



QUALITY **DOCUMENTS**

W.I. NUMBER 06

LAVENDER INTERNATIONAL
BRAND GUIDELINES



This document forms an integral part of the Company Quality system, and adherence to the requirements specified within are mandatory upon all Company personnel and upon any subcontractor required to work in accordance with it.

This is a controlled document and must not be altered in any way without authorisation from the Company Quality Manager.

Issued by: *S. Young*

Title: Quality Manager

Date: 01/04/16

Authorised / Approved by: *R. Thompson*

Title: Executive Manager

Date: 01/04/16



DOCUMENT AMENDMENTS AND UPDATES

Date Amended	Section Amended	Amendment made	Name of person inserting change
01.04.16	6.1	Text amended	

Copies of this document are sent to PCN/BINDT.

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1.0 SCOPE

- 1.1 This work instruction contains our brand guidelines which essentially explain how the Lavender brand works and to provide rules, principles and design to effectively manage the communication of our brand to our customers.

2.0 RESPONSIBILITIES

- 2.1 The Quality manager has the responsibility for the control and amendments made to this Work Instruction in accordance with QP9 Document control.
- 2.2 The Marketing Manager has the responsibility of ensuring the content of this work instruction is current and informing the Quality Manager of any changes or updates required.

3.0 OBJECTIVES

- 3.1 To ensure consistency of corporate image and branding throughout Lavender International, worldwide.

4.0 THE BRAND

- 4.1 Lavender International are proud of their long association with industry and high standing amongst their customers. In order to maintain and promote this it is necessary to portray a corporate and recognisable image. By following the guidelines laid out in this document we can ensure the brand is consistent across all of our locations and reflects our core values.

5.0 CONTROL OF BRANDED ITEMS

- 5.1 The following branded items are controlled by the Marketing Manager who may delegate the ordering of such items to the Accounts Assistant (UK) or the Office Manager (Australia and USA):
- Signage – both internal and external
 - Merchandising – e.g. giveaways and promotional items
 - Advertising – e.g. on-line, journals and other publications
 - On-Line Media – e.g. website, social media
 - Email – External signature
 - Exhibition material – e.g. brochures, banners etc.
 - Imagery – what images to use, sizes, resolution etc.
 - Use of third party logos – e.g. BINDT, IIP etc.
 - Stationary – e.g. letterhead, business cards, envelopes etc.
 - Corporate wear – staff clothing



- 5.2 The Marketing Manager is also responsible for ensuring that all members of staff use the corporate email signature block. This is flowed down to each member of staff who is, in turn, responsible for setting up their signature block on their own emails in accordance with the instructions in Appendix 1.

6.0 USE OF OUR LOGO

- 6.1 Lavender international have three logos, one portrait and one landscape, both with text, and one portrait without text. The font is Eurostyle. For colour printing, the pantone colour number is 2655 U (RGB: 162, 136, 217 CMYK: 40, 47, 0, 0 HEX: #a288d9). An additional pantone code 2645 C is used when a coated logo is required for the more specific use of the Marketing Department only. A black and white logo is also available for monochrome printing. The use of the black and white logo for design purposes is at the discretion of the Marketing Manager.
- 6.2 These logos are all located on the Lavender network in the Logos folder. (See also Appendix 2).
- 6.3 The logo is used on a variety of media including, but not limited to, stationary, merchandising, advertising, corporate wear, electronic communication, signage etc. It is also used for internally produced documents where a corporate appearance is required.
- 6.4 All staff have access to the logos via the network as described in 5.2 above and may use them for internally produced documents which require a corporate appearance such as Quality Controlled documents, training material etc.
- 6.5 The logo is used on a variety of promotional and marketing items which are printed externally. These are controlled by the Marketing Manager (see paragraph 7.1 below) and must be printed by approved suppliers only as listed on the QP 02 suite of documents Approved Supplier lists.
- 6.6 Use of the logo on stationary items must approved by the Marketing Manager in the first instance. This applies to all stationary items whether they are printed in the UK or worldwide.

7.0 TYPOGRAPHY

- 7.1 The corporate font is Tahoma. All documents produced both internally and externally must use this font.



- 7.2 The corporate body text size on internally produced documents must be 12 wherever possible.

8.0 ASSOCIATE PARTNERS

- 8.1 Our associate partners are currently Lavender Greece, Oceaneering and Ultramag.
- 8.2 Our associate partners may use the Lavender International name and logo for advertising purposes with the approval of the Marketing Manager.
- 8.3 Our associate partners are given a copy of QD 379 (Brand Guidelines – Associate Partners) which explains the use of our logo and name in more detail.



