

# The On Line Group Brand Manual



Engineering outside the box

# Hi from Jeff

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Dear Friends and colleagues,

The 'On Line' brand, which was started with the launch of **On Line Design & Engineering Limited** in 1982, is now used by 7 businesses. I believe it is an extremely valuable asset which can generate substantial success for all involved with it.

We have therefore created this brand manual. Like any manual, its objective is to help people who use the brand to understand its origin, the brand values and the best ways of getting the most out of it.

The manual is written for the benefit of all people within the **On Line Group**, and we have listed the 9 core values of the **On Line** brand in their own right (see page 11).

A brand is always evolving and people's perceptions of it change from time to time.

However I do believe that the 9 listed values are shared by all **On Line** businesses. They are what have made the Business what it is today, and sticking to them is a good idea for everyone associated with the business. Remember there is strength in unity.

I want you, as a partner, associate, or employee to embrace these values and get close to our way! How we do business, how we communicate, what we believe in and ultimately where we are going.

Take care and enjoy!



Immingham,  
November 2015



**On Line**  
Group



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# About Us

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# What is the On Line Group?

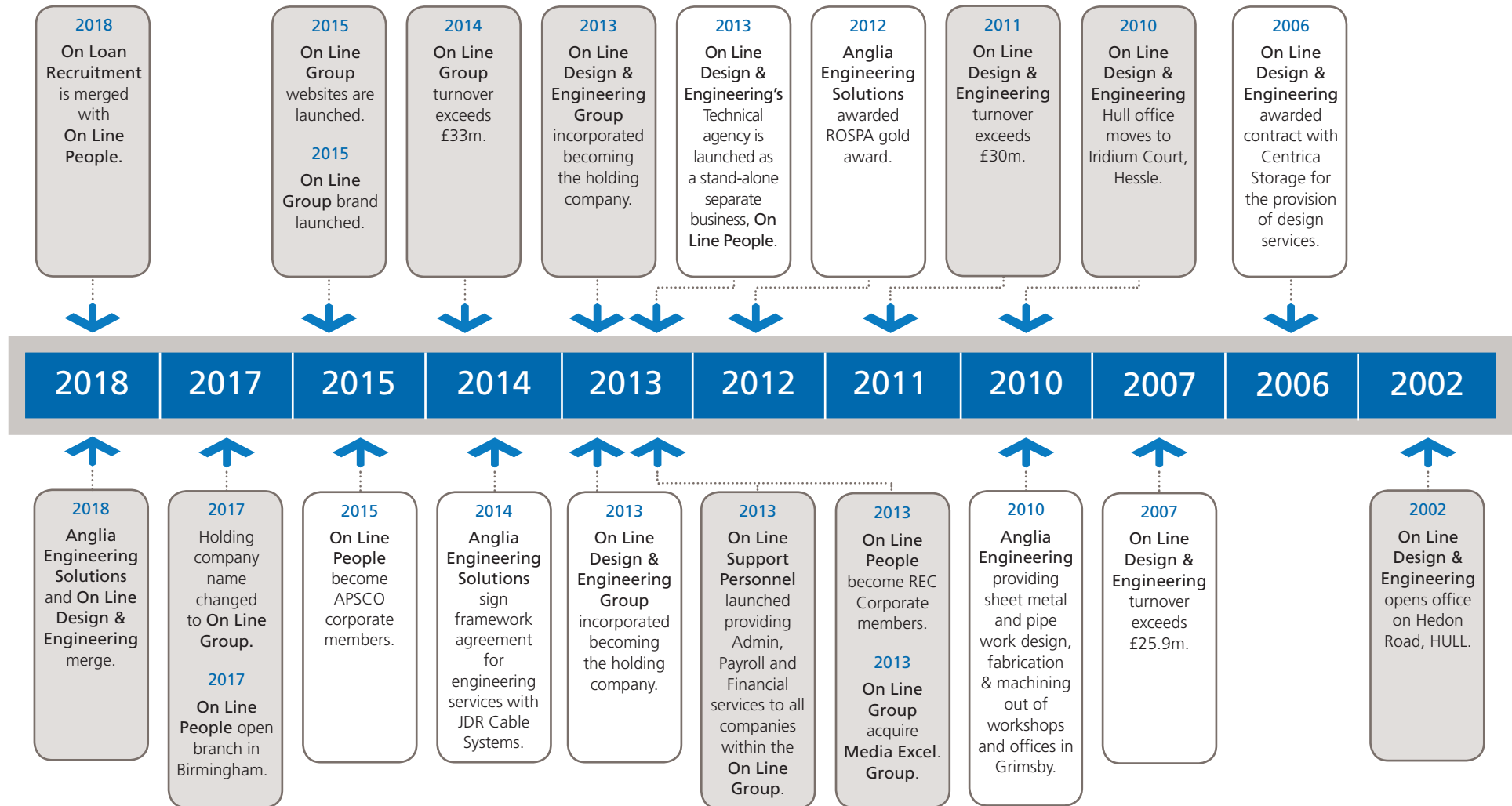
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The **On Line Group** is a privately owned group of Companies. The **On Line Group** is the owner of the 'On Line' brand and licences it to all of the 'On Line' branded businesses, including, On Line Design & Engineering Limited, the company Jeff started in 1982. The On Line brand currently operates in numerous industries mainly in Oil & Gas, Pharmaceutical, Steel and Food sectors.

