

# Usage Principles

Punch Taverns Plc

**PUNCH**  
T A V E R N S

Prepared October 2012. The copy content of the design visuals portrayed in this document are intended to provide positional and style guidance only and are not intended to be used as final copy reference. You should develop your own copy, as appropriate, and have it approved through the required channels.

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**If you require any further information please contact Internal Communications and PR Manager,  
Jo Navin on 01283 523549 / [jo.navin@punchtaaverns.com](mailto:jo.navin@punchtaaverns.com)**



## Introduction – Our Brand

- ▶ *Why is our brand important?* Because there are hundreds of companies and brands out there, all competing for attention, hence we need to stand out in a positive, professional and consistent way.
- ▶ What's more, because the online world and social media are more important than ever, we have refreshed our logo to make it work better online.
- ▶ So, as your branded materials run out, please replace them using our new look.
- ▶ Remember, our brand is not just the logo, it is how people see us and experience us.
- ▶ These guidelines will help support our reputation and boost our business, by making sure we present a consistent identity in every environment.

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# Our Vision

Our corporate identity represents our proposition, which is to say everything that makes us different and unique in the market. This proposition or vision is underpinned by our ethos and culture and reflected in our strategic approach.

To be the UK's highest quality,  
most trusted and best value  
leased pub business.

# Our Partner Promise

Our business is to support our Partners in creating successful pub businesses. Hence delivering our Partner Promise is key to our business success. Within Our Promise we incorporate the Punch brand pillars - Support, Quality and Trust.

This statement is primarily used internally, as a benchmark of what it is that Punch offers its Partners, over and above its competitors. It sets out what we need to focus on and deliver.

# Great support, a quality pub business and a partner you can trust.



# Our Values

## P – Partner First

We put the Partner first in all we do, offering them the BEST possible support and the highest levels of service to help them run successful pub businesses.

## R – Restless Dissatisfaction

We constantly strive to do the BEST job we can and challenge positively where we think it could be done better. We continually seek opportunities for improvement.

## O – One Team

We all work together as one team with a shared aim to become the UK's highest quality, most trusted and BEST value leased pub company.

## U – Understand The Part You Play

We are all clear on the key priorities of the business and understand how we as individuals can help Punch and our Partners to be the BEST that they can be.

## D – Do It Once, Do It Right

We always strive to do things right the first time and in the BEST possible way. We deliver on our promises and do what we say we are going to do.



# Tone of Voice

- Tone of voice is another important contributor to an audience's impression of Punch.
- To a degree, tone will vary by audience and the environment, however we should always aim to be clear, friendly and avoid jargon.
- The tone and content of our communications should reflect our Brand Pillars in that all communications should be;
  - **Of Good Quality**
  - **Honest**
  - **Supportive**
- It is particularly important that we are consistent in the way that we 'talk' to Partners. In the main we shouldn't be too formal - so use 'don't', rather than 'do not' and 'we'll' rather than 'we will'. 'You know a thing or two about pubs.' is better than 'You have some experience in the pub industry.' Feel free to write as you would speak, but stay professional and don't be too colloquial.
- For consistency we have developed a Glossary of Terms which should be used when referring to specific groups or departments.

# Our Language/Glossary

## Our Language – Internal Language at Punch Taverns

**We say Punch Taverns** = when we talk about Punch Taverns Plc

**We say Employees** = when we talk about staff

**We say Colleagues** = when we talk about colleagues

**We say Support Teams** = when we talk about head office teams

**We say Support Centre** = when we talk about our head office team and building

**We say Ops Team** = when we talk about our operators

**We say Field Teams** = when we talk about our remote based employees

**We say Partners** = when we talk our licensees

## Our Language – External Language to our Customers/Stakeholders

**We say Punch Taverns** = when we talk about the whole business

**We say Employees** = when we talk about staff

**We say Support Centre** = when we talk about our head office teams

**We say Ops Teams** = when we talk about our operators

**We say Field Teams** = when we talk about our remote based employees

**We say Licensees** = when we talk about Partners in our pubs

**We say Customers** = when we talk about consumers in our pubs



# Punch Logo



- 
- This is the Punch Taverns logo.
  - The logo is the most prominent visual symbol of our company. Maintaining its integrity is essential to the consistency of our communications.
  - Do not change or alter any aspect of the logo. Keep proportions when enlarging or reducing.
  - Shadow or 3D effects must not be added.
  - The Punch logo must appear on all Punch communications and materials.
  - The logo no longer needs to be anchored in a black block so giving greater flexibility for use online as well as in printed materials.
  - The logo has been updated online and is now available on the Punch Taverns website - [www.punchtaverns.com](http://www.punchtaverns.com) -in a range of formats.
  - If you have any queries regarding its use then please contact Internal Communications and PR Manager, Jo Navin on 01283 523549 or email [jo.navin@punchtaverns.com](mailto:jo.navin@punchtaverns.com)



