beautiful Hairline style. The Hairline should, of course, be used only in very large sizes. The Lato family now supports 100+ Latin-based languages, 50+ Cyrillic-based languages as well as Greek and IPA phonetics.

Lato Semibold 22pt

АБЦДЕФГХИЙКЛМНОПQRSTУЖВЬЪЗ  
абцдефгхийклмнопqrстужвьъз  
0123456789

Lato Italic 22pt

АБЦДЕФГХИЙКЛМНОПQRSTУЖВЬЪЗ  
абцдефгхийклмнопqrстужвьъз  
0123456789

Lato Black  
24pt

Далеко-далеко

Lato Light  
18pt

Даже всемогущая пунктуация не имеет власти над рыбными текстами, ведущими безорфографичный образ жизни.

Lato Regular  
12pt

Далеко-далеко за словесными горами в стране гласных и согласных живут рыбные тексты. Вдали от всех живут они в буквенных домах на берегу Семантика большого языкового океана. Маленький ручеек Даль журчит по всей стране и обеспечивает ее всеми необходимыми правилами. Эта парадигматическая страна, в которой жаренные члены предложения залетают прямо в рот. Даже всемогущая пунктуация не имеет власти над рыбными текстами, ведущими безорфографичный образ жизни.

# Source Han Sans CN

Source Han Sans font is available in seven weights. It is a typeface family which provides full support for Japanese, Korean, Traditional Chinese and Simplified Chinese, all in one font. It also includes Latin, Greek and Cyrillic glyphs from our popular Source Sans family. All told, each font weight in the family has a total of 65,535 glyphs (the maximum supported in the OpenType format), and the entire family rounds out at just under half a million total glyphs.

Source Han Sans CN Extra Light 22pt

漢語字體展示簡體繁體迷妳空棉花糖水滴  
石穿繩鋸木斷冰紅茶宋楊王解釋金橋那些  
年世上無難事只要肯攀登  
零壹二三四五六七八九十

Source Han Sans CN Normal 22pt

漢語字體展示簡體繁體迷妳空棉花糖水滴  
石穿繩鋸木斷冰紅茶宋楊王解釋金橋那些  
年世上無難事只要肯攀登  
零壹二三四五六七八九十

Source Han Sans CN Bold 22pt

漢語字體展示簡體繁體迷妳空棉花糖水滴  
石穿繩鋸木斷冰紅茶宋楊王解釋金橋那些  
年世上無難事只要肯攀登  
零壹二三四五六七八九十

Source Han Sans CN Heavy 22pt

漢語字體展示簡體繁體迷妳空棉花糖水滴  
石穿繩鋸木斷冰紅茶宋楊王解釋金橋那些  
年世上無難事只要肯攀登  
零壹二三四五六七八九十

Source Han Sans CN  
Heavy 20pt

Source Han Sans CN  
Normal 14pt

## 《詩經》

是中國古代詩歌開端，最早的壹部詩歌總集，收集了西周初年至春秋中葉（前11世紀至前6世紀）的詩歌，共311篇，其中6篇為笙詩，即只有標題，沒有內容，稱為笙詩六篇（南陔、白華、華黍、由康、崇伍、由儀），反映了周初至周晚期約五百年間的社會面貌。

關雎

關關雎鳩，在河之洲。窈窕淑女，君子好逑。  
參差荇菜，左右流之。窈窕淑女，寤寐求之。  
求之不得，寤寐思服。悠哉悠哉，輾轉反側。  
參差荇菜，左右采之。窈窕淑女，琴瑟友之。

Source Han Sans CN

Source Han Sans font is available in seven weights. It is a typeface family which provides full support for Japanese, Korean, Traditional Chinese and Simplified Chinese, all in one font. It also includes Latin, Greek, and Cyrillic glyphs from our popular Source Sans family. All told, each font weight in the family has a total of 65,535 glyphs (the maximum supported in the OpenType format), and the entire family rounds out at just under half a million total glyphs.

