

Brand book

How to use the BBA's brand in a purposeful way

betterbusinessact.org

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The aim of this brand book is to create guidelines on how to use the Better Business Act brand. With this book one should have enough flexibility to create consistent and purposeful materials to represent what the BBA stands for



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Positioning

How to use BBA's tone of voice, tag line and key messages

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Tone of voice

Laws, amendments and business can be complex topics and hard to follow for people that are not familiarised with certain concepts.

With BBA we want to be able to communicate with everyone, and therefore our language is straightforward, clear and easily digestible from people all backgrounds.

Straightforward

Bold Clear

Consistent

The way a brand looks is just as important as the way it sounds.

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A tagline is a slogan or "catch phrase" that describes our work to others at a glance. It can also be used as a hero headline on our website or printed materials.

Britain needs business at its best.

We can do better than this. The Better Business Act will transform the way we do business.

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Key messages

The Better Business Act purpose is to change the law, and together with our tagline, the messaging / principles on the right are the key things we want to communicate and achieve with a change in the regulation.

Businesses to balance people, planet and profit.

Aligned interests

The interests of shareholders are now advanced alongside those of wider society and the environment.

Empowering directors

This change must empower directors to exercise their judgement in weighing up and advancing the interests of all stakeholders.

Default change

This change must apply to all businesses by default. It must no longer be optional to benefit wider stakeholders beyond shareholders.

Reflected in reporting

Businesses must report on how they balance people, planet and profit in a strategic report or impact report, where one is currently required.

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Logo & name

How to use the logo on its own, in combination with other logos and how to write the brand name

Includes usage examples

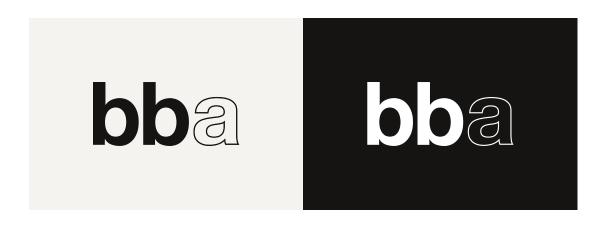
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Logo

The primary logo must be used in the majority of places, and using the variants shown in this and following pages.

Alternatively, you can use initials version below when the size doesn't allow for full readabily of the primary version.







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Name style

Even though the logo uses a lower cased style to write the **Better Business Act**, when referring to the organisation you must write in title case, and use upper case when using the initials only to be able to distinguish from the rest of the text - see examples on the right.

The **Better Business Act** will transform the way we do business, so that every single company in the UK, whether big or small, takes ownership of its social and environmental impact.

Why will you support the BBA? Find out more.

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Sizes & space

To ensure readibility of our brand's main component, make sure that you're applying the **minimum size required**, as well as ensuring that the **clearance space** around the logo enables a better readibilty.

Minimum size



Clearance space



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Colour

The logo's primary colour is **almost black**, and should be used most in most scenarios. If the background is darker and readability is compromised, use **white**.

In cases where you'll want to differentiate between communications for business and for individuals, use the secondary colours to highlight the word act.





almost black (primary)

HEX #151413

RGB 21, 20, 19

CMYK 0%, 0%, 1%, 92%

white (primary)

HEX #ffffff

RGB 255, 255, 255

CMYK 0%, 0%, 0%, 0%

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Usage: Do's













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Usage: Don'ts



On't stretch or compress the logo



On't change the filling of the logo



On't use colours that are not readable



On't change the logo's font



On't use colours that are not part of the logo



② Don't place it on top of complex images

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BBA & B Lab UK

Being an coalition directly supported by **B Lab UK** it is important to understand how to represent these two brand side by side - see how below.





BBA & supporters

As businesses join the coalition is important to have a way to of representing the support of each one of them - see how below.









Supporting elements

How to use all the supporting elements of the brand, from typography and colour to imagery and illustration

Includes usage examples



Typography

Helvetica Neue, a take on the classic swiss typeface
Helvetica with improved readability and legibility, is the font
used for BBA's brand and must be used at all times unless
the service in question doesn't allow it (see next page).

Helvetica Neue Bold



ABCDEFGHIJKLMOPQRSTUVWXYZ abcdefghijklmopqrstuvwxyz 0123456789

!@#\$%^&*()

Helvetica Neue Bold



ABCDEFGHIJKLMOPQRSTUVWXYZ abcdefghijklmopqrstuvwxyz 0123456789 !@#\$%^&*()

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Alternative typography

Unfortunately, some places on the web still don't allow customisable fonts and in those cases we'll have to use Arial. One of those places is for example email signatures in google, as well as rendering of a few email providers.