# Punch Logo

The Punch logo has been uniquely drawn and carefully crafted. It has tone to lift and define the unique orange shape, logotype with 3D beveled edges and a white outer key-line. It must not be redrawn or manipulated in any way to ensure maximum consistency and consumer recognition in all channels.



The corporate logo has a white keyline around it's perimeter. This helps legibility of the logo when placed on various backgrounds as indicated.



Don't use the logo on images or coloured backgrounds without the white keyline.



Don't distort the logo in anyway



# Punch Logo Colours

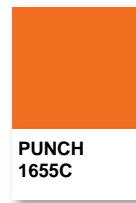


The logo colours are fixed.

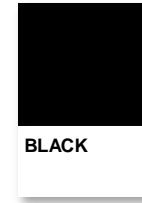
The Punch Taverns logo is created in CMYK colours and cannot be modified in any way.

## Primary colours

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PANTONE 1655C  
CMYK: C0 70M 100Y K0  
RGB: 242R, 111G, 33B



Black

Primary colours can be used throughout all communications. Use the special Punch 1655C when a 5<sup>th</sup> print colour is possible to ensure accurate colour matching.



# Punch Logo Colours

## Restricted colour usage

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Single spot colour  
printing use PMS1655C



Grey-scale



Black mono colour

**Positive**

*Please use this logo when  
reproduction is restricted to  
only black and white.*



Black mono colour

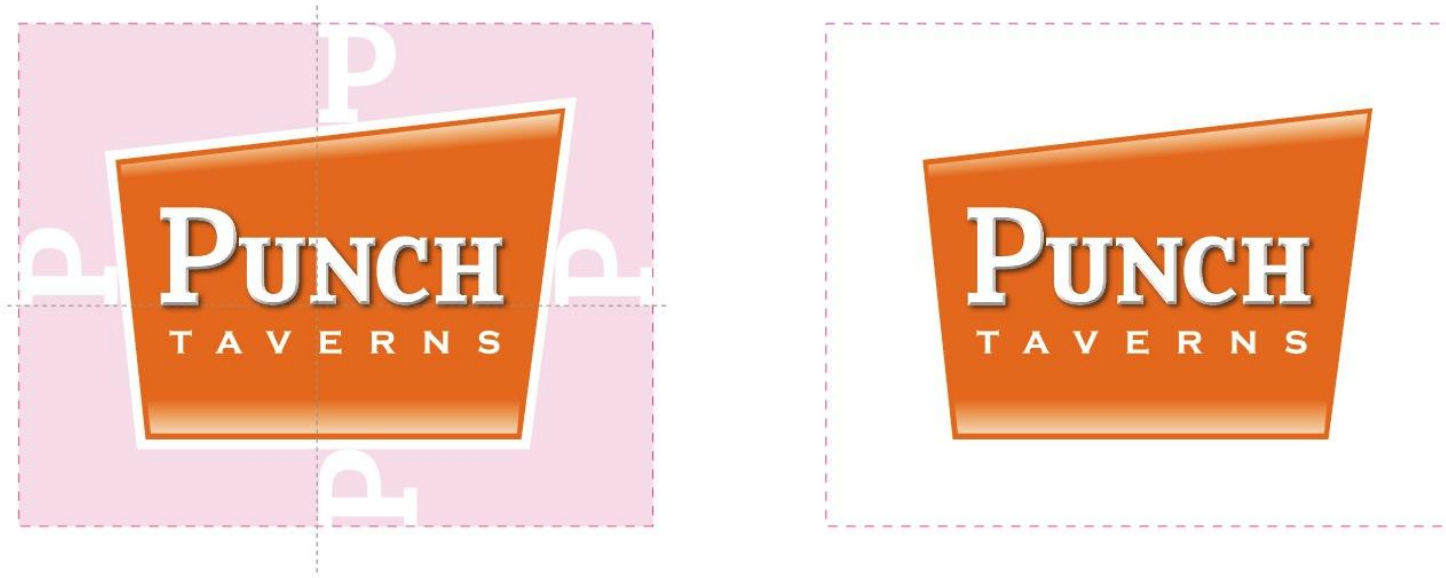
**Negative**

*In certain circumstances the  
negative logo can be used.  
Please consult with the brand  
team first before using.*



# Punch Logo Exclusion Zone

The clear space around the logo is defined by a 'P' space as shown below. No type or vector graphics are to appear within this area.