Source Han Sans CN Extra Light 22pt

汉语字体展示简体繁体迷你空棉花糖水滴  
石穿绳锯木断冰红茶宋杨王解释金桥那些  
年世上无难事只要肯攀登  
零一二三四五六七八九十

Source Han Sans CN Normal 22pt

汉语字体展示简体繁体迷你空棉花糖水滴  
石穿绳锯木断冰红茶宋杨王解释金桥那些  
年世上无难事只要肯攀登  
零一二三四五六七八九十

Source Han Sans CN Bold 22pt

汉语字体展示简体繁体迷你空棉花糖水滴  
石穿绳锯木断冰红茶宋杨王解释金桥那些  
年世上无难事只要肯攀登  
零一二三四五六七八九十

Source Han Sans CN Heavy 22pt

汉语字体展示简体繁体迷你空棉花糖水滴  
石穿绳锯木断冰红茶宋杨王解释金桥那些  
年世上无难事只要肯攀登  
零一二三四五六七八九十

Source Han Sans CN  
Heavy 20pt

Source Han Sans CN  
Normal 14pt

《诗经》

是中国古代诗歌开端，最早的一部诗歌总集，收集了西周初年至春秋中叶（前11世纪至前6世纪）的诗歌，共311篇，其中6篇为笙诗，即只有标题，没有内容，称为笙诗六篇（南陔、白华、华黍、由康、崇伍、由仪），反映了周初至周晚期约五百年间的社会面貌。

关雎  
关关雎鸠，在河之洲。窈窕淑女，君子好逑。参差荇菜，左右流之。窈窕淑女，寤寐求之。求之不得，寤寐思服。悠哉悠哉，辗转反侧。参差荇菜，左右采之。窈窕淑女，琴瑟友之。参差荇菜，左右芼之。窈窕淑女，钟鼓乐之。

# Colour Palette

The Webcertain colour palette is composed of **primary colours** and **secondary colours**.

The primary colour or primary use colour will be **Webcertain dark-grey** with **white** to form a monochromatic palette.

There are secondary colour palettes but these are relative to the content, or contextual to the media.

More information will be available soon.

Primary colour palette  
60-70% use

<div>Webcertain dark-grey</div> <div>HEX: #131E29 RGB: 19 30 41 CMYK: 99, 74, 31, 84 PANTONE: 7574C</div>	<div>Grey 1</div> <div>HEX: #424b54</div>
	<div>Grey 2</div> <div>HEX: #71787f</div>
	<div>Grey 3</div> <div>HEX: #898e94</div>
	<div>Grey 4</div> <div>HEX: #b8bbbe</div>
	<div>Grey 5</div> <div>HEX: #d0d2d4</div>

# Brand architecture

## **Brand architecture benefits**

### **Target the needs of specific customer segments**

Brand architecture enables you to segment your messaging and services so that each of your target audiences hears what they want to hear and gets precisely what they're looking for.

### **Significantly reduce marketing costs**

When brands and sub-brands are architected in a logical, intuitive way, your marketing efforts are exponentially more efficient. With opportunities for cross-promotion between sub-brands, marketing is more effective as well.

### **Clarify brand positioning, naming and messaging**

Nothing increases the efficacy of your brand positioning like clarity. Clearly articulating the names of your sub-brands and the messaging they have for your customers is like giving your brand a high-performance tune-up.

### **Increase flexibility for future product and service expansion**

By establishing an intuitive brand architecture, you set the stage to easily add products or services as your brand grows. Your brand becomes a modular entity primed for the addition of new sub-brands.

### **Bolster confidence among stakeholders in the strategic direction of your brand**

A brand with well-defined brand architecture is a brand that's thinking about future growth. And future-minded brands are a reassuring sign for investors and employees alike.

### **Ensure clarity and synergy between companies, divisions, products and services**

Even the smallest brand is a complex entity. Not until the various components that make up that entity are clearly defined and understood, can they work together, efficiently and effectively, towards a common goal.

### **Enhance customer awareness of your offerings while facilitating cross-selling**

When divisions or sub-brands are clearly delineated, customers can understand their unique value propositions. Plus, a customer of one sub-brand is more easily converted to a customer of another sub-brand than a cold customer with no history.

### **Maximise visibility diversification in the marketplace**

When a brand's various divisions are not clearly delineated, they must rely on the parent brand to capture the attention of the marketplace. Brand architecture gives a parent brand the power of diversification by highlighting the unique strengths of its distinct sub-brands.