Arial



ABCDEFGHIJKLMOPQRSTUVWXYZ abcdefghijklmopqrstuvwxyz 0123456789

!@#\$%^&*()

Arial



ABCDEFGHIJKLMOPQRSTUVWXYZ abcdefghijklmopqrstuvwxyz 0123456789 !@#\$%^&*()

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Colour: neutral

These are the colours for the neutral palette, like in every colour palette, **white**, black and neutral colours are very important for "glue" components like text, backgrounds and a must in every brand.

Our black is just **almost black** because these creates a not so harsh atmosphere, giving it a more subtle look.

white

HEX #ffffff

RGB 255, 255, 255

CMYK 0%, 0%, 0%, 0%

dirty white

HEX #F5F3F0

RGB 245, 243, 240

CMYK 0%, 1%, 2%, 4%

neutral

HEX #DDDAD7

RGB 221, 218, 215

CMYK 0%, 1%, 2%, 13%

almost black

HEX #151413

RGB 21, 20, 19

CMYK 0%, 0%, 1%, 92%

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Colour: orange

Orange is the primary highlight colour. Comes accompanied with a lighter and a darker version to create more dynamic along the brand elements.

This colour will be mostly associated with the **businesses** side of the Better Business Act.

orange

HEX #EB5C27

RGB 235, 92, 39

CMYK 0%, 56%, 77%, 8%

light orange

HEX #FFD7C9

RGB 255, 215, 201

CMYK 0%, 16%, 21%, 0%

dark orange

HEX #B23F13

RGB 178, 63, 19

CMYK 0%, 45%, 62%, 30%

Brand book betterbusinessact.org act@betterbusinessact.org Colour: orange 21 / 42



Colour: teal

Teal is the secondary highlight colour. Comes accompanied with a lighter and a darker version to create more dynamic along the brand elements.

This colour will be mostly associated with the **individuals** side of the Better Business Act.

teal

HEX #58BCAE

RGB 88, 188, 174

CMYK 39%, 0%, 5%, 26%

light teal

HEX #C2E5E1

RGB 194, 229, 225

CMYK 14%, 0%, 2%, 10%

dark teal (secondary)

HEX #097C6C

RGB 9, 124, 108

CMYK 45%, 0%, 6%, 51%

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Imagery

Images should be used in moderation, but when using them, make sure you're choosing images that are harmonious and that reflect BBAs principles and what we stand for.





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Illustration

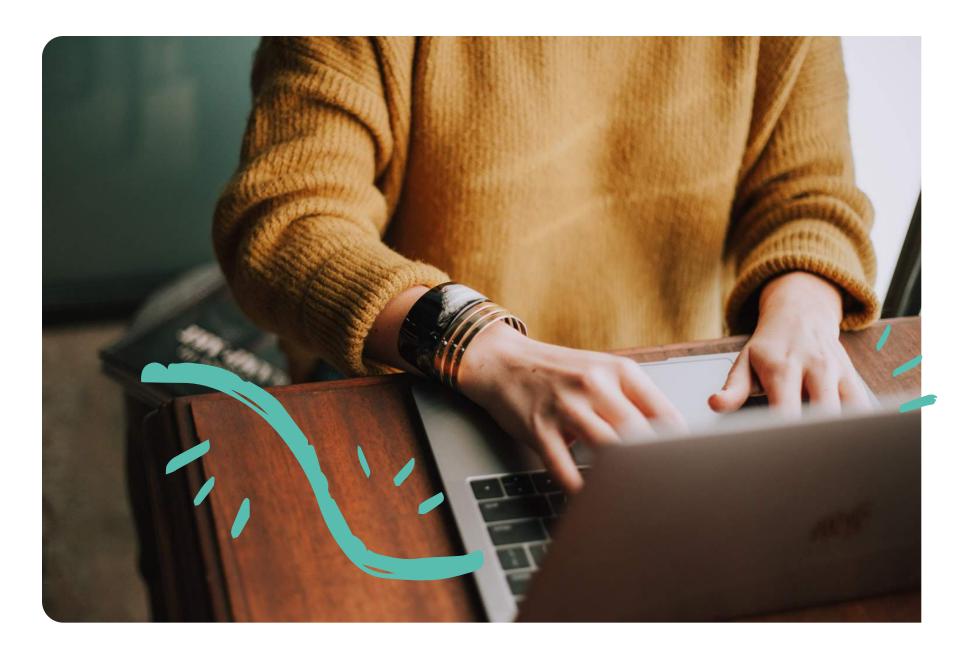
We have a selection of organic shapes that can be used to draw attention to a specific part of a photography or to highlight an important piece of text.



