



## Brand Guidelines

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## SYR BRAND GUIDELINES



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Our logo is the frontline of the SYR brand. It is the most identifiable asset we have and is proudly presented across our range of products and publications.

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Colour is important for SYR. Its consistency helps us to be recognised by our customer base across the world.

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We use a contrasting serif font to the logo for headings or body text. SYR want the logo to be distinct and memorable, not submerged in the rest of the company's look.

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Printed media can be considered one of the primary tools in achieving sales, therefore, it's important that it maintains a standard of consistency and professionalism.

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This is where the root of our brand lies, it needs to communicate effectively with external sources, it is very often the first impression we give.

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Our statement defines our approach to the industry, it should be constantly referred to with everything we create to make sure it adheres to our objective.

# LOGO

Our logo is the frontline of the SYR brand. It is the most **identifiable** asset we have and is proudly presented across our range of products and publications.

# 1



Primary Logo



Secondary Logo

Our logo is the frontline of the SYR brand. It is the most identifiable asset we have and is proudly presented across our range of products and publications.

When possible, the logo should be displayed in the corporate blue. Our other colours may also be used when necessary to uphold a strong and contrasting aesthetic.

The primary logo should be used on front pages, headers, and anywhere where it is used for brand introduction. For everything else please consider the use of the secondary logo.

To ensure consistent brand reinforcement, the spacing of the letters should never be altered.





Primary Logo



30mm minimum



Secondary Logo



40mm minimum

The size of our logo is important to preserve its readability and to make sure our publications are instantly identifiable by clients.

Please make sure not to go any smaller than the minimum size as this may effect the quality and legibility of the logo when printed.

When possible, use a larger size than the recommended minimum, this will give the logo more impact and make it easier to identify.



Brand presence and clarity are key when communicating to our clients and the public. The exclusion area is to protect our logo from becoming diluted or cluttered by other visual elements

This area can be defined by the height of the water drop in the letter 'Y'.



Our logo represents our professionalism when it is used throughout media, therefore, it is important that it is not modified or edited in any way.

Care should be taken to prevent any stretching or distortion of the logo. No element should be individually scaled or removed.

If using other colours from our identity, only one should be used at a time. Refrain from using gradients and placing the logo on an analogous colour.

There should be no stroke added to the logo, the use of the exclusion area combined with colour will make the logo stand out without the need for extra visual elements.



The primary logo is to be used unless the clarity is going to diminish which is when the secondary logo is used.



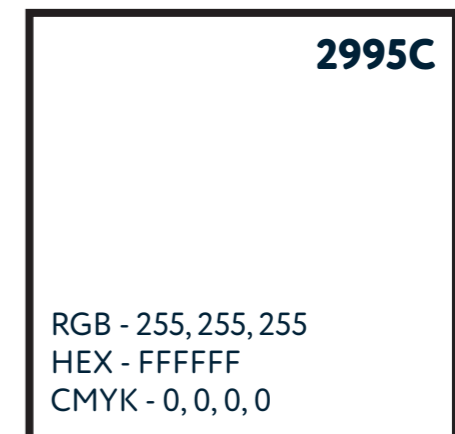
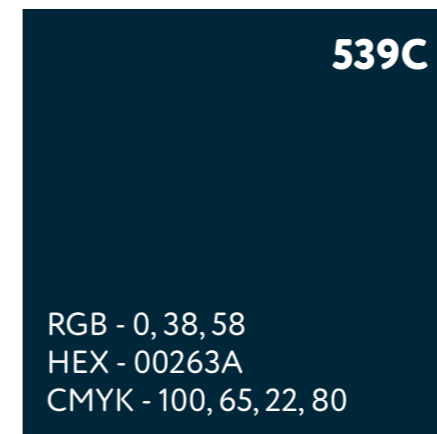
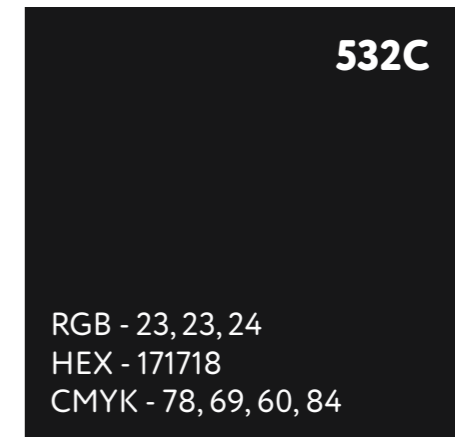
One extra graphic asset we have to apply in our designs is the water drop from the SYR logo.