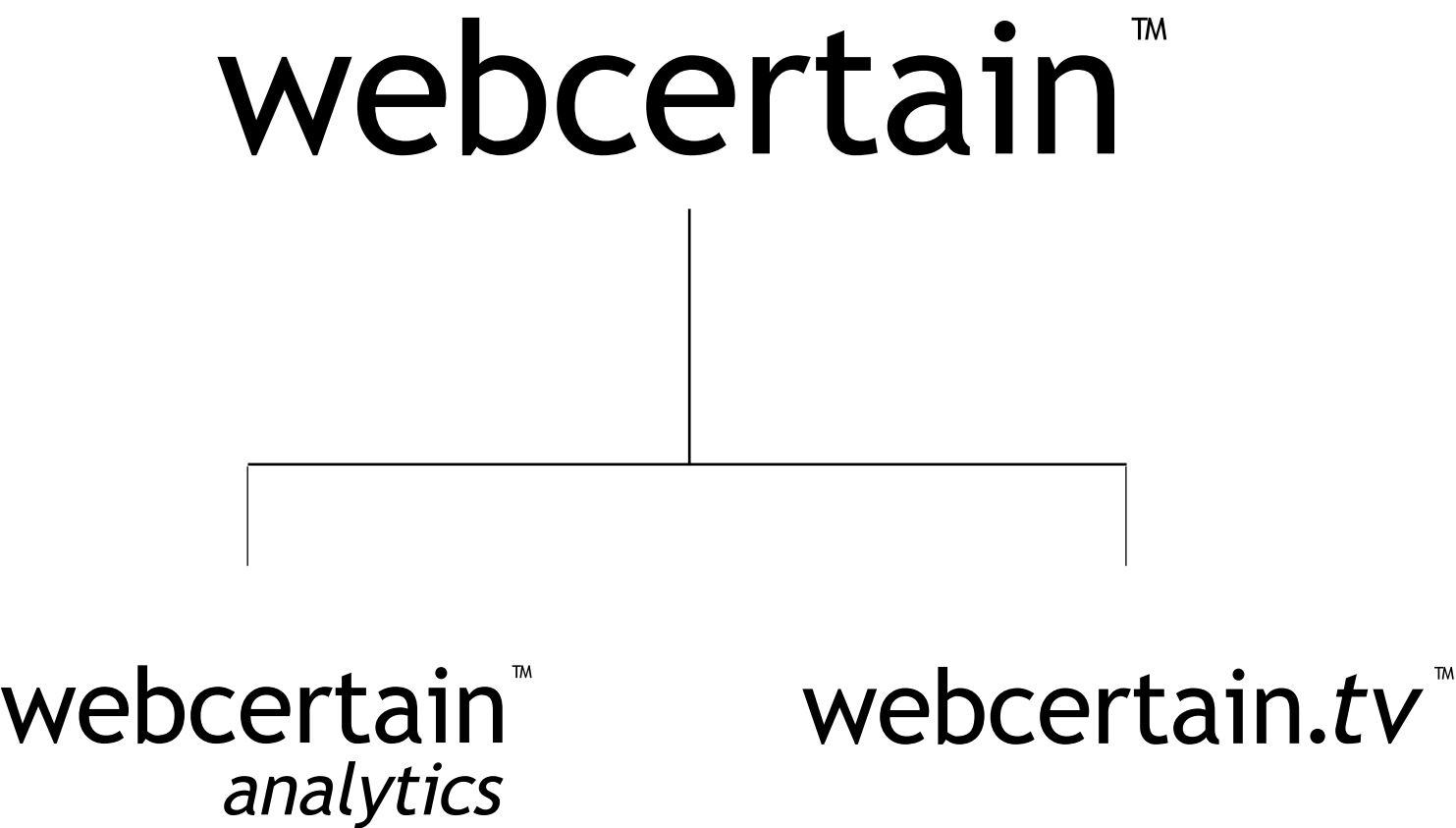
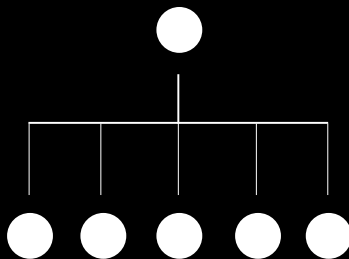
### **Build and protect brand equity**

The upshot of all of the benefits above is the most valuable asset for any company: brand equity. Growing your brand equity gives you compound returns as industry authority and marketplace valuation grow with it.

Monolithic system

A monolithic system is a brand architecture built under a strong master brand that leverages its strength with divisions that feature the master brand name modified by a product or service description. This type of hierarchy presents the sub-brands with a very slight variation of the main brand. A monolithic brand architecture capitalises on customer loyalty. Its target audience is less concerned with product features or benefits because they choose the sub-brand based on the representation and/or characteristics of the main brand. The products or services do not aim to have an identity of their own with which to position themselves in a specific market since the mother brand is already positioned within the target market(s).