## Minimum size

DO NOT scale below these minimum sizes to ensure legibility.

In instances where this is simply not feasible, please consult with the Communications team.



40mm print



95px web

*Not shown to scale*



# Full Colour Palette

CMYK: 55C 48M 50Y 15K  
RGB: 118R, 112G, 96B

CMYK: 38C 40M 30Y 0K  
RGB: 173R, 155G, 160B

CMYK: 54C 14M 20Y 0K  
RGB: 128R, 182G, 195B

CMYK: 40C 0M 12Y 35K  
RGB: 121R, 160G, 167B

CMYK: 55C 25M 0Y 10K  
RGB: 116R, 158G, 199B

CMYK: 50C 50M 0Y 0K  
RGB: 144R, 133G, 186B

CMYK: 50C 0M 70Y 25K  
RGB: 118R, 159G, 89B

CMYK: 9C 40M 65Y 23K  
RGB: 190R, 139G, 84B

CMYK: 20C 12M 6Y 0K  
RGB: 212R, 218G, 228B

- Colour is one of the first things people notice, so consistent use of colour is an important means of standardising our visual presentation.
- The Punch Taverns colour palette consists of the corporate logo colours as well as these secondary accent colours.
- All the colours have been carefully selected to have a similar earthy hue and tone.
- This palette is suitable for multiple applications; the exact colour definitions should be used wherever possible.

# Typography / Fonts

The shapes of letters are something that we do notice albeit sometimes subconsciously. The consistent use of the correct fonts therefore supports the impression Punch wants to create.

frutiger LT light

*frutiger LT light italic*

frutiger LT roman

*frutiger LT roman italic*

**frutiger LT bold**

***frutiger LT bold italic***

**frutiger LT black**

***frutiger LT black italic***

Arial

**Arial bold**

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Frutiger LT is the default font for all professionally printed material (brochures etc.).

Frutiger is modern, clean and engineered. It should be used for all print communications. The use of other fonts should be avoided wherever possible.

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The system font Arial should be used for any digital material such as website, emails etc.

*As a general guide:*

- For all printed materials do not use body copy text set below 8pt.*
- For FAX statements use minimum 9pt text.*
- For letters and POS materials, use minimum 10pt text.*



## Photography

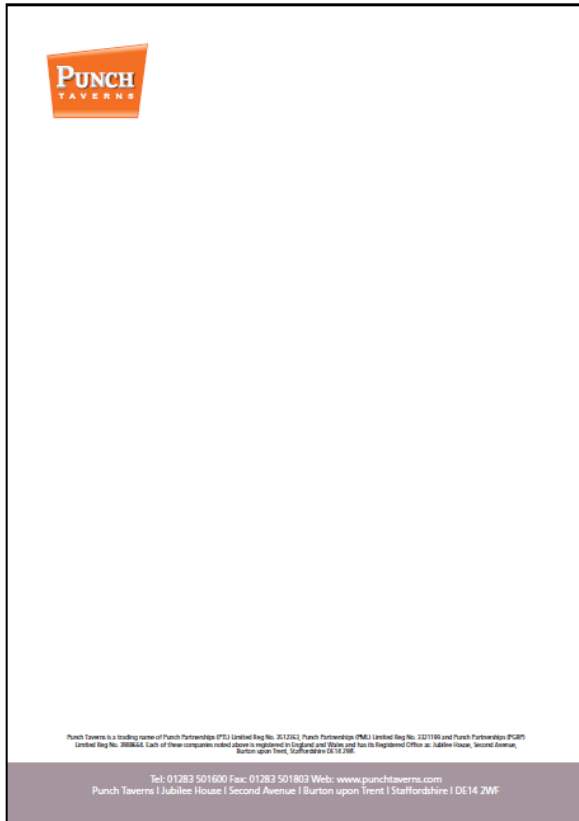
The photography used in all Punch communications must convey positive images of pubs showing great atmosphere and people enjoying themselves. Vibrant, eye-catching images are preferred and all images must be to a professional standard.

Web images are 72 DPI and for all print publications, 300 DPI is the minimum resolution. If you have any questions please contact the PR and Communications Team who have access to the Punch image library.





# Campaign Stationery



# Online



Thank you 😊

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