This comes with less limitations than the primary logo, it may be used artistically and for functions such as highlighting text or adding tags to images.

# COLOUR

Colour is important for SYR.  
Its **consistency** helps us to be  
recognised by our customer base  
across the world.

# 2

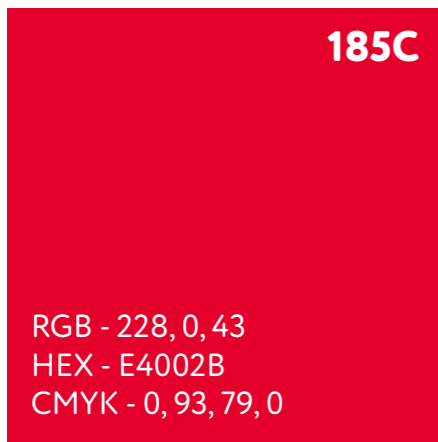
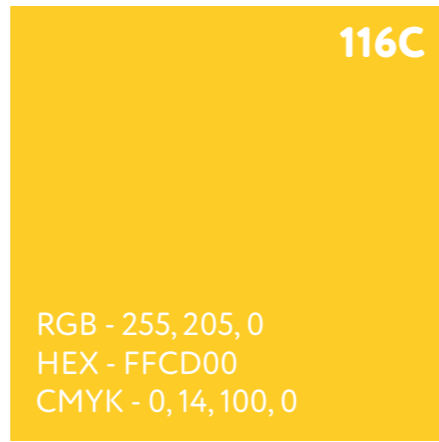


Colour is important for SYR. Its consistency helps us to be recognised by our customer base across the world.

Our leading colour blue '38ADE4' was chosen for its vibrancy and its reliable appearance across digital and print media. This is a familiar tone for SYR and is something our clients can relate to.

The darker shade of blue allows us to portray a more formal, business driven aesthetic when required. It also works well as a background for a wide range of palettes, as well as photos.

When possible, use only the primary colours in all designs.



The secondary colours predominant function is for when specific design requirements must be met for our partners and clients.

You may want to consider using the corporate green when working with eco-friendly and recycled products.



When using the colours together, contrast should be considered at all times, we want the SYR logo to be powerful even when in a cluttered visual environment.

Generally, the primary colours should be used together when presenting the logo. If a secondary colour is used, try and pair this with white or the dark blue.

Avoid using secondary colours on top of each other, this will generally produce an undesirable aesthetic which detracts the logo and its weight against other elements.

This is when the secondary logo is to be used.

# TYPE

We use a contrasting serif font to the logo for headings or body text. SYR want the logo to be distinct and memorable, not submerged in the rest of the company's look.

## 3

### Halyard Display

AaBbCcDdEeFfGgHhJjIiKkLlMmNnOoPpQqRr  
SsTtUuVvWwXxYyZz123456789!@£\$%^&\*()

**AaBbCcDdEeFfGgHhJjIiKkLlMmNnOoPpQqRr  
SsTtUuVvWwXxYyZz123456789!@£\$%^&\*()**

**AaBbCcDdEeFfGgHhJjIiKkLlMmNnOoPpQqRr  
SsTtUuVvWwXxYyZz123456789!@£\$%^&\*()**

**AaBbCcDdEeFfGgHhJjIiKkLlMmNnOoPpQqRr  
SsTtUuVvWwXxYyZz123456789!@£\$%^&\*()**

**AaBbCcDdEeFfGgHhJjIiKkLlMmNnOoPpQqRr  
SsTtUuVvWwXxYyZz123456789!@£\$%^&\*()**

### Circe Rounded

AaBbCcDdEeFfGgHhJjIiKkLlMmNnOoPpQqRr  
SsTtUuVvWwXxYyZz123456789!@£\$%^&\*()

