

Brand Policy

PalmerWebb Limited

1. Introduction

PalmerWebb Limited's brand identity is a vital part of its public image. This document outlines the proper usage of the company's logos, colours, typography, and other brand assets to ensure a consistent and professional representation.

2. Logo Usage

Primary Logo: The primary PalmerWebb Limited logo should be used in all official branding materials.



Alternative Logo: A white background or simplified version may be used when colour printing is not available.



Logo Clear Space: Maintain a minimum clear space around the logo equivalent to the height of the letter "P" in "PalmerWebb."

Prohibited Usage:

- Do not stretch, distort, or rotate the logo.
- Do not alter colours or add effects (shadows, glows, etc.).
- Do not place the logo on a busy background that reduces visibility.



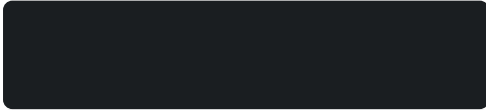
3. Colour Palette

The official colours for PalmerWebb Limited are as follows:

PalmerWebb Black:

Hex: #1a1e21

RGB: (26, 30, 33)



PalmerWebb Orange:

Hex: #ff421a

RGB: (255, 66, 26)



4. Typography

Primary Font: Aptos (for headings, key branding elements and body)

Secondary Font: Calibri (Use if Aptos unavailable)

Alternative Fonts: Arial (if Aptos and Calibri are unavailable)

5. Brand Tone & Voice

PalmerWebb Limited's brand voice should be:

- Professional: Clear and concise language.
- Approachable: Friendly yet informative tone.
- Consistent: Maintain uniform messaging across all platforms.

6. Brand Applications

Digital Media

- Use official brand assets in websites, email signatures, and social media.
- Logos should maintain clarity on dark and light backgrounds.





Print Media

- High-resolution versions of the logo should be used for print materials.
- Maintain colour accuracy using CMYK equivalents.

7. Contact Information

For any questions regarding branding or usage, contact PalmerWebb Limited.

Email: info@palmerwebb.co.uk