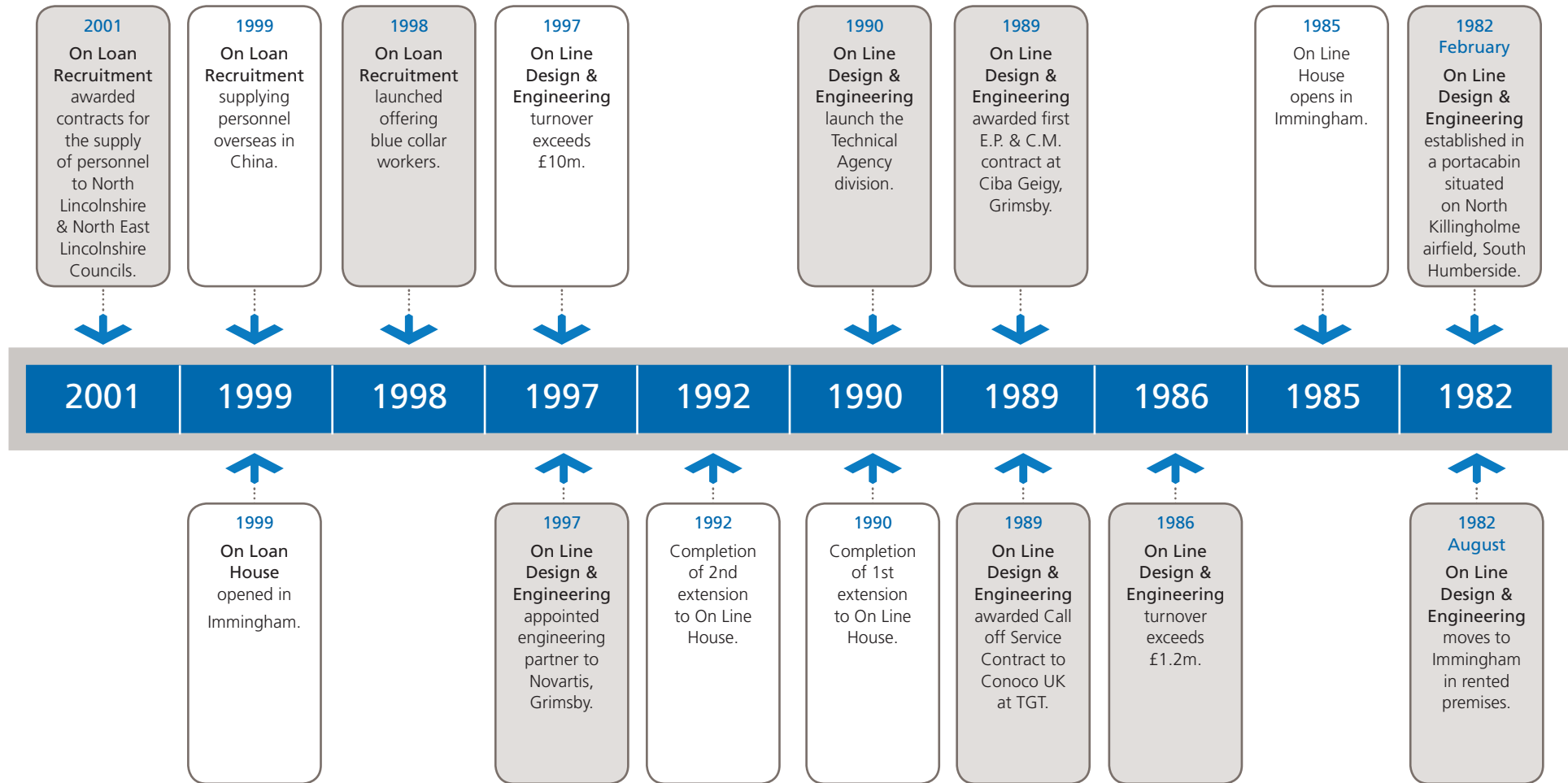


**On Line**  
Group

# Brand History 2002 - 2017



# Brand History 1982 - 2001



# The On Line Group Mission Statement

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To be the most widely respected provider of Integrated Engineering Services. We strive to accomplish this through continuous development and having in place stringent QA and H&S procedures.

*“Engineering is the profession in which a knowledge of the mathematical and natural sciences gained by study, experience and practice is applied with judgement to develop ways to utilize, economically, the materials and forces of nature for the benefit of mankind.”*

**Engineers Council for Professional Development (1961/1979)**



# The On Line Group Strategy

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- We will build on our brand values

Leadership

Accountability

Integrity

Quality

Commitment

Professionalism

Innovation

Loyalty

Brand

- We will grow our client base and sphere of influence whilst developing and rewarding our people for the part they play in our success.

- We are a privately owned Group and must realise shareholder returns.

# The On Line Group Vision

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Our vision serves as the framework for our Roadmap and guides every aspect of our business by describing what we need to accomplish in order to continue achieving sustainable, quality growth.

## People

Be a great place to work where people are inspired to be the best they can be, to be part of the On Line family.

## Supply

Bring to our customers a portfolio of engineering skills and capabilities that anticipate and satisfy our clients' desires and needs.

## Efficient

Be a highly effective, lean and fast-moving organisation, adapting to changes in the economic climate and changing technologies and industry.

## Partners

Nurture a winning network of customers and suppliers, **together we create mutual, enduring value.**

## Region

Be a responsible company that makes a difference by helping build and support sustainable communities.

## Profit

Maximise long-term return to shareholders while being mindful of our overall responsibilities.

## Culture

To bring a winning culture that defines the attitudes and behaviours that will be required of us to make our vision a reality