**AaBbCcDdEeFfGgHhJjIiKkLlMmNnOoPpQqRr  
SsTtUuVvWwXxYyZz123456789!@£\$%^&\*()**

**AaBbCcDdEeFfGgHhJjIiKkLlMmNnOoPpQqRr  
SsTtUuVvWwXxYyZz123456789!@£\$%^&\*()**

Halyard Display or Halyard Text are to be used across all publications, both print and digital, use whichever is best fit for purpose.

These variations give enough diversity to allow it to be used as the primary typeface for headers, body text and codes.

**Circe** is a geometric sans-serif typeface made up of two styles, both include six weights. This font can be used for headlines, taglines and bullet points across literature and digital productions.

This text helps to achieve the professional, industrial and modern aesthetic that we are trying to communicate through all of our media.



**Header | 32pt**

# Text Size For HEADERS

**Sub-header | 22pt**

## Text Size For SUB-HEADERS

**Body | 12pt**

Text size for sales literature should always adhere to these guidelines when possible. This is to maintain a consistent look across the media that we put out to the world.

**Codes | 9pt**

Text size for sales literature should always adhere to these guidelines when possible. This is to maintain a consistent look across the media that we put out to the world.

Text size for sales literature should always adhere to these guidelines when possible. This is to maintain a consistent look across the media that we put out to the world.

The text legibility when printed must be considered, what is readable on screen may not necessarily be readable for our end user in a printed catalogue.

## Verdana

AaBbCcDdEeFfGgHhJjIiKkLlMmNnOoPpQqRr  
SsTtUuVvWwXxYyZz123456789!@£\$%^&\*()

*AaBbCcDdEeFfGgHhJjIiKkLlMmNnOoPpQqRr  
SsTtUuVvWwXxYyZz123456789!@£\$%^&\*()*

**AaBbCcDdEeFfGgHhJjIiKkLlMmNnOoPpQqRr  
SsTtUuVvWwXxYyZz123456789!@£\$%^&\*()**

## HEADER

Aqui num que plitatiis eat. Dae ipsaecte lam,  
Ulpa demporem imustemporum fugit, alignisciet.

**SYR Clean**

*Aqui num que plitatiis eat. Dae ipsaecte lam,  
Ulpa demporem imustemporum fugit, alignisciet.*

*SYR Clean*

**Aqui num que plitatiis eat. Dae ipsaecte lam,  
Ulpa demporem imustemporum fugit, alignisciet.**

**SYR Clean**

***Aqui num que plitatiis eat. Dae ipsaecte lam,  
Ulpa demporem imustemporum fugit, alignisciet.***

***SYR Clean***

The alternate typeface for SYR designs is **Verdana**. A sans-serif including a six weight family.