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Usage: do's





Use illustration motifs to give dynamic to images throughout website, presentations and other mediums

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Usage: don'ts



Don't use images that contain brand names or imagery



Don't distort images

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Online presence

How to use the brand online on different platforms, from profile photos to posting

Includes usage examples

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Name & tagline

It's important for brand recognition to always use the same name, URL, handles and tagline in all platforms.

Name

Better Business Act

Handle

@betterbusinessact

URL

/betterbusinessact

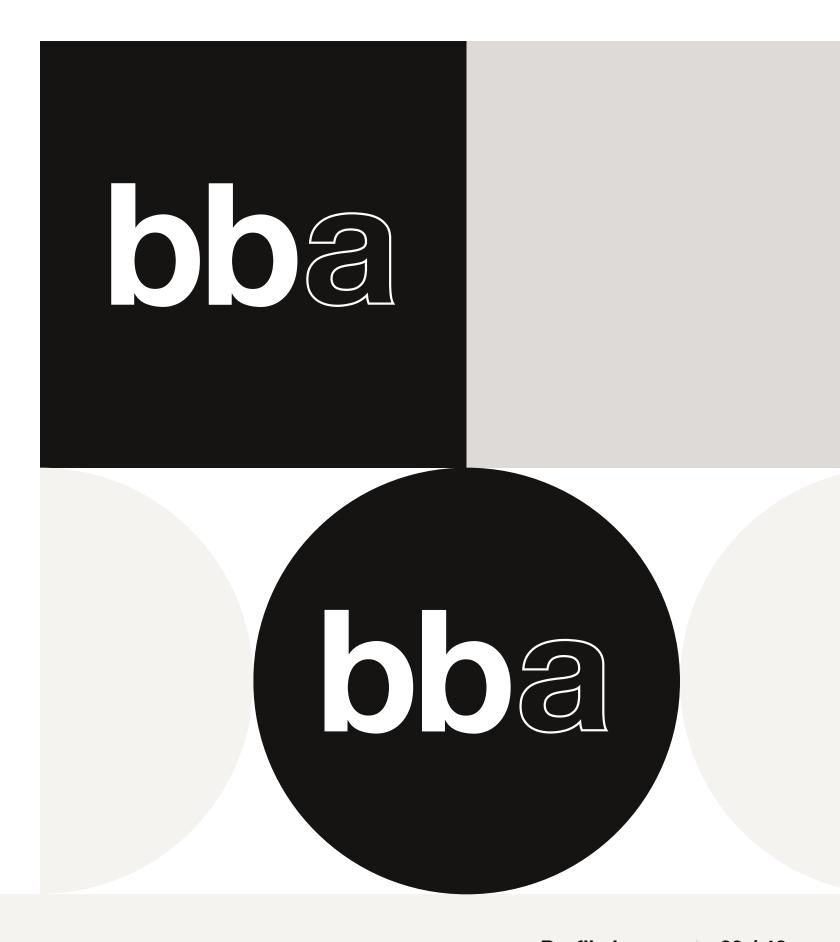
Tagline

We can do better than this. The Better Business Act will transform the way we do business.



Profile image

We want our brand to create a consistent storyline between all mediums and materials, therefore we believe that the "hero" or top sections of each one of those platforms (website, emails and social media) should all be consistent and use the darker more proeminent colours.