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# The 9 On Line Group Brand Values

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## Leadership

The courage to shape a better future.

## Accountability

If it is to be, it's up to me. Be accountable for our actions and inactions.

## Integrity

We behave ethically and are respectful, open and honest and to be real.

## Quality

Commitment to excellence with no compromise. What we do, we do well

## Commitment

Assist in our clients' success by providing exceptional service and personal relationship.

## Professionalism

We provide the best engineering available to meet client needs.

## Innovation

We develop better engineering solutions through continuous learning.

## Loyalty

We make every effort to attract and retain excellent, motivated employees, who are the source of our success.

## Brand

Be the brand, in all aspects of work and contact with clients, colleagues and the public. To be the On Line family.

# Our Visual Identity

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# Logo Standards

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The **On Line Group** Logo Standards have been prepared to ensure the effective consistent and properly authorised use of the **On Line Group** corporate logos.

Intended to cover a range of applications of the **On Line** corporate logo, the **On Line Group** Logo Standards specify how our logo is to be displayed and discuss why such standards are necessary.

These standards cover the following Group companies:

- **On Line Group**
- **On Line Design & Engineering**
- **On Line People**
- **On Line Support Personnel**

Please take time to review these standards, and then follow them consistently. This will help ensure the success of our brand identity.

# Corporate Logo

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Our logo presents our identity and is the first visual contact a customer has with **On Line Group**. Thus, the logo is our signature that distinguishes us from all other companies.

Having one consistent corporate logo helps promote the rapid and universal recognition of our identity. Consistent use of our logo is an essential part of our larger business strategy and is key to protecting our brand.

The text and graphic together must always be treated as one graphic element.