A monolithic system is typically adopted by well-known brands, which have built a stable community and are fully established in the market.



webcertain<sup>TM</sup>  
*analytics*



webcertain.*tv*<sup>TM</sup>

# Editorial style guidelines

## Editorial Styles

### General Guidelines

This guide is designed to promote clarity and consistency in all our writing.

Regardless of who at Webcertain is creating a document or who it is intended for, we must adopt certain 'norms' to make the message is clear, coherent and universal.

These guidelines relate to the use of English. The language of Webcertain is British English.

Where other languages are used, these rules are to be adjusted accordingly, to ensure grammatical accuracy in each respective language. For example, capitalisation in German, question marks/exclamation marks in Spanish.

## **Editorial styles general guidelines**

### **Abbreviations**

The abbreviations e.g. and i.e. should be spelt with full stops after both letters.

The abbreviation etc. should be spelt with a full stop after the final letter.

### **Acronyms**

Acronyms are to be written in capitals without full stops, e.g. PPC, SEO. Where an acronym is in plural, the pluralising "s" is to be lower case and should not be preceded by an apostrophe, e.g. SEOs.

Where acronyms are used to describe something that may not be apparent to the writer or reader, then the first usage should be written in full, followed by the acronym, e.g. What you see is what you get (WYSIWYG).

### **Address**

Addresses should not contain any punctuation. They should be structured according to the standard for the country in which the address is located.

For the UK, this is:

Maple House  
Northminster Business Park  
York  
North Yorkshire  
YO26 6QW

### **Bullet points**

Where bulleted text is a complete sentence, standard sentence rules apply.

Where bulleted text is not a complete sentence, always start with a lower case letter. Do not end with a full stop.

### **Capital letters**

Sentence case should be the normal setting. Typically, this means that only the first letter in the sentence is capitalised by default.

Capital letters should not be used for emphasis or to denote importance.

Names of SMUs and job titles should be capitalised, e.g. General Manager, SEO Specialist, Webcertain Media. However, where the roles are used generically they are not capitalised, e.g. Webcertain has managers and specialists.

Digital marketing/translation terms such as social media or localisation should be lower case, except for department names or job titles.

Company names should be written with a leading capital unless the company specifies otherwise. Where a company logo uses different cases or styles, it does not automatically follow that the name should follow that format in standard written text.

Of course, proper nouns will always begin with a capital letter. These include names, cities, countries, days of the week and months.

## Editorial styles general guidelines

### City/Country names

Always use the English spelling when writing in English e.g. Munich, not München, Italy, not Italia.

### Dates & Times

Always use letters to denote the month, thus removing any ambiguity caused by the European and American formats for dates represented only by numbers.

The format is 15 April 2017 or 5 April 2017, where the day of the month is less than 10.

The month may be abbreviated to 3 letters, e.g. 5 Apr 2017.

Where a date span is needed to span more than 1 year, it should be shown as 2009-10.

Times in 12 hour clock should be shown as 12.45pm (with the . between the hours and minutes and am or pm specified).

Times in 24 hour clock should be shown as 1245

Where appropriate, timezones should be shown as GMT, EST.

### Email and web addresses

Both email addresses and URLs should be in lower case and should have the hyperlink enabled.

They will be differentiated in appearance by the standard template settings to denote to the reader that they are 'active'.

### Headings

Headings should always be in sentence case.

### Names/Proper nouns

Companies and organisations are singular, as are countries, so 'Webcertain is represented at ISS' is correct, 'Webcertain are represented at ISS' is incorrect.

### Numbers

Numbers up to and including ten are spelt in letters. Number from 11 upwards are shown as numbers.

Spell out million, e.g. 2.6 million, but express numbers below this in figures, e.g. 2,600, 26,000, 260,000. Always use the comma to separate the thousands.

Where numbers are shown in tables, graphs or charts, as well as to denote currency or percentages, then digits should always be used, including for numbers 10 and below.

The currency symbol should always be used before the number to which it relates, e.g. £5.50, \$1,200, €3.4 million.

### Paragraphs

Keep paragraphs short, they help the user to successfully read what is written.

### Plurals

Be mindful of the words being pluralised, e.g. Heads of department, not Heads of departments.

### Quotation marks

Double quotation marks should be used for direct quotes. Where a quote exists within a quotation, the inner quotation should use only single quotation marks.