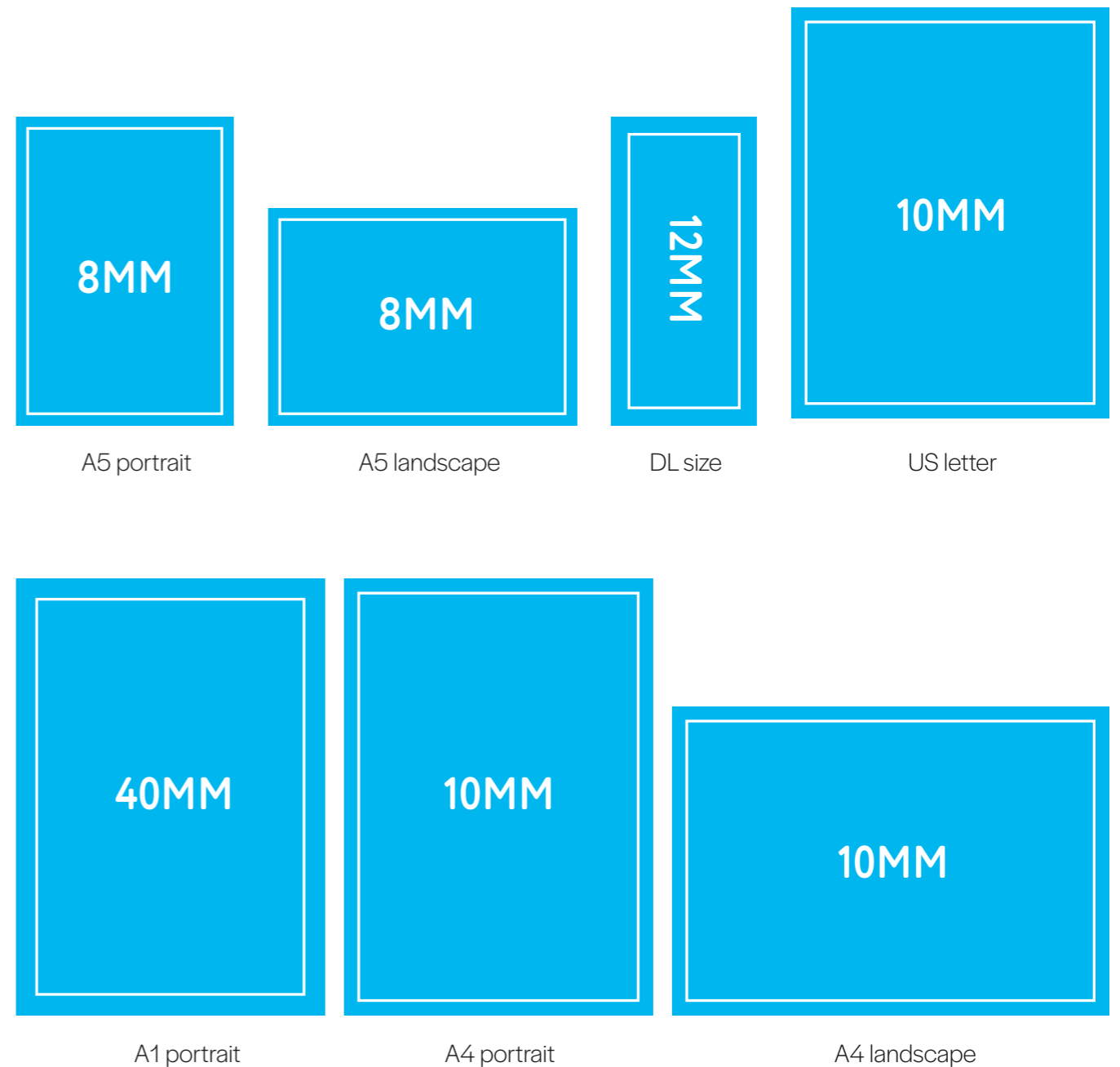
This typeface may be used when Halyard or Circe is not available, for example, when creating a word document, powerpoint presentation or email.

Halyard should still be the go to typeface for all external designs and publications from SYR.

# PUBLICATIONS

Printed media can be considered one of the primary tools in **achieving** sales, therefore, it's important that it maintains a standard of consistency and professionalism, it needs to look and feel like our brand.

## 4



Our margins prioritise function over aesthetic, meaning they leave minimum borders on catalogues ect. This gives us the flexibility to fit in all the product info without looking messy.

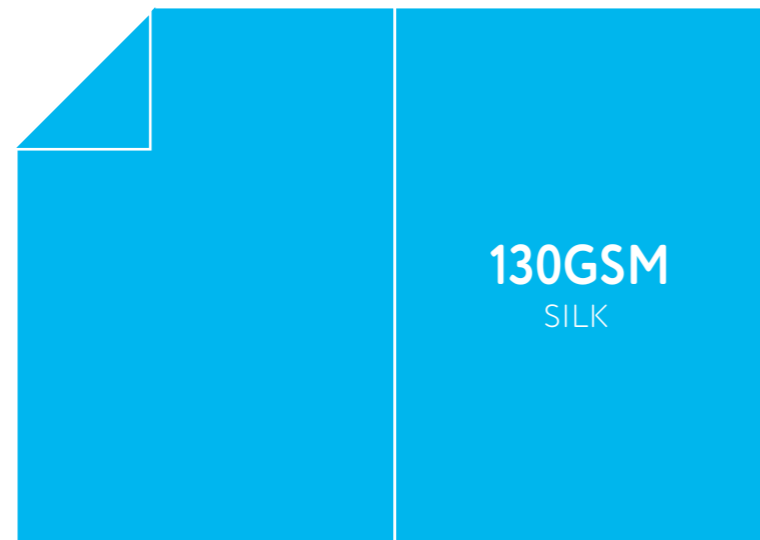
For some printed media such as DL size leaflets and A1 posters, the primary function is about communicating a message. Therefore, a larger margin is used to give a minimal and stylish aesthetic.