Where a Group Subsidiary logo is used, the **On Line Group** family logo should, where possible, also be present.

**The On Line corporate logo should appear at least once on all external products and materials directly tied to our business.**

# Logo Components

Our logo is a combination of the specially drawn logotype and graphics, (icon). Each component is a critical piece of the logo and must stay in the proper relationship to each other. Removing or altering any component dilutes the integrity of the logo and diminishes the strength of the brand identity.

Under no circumstances are these elements to be altered beyond the variations defined in these standards.



## On Line Logo: Positive

This logo is composed of specially drawn logotypes that have been carefully spaced. For this reason, our logo graphic should be treated as unique artwork. **The logo and graphic should never be recreated.**



## On Line Logo: Negative

The **On Line Group** logo (negative) and logo type shown here is white. This version of our logo should be used on coloured backgrounds to give the logo greater contrast. **The logo and graphic should never be recreated.**



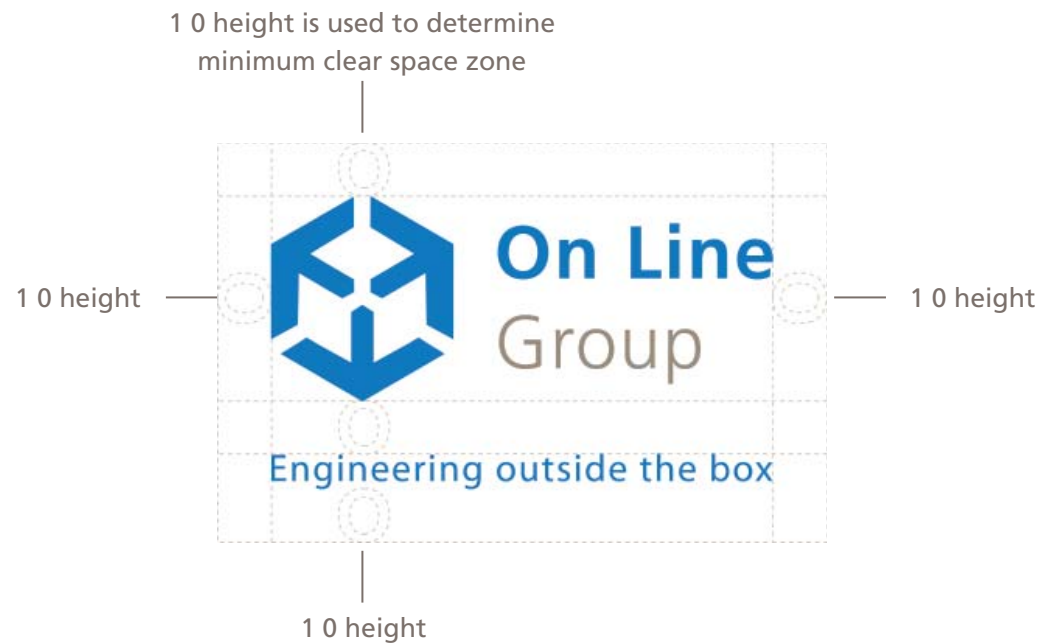
# Minimum Clear Space Zone

The area that surrounds the logo is as important as the logo itself. This area is called clear space zone. No graphic edge, document edge or text should be placed any closer than **1 O**, which refers to the **height** of the letter **O** in the **On Line Group** corporate logo.

A **1 O** height clear space eliminates visual clutter that might impede its legibility and effectiveness, in some instances, a supporting graphic element can be placed behind the logo, but only if it does not impede its legibility and effectiveness. The graphic below shows the absolute **minimum clear space zone of 1 O**. If placing text that is not an identifier, place the text at least **2 O** height away. This will allow visual consistency for the logo and the identifier.

No other logo should be placed within the clear space zone. Measure from the outer edge as shown below.

**Deviation from these clearspace requirements requires prior approval.**



# Business Unit Identifiers

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Each 'On Line' branded business has its own specific logo, differentiated through the descriptive word (or words) after "On Line".

The business unit identifiers / logo type specify the individual company within the **On Line Group**.

To ensure conformity with the placing of the logo type each company has its own logo with the business unit identifier locked to the icon.



**On Line**  
Group



**On Line**  
Design



**On Line**  
People



**On Line**  
Support

# Preferred Colours

Core colours for the **On Line** corporate logo are blue and grey.