# Editorial styles format

## **Typography format general guidelines**

- Use a single typeface, Lato font. Mixing several different typefaces can make the document fragmented and sloppy.
- Emphasise important information. Use font weight and sizes.
- Prioritise content when responding to text-size changes. Not all content is equally important. When someone chooses a larger size, they want to make the content they care about easier to read; they don't always want every word on the screen to be larger.
- Size hierarchy is important. In general, the headline message should always be the largest. The subheadings should use a significantly less weight of font or slightly smaller font size and the body copy should always be the smallest type on the page.

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# Branding resources



## Presentation templates

### Why we need to use these templates

It is important that the company is identified throughout presentations to ensure consistent branding.

### How it works

Templates are designed to fit either a 4:3 or 16:9 format.

They are not interchangeable. The elements follow the same principles, however, any attempt to convert from one format to the other will cause distortion – unlike responsive web pages, PowerPoint and Keynote presentations are not sufficiently flexible to do this automatically. Therefore, you should know the measurements of the screen to be used for the presentation before choosing one or the other.

In using the standard PowerPoint templates, please observe these good practices.

## **Presentation templates general guidelines**

- You can use as many or as few templated designs as you require.
- Do not change the layout or typefaces of the slides, or make any attempt to move or modify the Webcertain logotype.
- If you are using photographs, these should follow the guidelines described in the section on imagery use, as well as the style of the version of template used.
- The resolution for digital presentations is 72 ppi and the colour system is RGB. Please save the images with this setting. This will avoid creating an unnecessarily large file that is too big to email or making the slides slow to respond to your clicks.
- The images will have to be good quality. You must not use pixelated images.
- Lato is the main font for the presentation. You may use a different font only where text is being imported as a graphic element.
- To ensure the correct use of fonts, capitalisation and punctuation marks, follow the rules described in the editorial style guide.
- We recommend the readable on-screen point size to be a minimum of 13.5pt or 16px.
- The cover, interior cover details, slogan and legal text slide carry the Webcertain logotype with the TM or R mark depending on the use.
- On text slides, the Webcertain logotype appears at the base of the slide in the lower right corner close to the page number. Divider slides will feature the logo but no page number.

## Word template general guidelines

- All Word documents must have a white background.
- There are a number of pre-defined styles available, these should always be used.
- The styles are designed to make use of white space, which assists readability.
- Ensure that page breaks are used effectively to segment sections of text.
- Do not change the layout or typefaces of the pre-defined styles or make any attempt to move or modify the Webcertain logotype.
- You should not use a 2 column or single column layout within the same document. 2 columns (similar to many brochures and newspapers) is best used for long texts.
- If you are using photographs, these should follow the guidelines described in the section on imagery use, as well as the style of the version of template used.
- The resolution for print documents is 300 ppi and the colour system is CMYK. Please save the images with these settings.
- The images will have to be good quality. You must not use pixelated images.
- Lato is the main font for your document. Other fonts may be used only where imported as a graphic element.
- To ensure the correct use of fonts, capitalisation and punctuation marks, follow the rules described in the editorial style guide.
- We recommend that a minimum readable point size is 10pt but we suggest using sizes between 11-12pt.
- The cover, interior cover details, slogan and legal text page carries the Webcertain logotype with the TM or ® mark depending on the use.
- On text pages, the Webcertain logotype appears at the base of the page in the lower right corner close to the page number. Divider pages will feature the logo but no page number.

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# Style resources

## Images

**Both illustration and photography can live within the same product.**

Photography automatically implies a degree of specificity and should be used to showcase specific entities and stories. Illustration is effective for representing concepts and metaphors where specific photography might be alienating.

In all cases, images should only be used if they enhance the user experience and add value to our content.

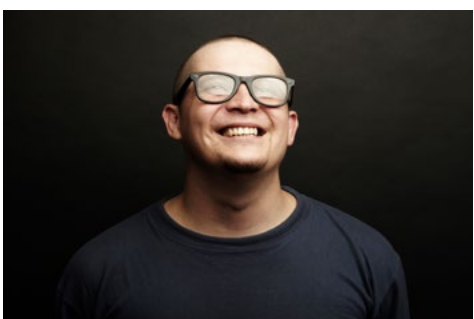
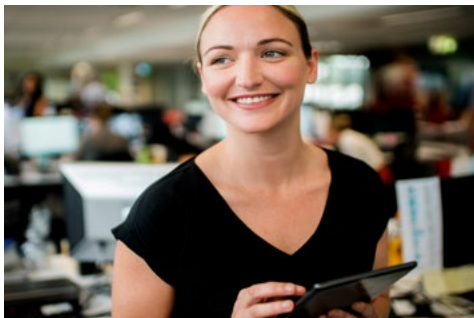
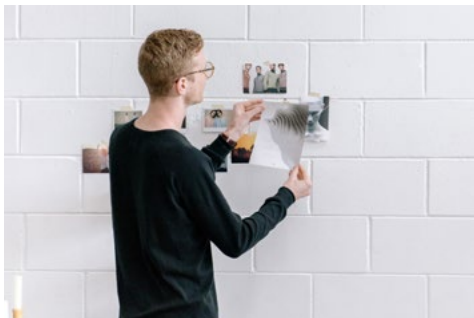
All images must be good quality and respect the guidelines reflected in the style manual.