<b>A4 portrait</b>	210mm	x	297mm
<b>A4 landscape</b>	297mm	x	210mm
<b>A5 portrait</b>	148mm	x	210mm
<b>A5 landscape</b>	210mm	x	148mm
<b>DL size</b>	99mm	x	210mm
<b>US Letter</b>	215.9mm	x	279.4mm
<b>A1 portrait</b>	594mm	x	840mm





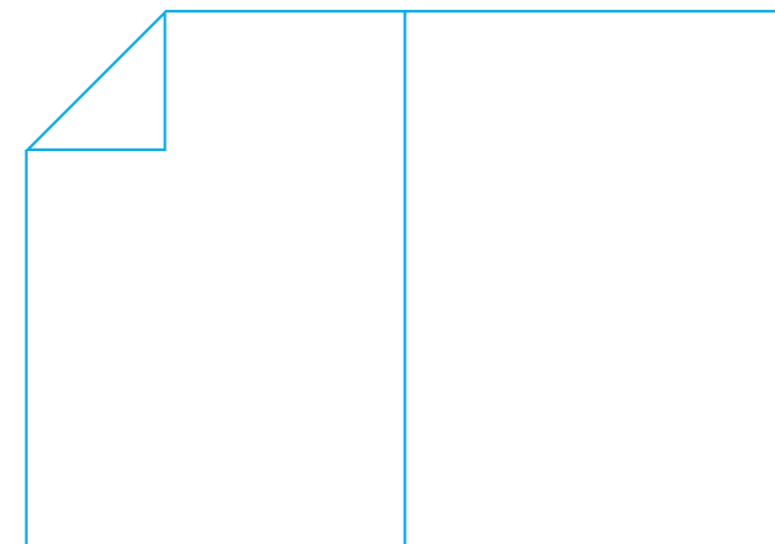
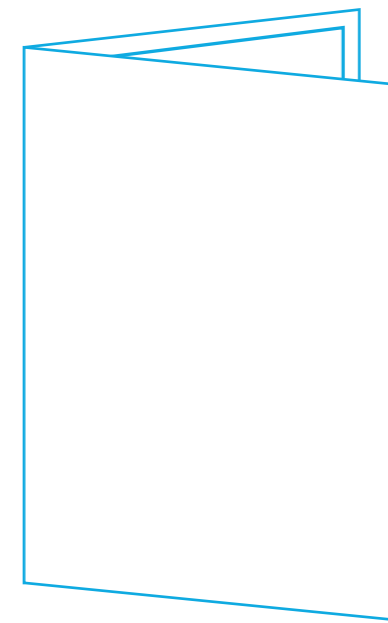
Cover



Inside page

Using different paper weights and finishes allows us as a brand to manipulate the perceived value or use of printed media.

Product catalogues should feel premium quality, and this can be achieved with a 150gsm silk stock for inside pages. 350gsm silk with gloss lamination works as an effective, durable cover.



Our values are a great reference for employees. They work as a guide to the forward thinking work flow we are trying to achieve with everything we do.

These values are relevant for customer relations, product design, sales, and every other aspect of the company.