APPENDIX 1

SETTING UP YOUR EMAIL SIGNATURE

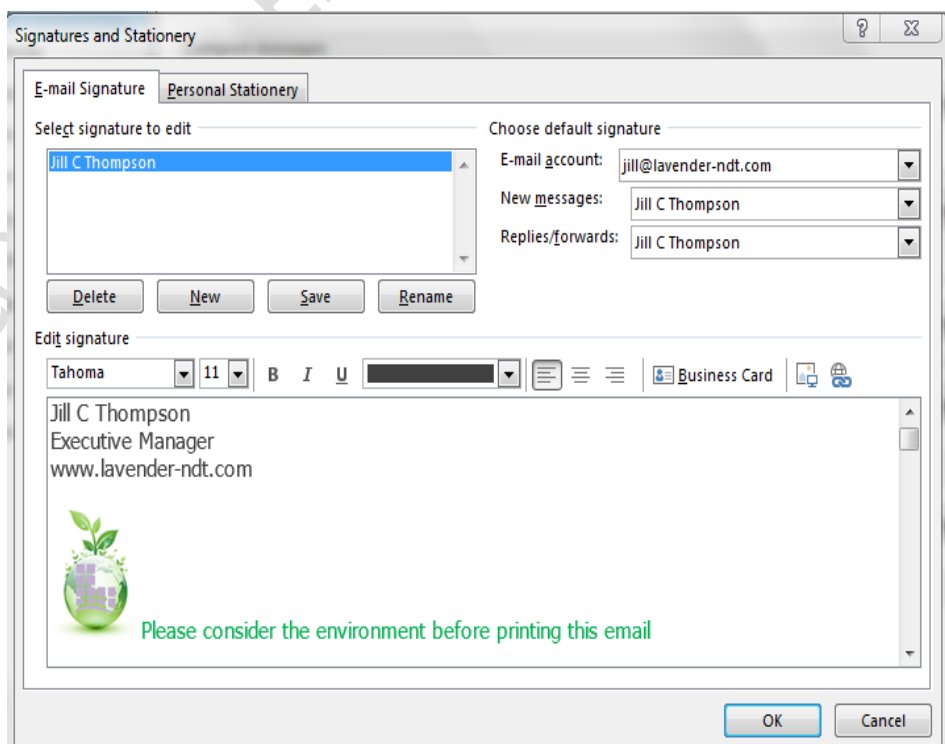
Please find the instructions below for the email signature:

1. Select a new email
2. On the task bar running along the top select 'Signature', it will then drop down a options box please select 'Signatures' again
3. Everyone should have an email signature in the top left hand box, if so amend your current one, if not select a new one
4. Please enter the following information:
Your Name:
Your Job Title:
Website Address: www.lavender-ndt.com
5. All text should be set as Tahoma – size 11 – black
6. Insert the 'please consider the environment' image shown below by simply copy and pasting it underneath your information



Please consider the environment - do you really need to print this?