In order to maintain consistency in communication, the four fundamental themes we'll represent with our imagery will be:

People

The images must present real individuals in active situations and with a positive attitude. When we talk about Webcertain employees, we'll use real images where possible, ideally showing action and things happening. Multicultural images will be the most appropriate. Images with groups of people where they show a great team of experts are good too.

When it comes to provoking some kind of emotion in relation to the content, we will use images that capture the moment.



Positive

Preferably positive, genuine and natural expressions will be used.

Office

We will use images of people in working environments. These must be real and the action being performed in the image must coincide with the message we want to share. The scenes should show large offices and different nationalities.

Expressions

Simple photography where the message is focused on the action

Real stories

We will use images where stories are told. Dynamic, emotional and real – always ensuring they are relevant to the content.

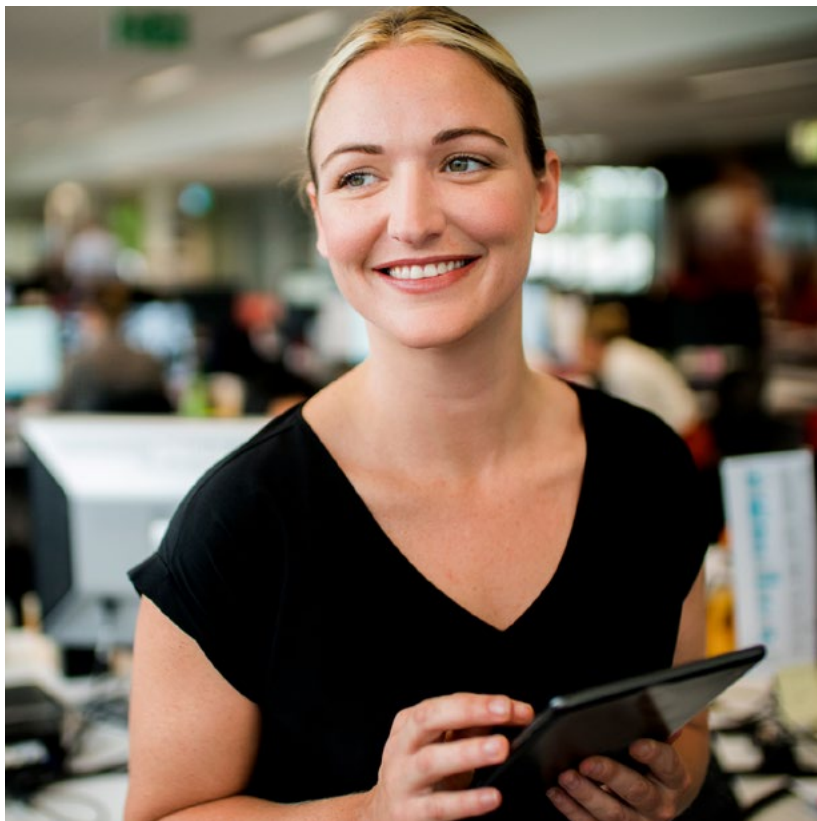


People

Examples of use.



**Don't**  
use stock images that look overly posed or unnatural. A good guide is if they are looking into the camera.

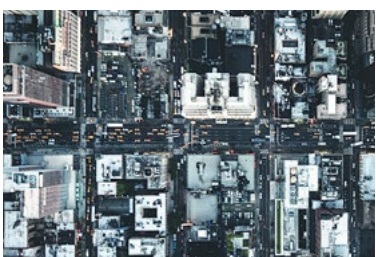


**Do**  
strive for images that represent genuine stories. Showing people in everyday settings, with a feeling of reality.