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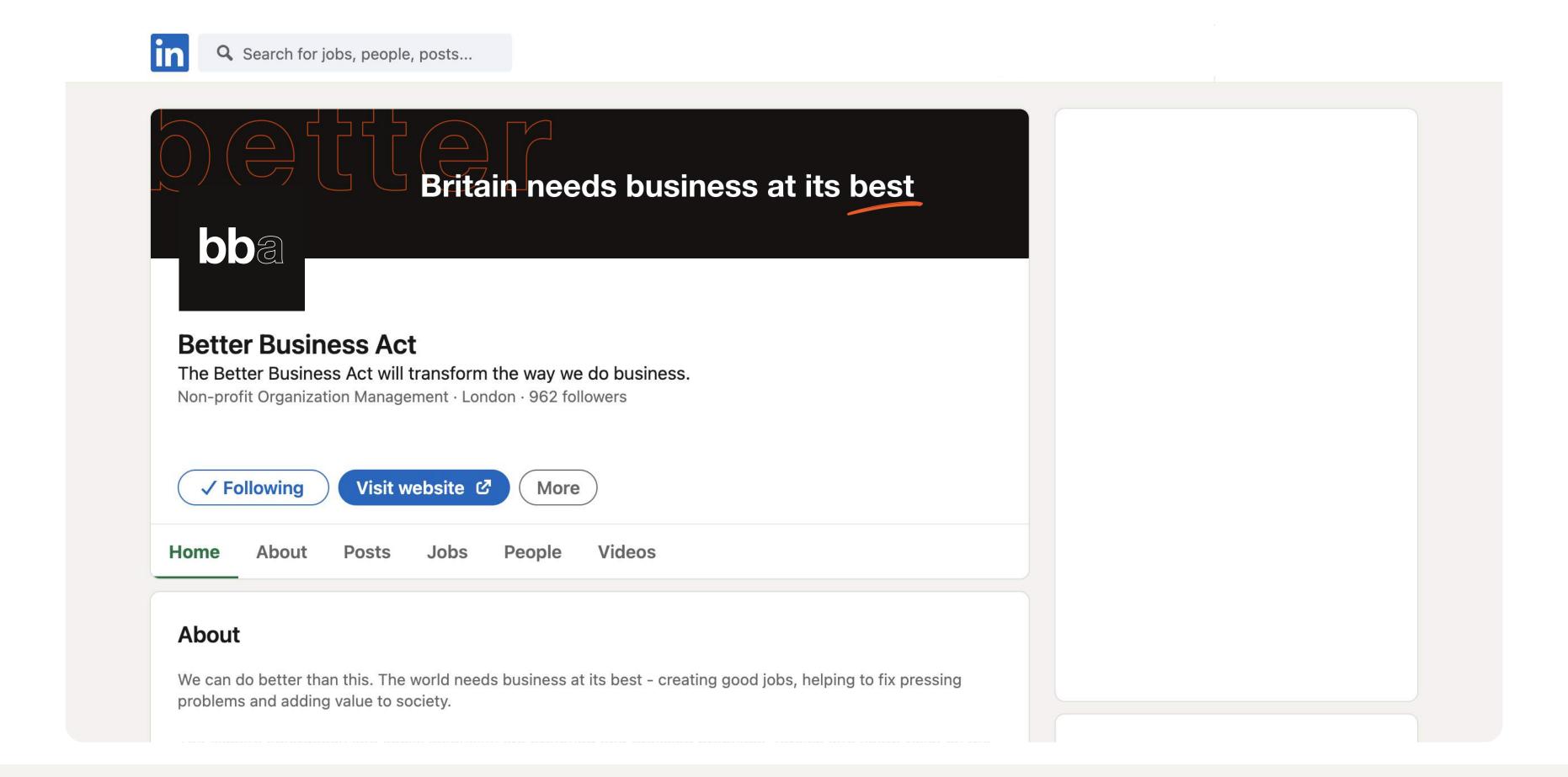
Cover image

The same for the profile image applies for the cover images for social media platforms.