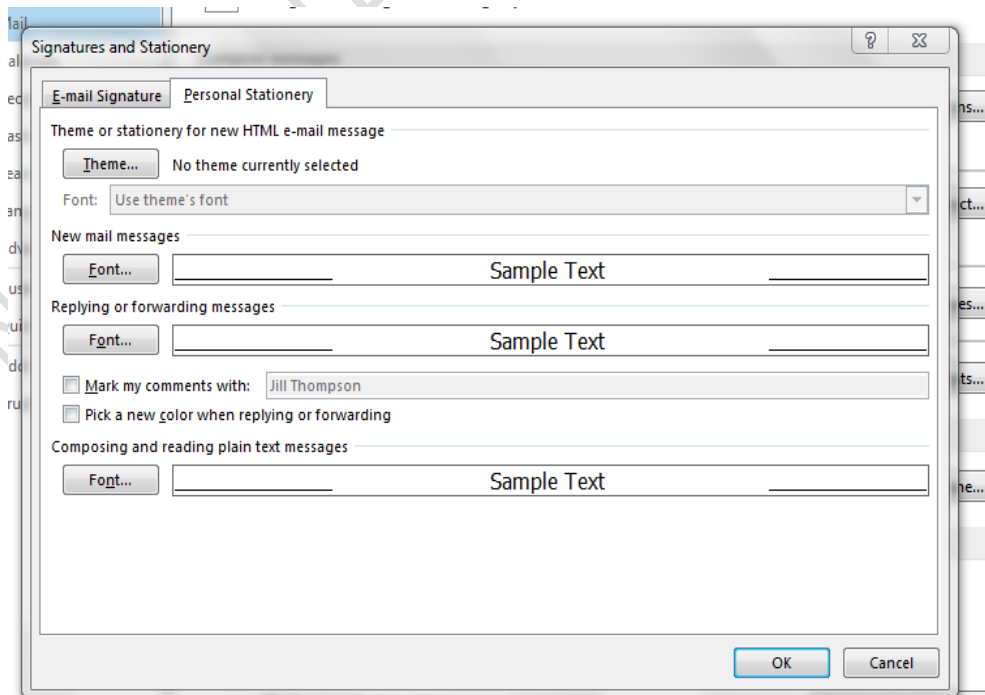
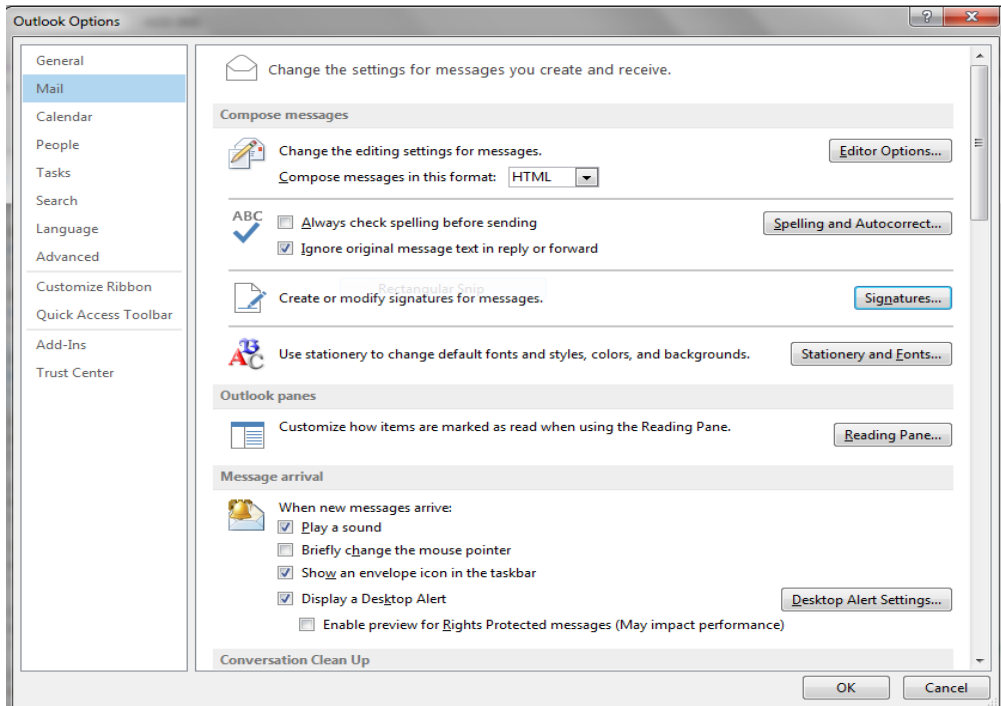
7. You must select that you wish for your signature to be added onto all 'New Messages' (this can be found on the right hand side of the signatures box) select your named signature
8. If you wish for it to be added onto all 'Replies and Forwards', select your named signature or none
9. Press ok to confirm





Changing default text on email

1. On your normal inbox screen, select File
2. Select Options
3. Select Mail
4. On the right hand side (4th item down) select 'Stationary & Fonts'
5. You will see 3 boxes with 'Font..'
6. Select each one and change all to – Tahoma – Size 11 – Black
7. Select ok to confirm



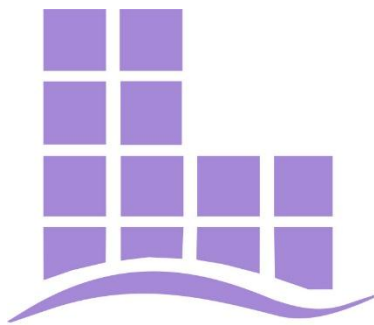


APPENDIX 2

LOGOS

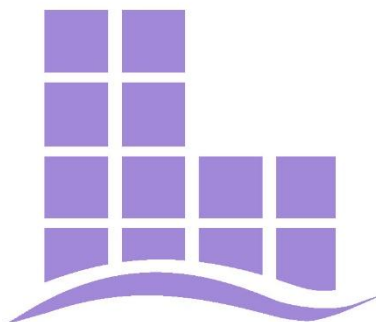
The logo should be display on documents and online in the landscape format, unless the portrait style is more appropriate (if unsure ask the Marketing Department).

Landscape Logo

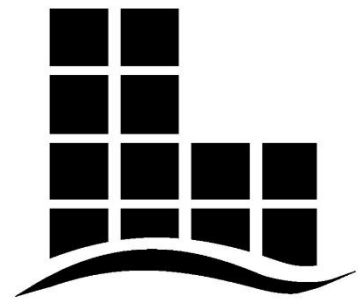
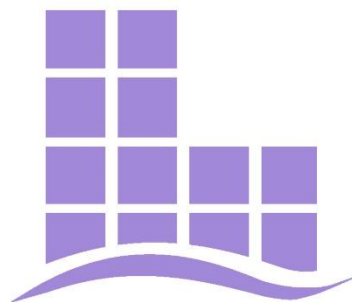


**Lavender
International**

Portrait Logo



**Lavender
International**



The logo should **not** be stretch or pixelated.

If other file formats or high resolution files are required such as; eps, PDF, PNG etc. contact the Marketing department.