International

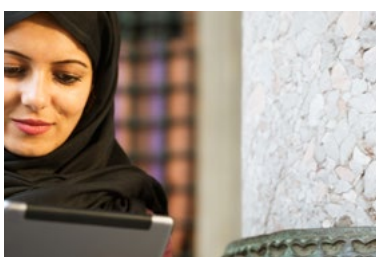
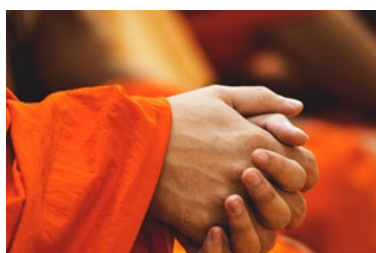
The representation of our international and global character is more than using flags and clichés, but will use images from different parts of the world, people of different nationalities and cultures. In turn, the use of images of cities where the commercial activity is evident will help us communicate our skills in marketing and business.

Finally, integrating people interacting with the environment will be advisable if what we want is to create a greater link with our international target.



Urban cities

We will show cosmopolitan life; cities where commercial and financial activity is evident. We will choose balanced composition with harmonious colour balance.



Different cultures

Images with scenes from other cultures will help to convey that we are an international and multicultural company.



Interaction

An image that tells a story is infinitely more interesting and informative. To do that we will show people.



Landmarks

We will use images with recognisable elements to represent different places in the world.



Travel

Likewise, modes of transport and infrastructure will represent our international character.



# International

Examples of use.



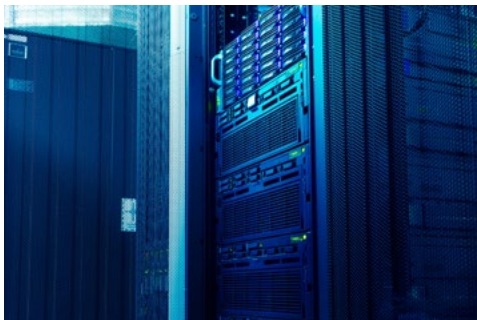
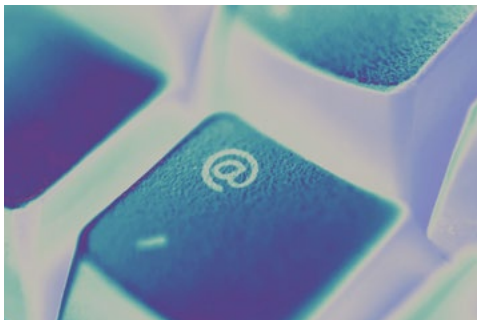
**Don't**  
use clichés, retro, vintage or photo-illustrated images.



**Do**  
use beautiful, inspiring images that represent different places and cultures.

Technology & knowledge:

As Webcertain is an expert in digital marketing, we need to present ourselves as such. We should use the latest technologies in our imagery and when we create resources which talk about media and digital tools, we will use mock ups that help communicate the message and enhance user experience.



**Technology concept**  
Images with effects and technological elements that illustrate the digital concept.



**Mock ups**  
Using mock up will help us to show tools, resources or services. We will always use the latest devices on the market. The minimalism in these images helps to enhance the technological concept.



**Mock ups in scene**  
We will use device details in real scenes when the content requires more engagement from our target audience.



**Share knowledge**  
The photographs of training and teaching will be very important to transmit our knowledge-sharing platforms and ethos.



Technology & knowledge

Examples of use.