Britain needs business at its best

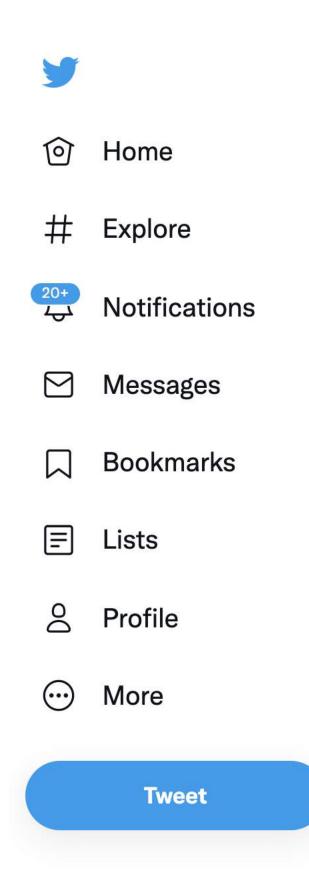


Example: Linkedin

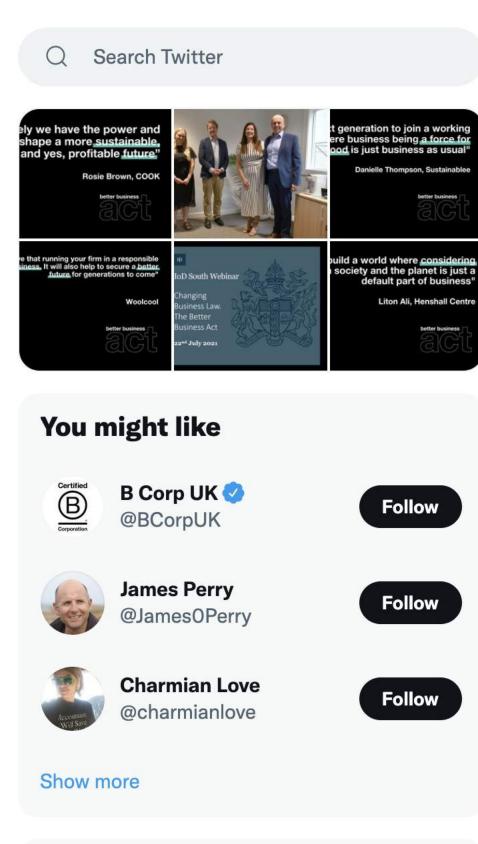




Example: Twitter



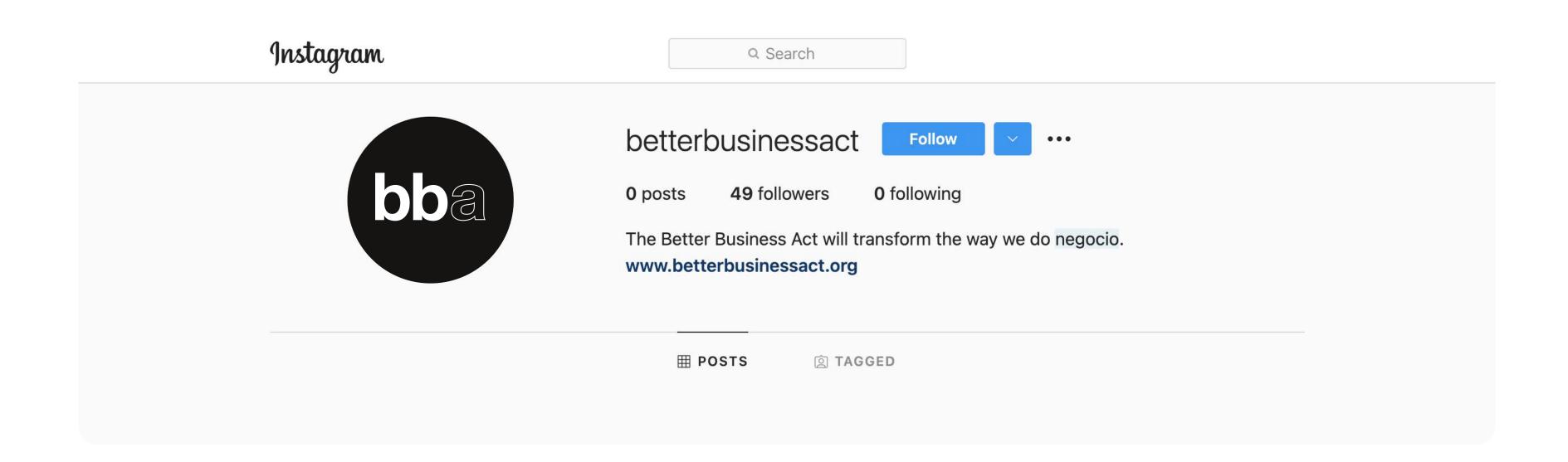




Trande for you



Example: Instagram





Email & comms

How to use the brand on email signatures, mailing list emails and other communications like presentations

Includes usage examples

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Email signature

We've created email signatures that not only include the name, role and BBA's logo but also a tagline and a call to action to join the coalition.

Thank you for your support!



Hannah Gibbs <act@betterbusinessact.org>

Hello,

Thank you for supporting the BBA.

-

Hannah Gibbs

BBA Coalition and Campaign Delivery Lead



The world needs business at its best

Join the coalition >

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Email

A better business newsletter SEPTEMBER 2021

A small introduction to the monthly newsletter goes here and can talk about a specific topic of the month.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec accumsan maximus augue quis commodo. Aliquam erat volutpat. Pellentesque tempor arcu id lacus scelerisque, at efficitur ligula suscipit. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia curae.