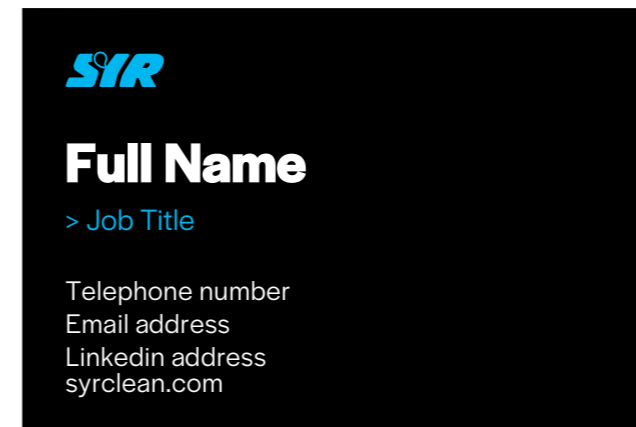
# STATIONERY

These assets make up the bones of our brand image, these can be the first **impression** we give out as a business to potential clients, so there is a strong need for a professional and consistent look.

# 5



Fronts (select examples)



Reverse

We have multi side printed business cards with a strong macro style dark background product shot design highlighting some of SYR's unique and well known products.



Product Photography



Styled Photography



In-Situ Photography



Our product photography is clean and crisp. Cut out and placed on a white background to show in detail the excellent products.

Natural shadows are allowed on photography where we feel it really excels.

With in-situ photography we use and colour splash style with grey scale background to really show of the product in question.

# MISSION

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Our mission statement defines our **approach** to the industry, it should be constantly referred to with everything we create to make sure it adheres to our objective.

# 6

“...We will create a safe and simplified world of cleaning, through the manufacture of fit for purpose, innovative products that deliver unique effective cleaning solutions.”

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Our mission statement defines our approach to the industry, it should be constantly referred to with everything we create to make sure it adheres to our objective.



Tagline 1

**EXCELLENCE  
IN CLEANING  
SINCE 1954**

Tagline 2

**PUTTING  
INNOVATION  
AT THE HEART  
OF CLEANING**

SYR Values

WE LEAD THE WAY.

WE ACT WITH INTEGRITY.

WE COMMUNICATE FEARLESSLY.

WE HAVE A PASSION FOR OUR WORK.

WE ARE ONE TEAM.

WE DELIVER THE VERY BEST.

Our tagline is to give us to when the business started and to amplify the fact that our unique cleaning systems have been carefully designed and built to last.

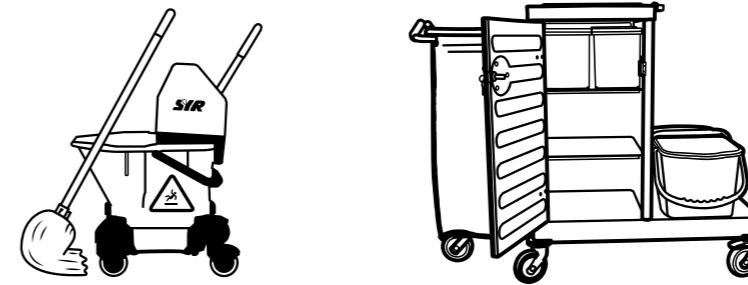
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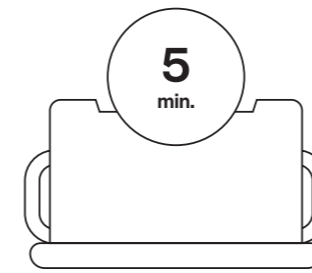
What is our brand tone of voice?

Our brand's tone of voice is an integral part of our brand identity. Brand identity isn't just the way SYR looks, but how it feels and sounds. We use clear and straightforward language alongside universal icons to make sure our global audience clearly understand all the health and operating of our products.

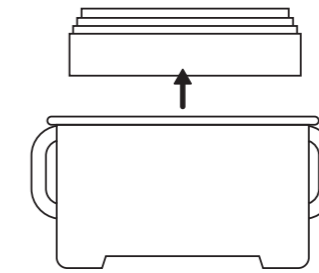
Easy to recognise product icons



Easy to follow instructions



Leave 5 minutes contact time.



Take flat mop pads out of bucket.

Clear voiceover on video as well as easy to follow text for hard of hearing



***SIR***