**Don't**  
use literal stock photography.

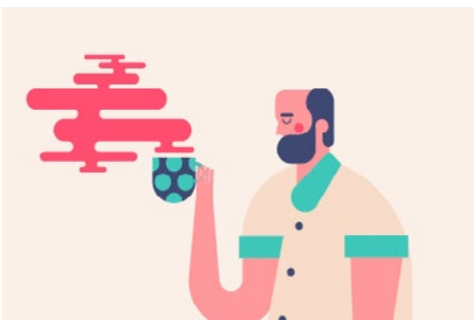
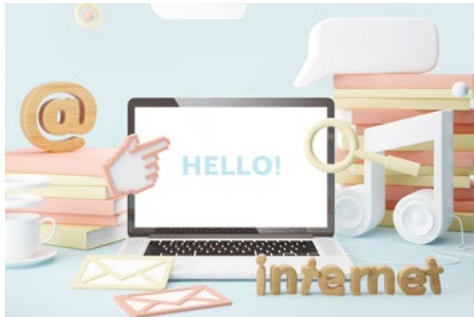
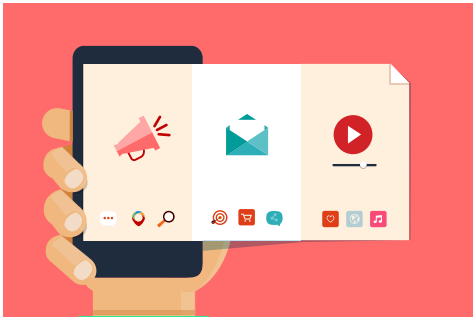
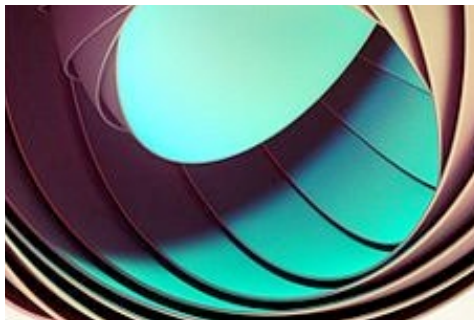
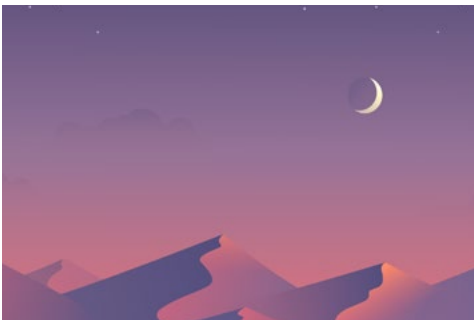


**Do**  
use minimal conceptual images, without too many elements.

Illustrations:

Illustrations in most cases represent an action, service, product or element. Sometimes, graphical elements are used alongside content to help the user better understand the message and/or make a decision.

Depending on the channel and the target audience, it is sometimes more appropriate to use illustrations. Both the iconography and the illustrations will have to follow the guidelines established in the brand manual.



Icons

Product icons are the visual expression of a brand's products, services and tools. Simple, bold, and friendly, they communicate the core idea and intent of a product.

Illustration

We will use illustrations to portray context with aesthetic beauty, make our content unique and add user delight.

3D

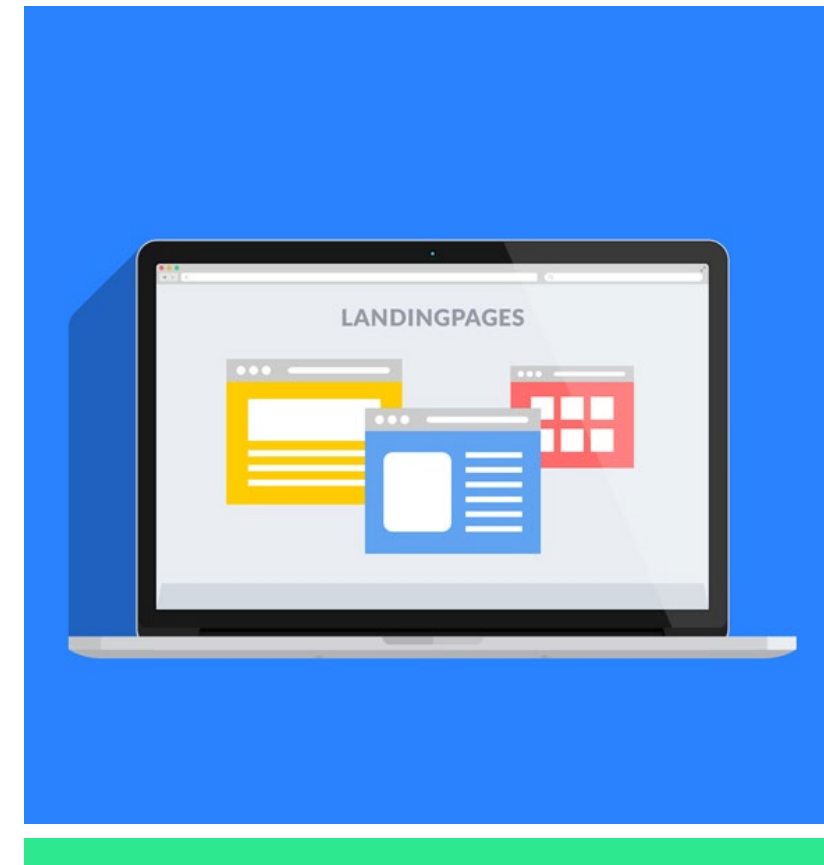
3D images will be used whenever the context requires it. With them, we get genuine images of great engagement.

## Illustrations

Examples of use.



**Don't**  
make the user hunt for the meaning in the image.



**Do**  
use colour and composition to give images a clear focus.