Pellentesque tempor arcu id lacus scelerisque, at efficitur ligula suscipit. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia curae.



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<u>Instagram</u>

Website

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better business

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Presentation

We've created a Gslides presentation that contains multiple page templates, and that aligns with the storyline from other mediums and materials.





Page name

Content of this page goes here. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec accumsan maximus augue quis commodo. Aliquam erat volutpat. Pellentesque tempor arcu id lacus scelerisque, at efficitur ligula suscipit. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia curae.



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Presentation



Britain needs business at its best

We're going to create an economy where every business is at its best.

The climate emergency and social inequality are profound and pressing problems, thrown into sharp relief by the COVID-19 crisis, that can only be solved if we harness the enormous potential of entrepreneurs, innovation and enterprise. The world needs business at its best.

But for the past half-century, business has become separated from the communities it needs to serve. The failure to align the interests of shareholders with those of wider society and the environment has contributed to a set of enormous challenges that threaten peoples' health, wealth and the natural world.

76% in the UK want businesses to be legally responsible for their impact

Our research shows that UK voters and consumers want business to do better. Three quarters of the UK public think business has a responsibility to protect the environment and the majority favour brands that do good in the The Better Business Act will transform the way we do business, so that every single company in the UK, whether big or small, takes ownership of its social and environmental impact.

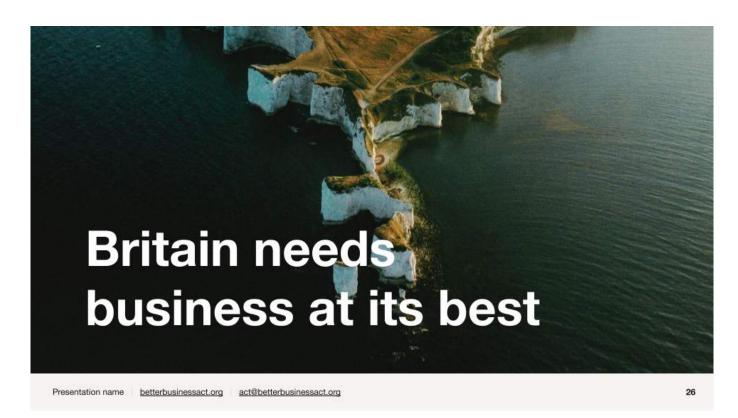
Freedom for business leaders to act in everyone's interests

This means freeing decision-makers in business to act in everyone's long term interests - combining traditions of good stewardship and responsibility with new ideas to meet the challenges of the 21st century.

The best way to do this is to change the law that governs how businesses act. It can no longer be a choice to align the long-term interests of people, planet and profit. Businesses across the UK have proven this as a model for sustainable growth that drives innovation and entrepreneurship.

That's why we are urging all of Britain's business leaders to call on the UK Government to amend Section 172 of the Companies Act to ensure businesses are legally responsible for benefiting workers, customers. communities and the environment while delivering profit.

Presentation name <u>betterbusinessact.org</u> <u>act@betterbusinessact.org</u>





Frequently asked questions

What is the Better Business Act and why is it needed?

Find out the answer

What difference could the Better Business Act make to society and the environment? Find out the answer

What level of reporting would be required by Directors to change to Section 172? Find out the answer

How would existing companies' transition into this new legislation?

Find out the answer

Have any other countries successfully brought in similar legislation to the BBA? Find out the answer

How will businesses need to change to answer the duties of the Better Business Act? Find out the answer

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Printed materials

How to use the brand printed materials like roll down banners, postcards, tote bags and t-shirts

Includes usage examples

Business card

We've created a business card design that represents **BBA's brand** in its simplicity and gives people all the details needed to the BBA member - full name, role, email - and also the full URL to **BBA's website**.

Your name

Your role

your.name@betterbusinessact.org





Postcards





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Roll down banner

Similar to the postcard, the roll down banner can have the two colours and because it will be on display, the roll down banner will also include a list of logos of businesses that are already supporting the BBA.

Britain needs business at its best

Our mission is to change UK law to make sure every single company in the UK, whether big or small, aligns the interests of their shareholders with those of wider society and the environment.

Our goal is to amend Section 172 of the Companies Act in line with these principles.

Find out more at

www.betterbusinessact.org



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better business



The end

Any questions, reach out to act@betterbusinessact.org

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