## On Line Logo: Positive

The preferred two-colour logo (**On Line** blue and **On Line** grey) should always be the first option when selecting a logo variation for printing, Web and signage applications, where applicable.

**On Line** blue and **On Line** grey have been specifically chosen and should never be substituted or altered from the specific approved variations defined in these standards.




## On Line Logo: Negative

The preferred two-colour negative logo (**On Line** blue and white) provides a more powerful solution in some instances.

## On Line Blue


These are the four approved colour separation options for **On Line** blue:

 Pantone® 300c	C	M	Y	K
	100	58	5	0
	R	G	B	
	0	99	190	

Hex #0063be

## On Line Grey

These are the four approved colour separation options for **On Line** Grey:

 Pantone® Warm Grey 9c	C	M	Y	K
	48	46	51	12
	R	G	B	
	131	120	112	

Hex #837870

# Alternative Colours

When cost considerations or reproduction limitations require the use of a one-colour logo, use either the **On Line** one-colour blue or grey logo.

It is acceptable to apply the **On Line** blue or the **On Line** grey to the entire logo.



Alternate Colour: one-colour blue


Make every attempt to use the **On Line** preferred logos before selecting an approved alternate logo.



Alternate Colour: one-colour grey

## On Line Blue


These are the four approved colour separation options for **On Line** blue:

 Pantone® 300c	C	M	Y	K
	100	58	5	0
	R	G	B	
	0	99	190	

Hex #0063be

## On Line Grey

These are the four approved colour separation options for **On Line** Grey:

 Pantone® Warm Grey 9c	C	M	Y	K
	48	46	51	12
	R	G	B	
	131	120	112	

Hex #837870

# Special Applications

There will be times when the logo will be used for such applications as promotions, invitations, announcements, etc.

The sample logos shown below are appropriate for these applications.

Be sure to request test samples, proofs or imprints from the vendor prior to final execution. Every material is different and maintaining the legibility of the logo is paramount.



**On Line logo: Special Application**

Spot varnish or tone-on-tone for print and etched glass for signage



**On Line logo: emboss**

Two-level emboss



**On Line logo: deboss**

Two-level debossTwo-level emboss

# Correct Background Use

When placing the logo within an application, optimal legibility always should be your first priority.

Wherever possible, use the preferred two-colour logo. When background activity or contrast

prohibits use of the preferred logo, choose a logo version from the family of logos that will maintain brand legibility.

## Optimizing legibility

While composing your layout, consider these options to achieve optimal legibility.

- Select a different and less busy image.
- Screen back the background's image or pattern.
- Choose backgrounds that support the logo, not compete or overpower the visual importance of it.



On Line logo: on an active field with enough contrast.



On Line logo: on photographic field with enough contrast.



On Line logo: on a blue solid field.



On Line logo: on a light field.

# Sizing and Positioning

Consistency in logo size is important when producing a wide range of communications.

The recommended positioning for the On Line logo is in the top right hand corner of all materials. Do not centre the logo.

On standard materials, the logo should be approximately  $\frac{1}{4}$  width of the application. The size of the logo is measured by the full width of the icon and logotype. There should be at least 10mm space between the logo and the edge of any communications.

The logo is reduced or enlarged proportionately to accommodate alternative paper sizes and alternative formats.

The On Line logo must be clearly visible and reproduced consistently. For this reason, a minimum size has been established for both print

and screen applications. The size is measured across the full width of the icon and logotype. The logo does not have a maximum reproduction size.



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**Minimum Size (Print)**  
30mm



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**Minimum Size (Screen)**  
85 x 35 pixels



Engineering outside the box  
50mm



Engineering outside the box  
142 x 74 pixels

# Incorrect Use / Historical

To maintain the integrity of the **On Line** identity, consistent and proper use of all logo components is essential. Avoid any alterations to the logo, including changes to colour, size or placement that are not specifically defined as correct use variations within these standards. The examples on this page demonstrate possible misuses.



DO NOT use the logo as a reading element



DO NOT place the logo on an angle



DO NOT transpose the logo colours



DO NOT embellish the logo with drop shadows



DO NOT reposition any logo component



DO NOT distort the logo components in any way



DO NOT crop logo



DO NOT use unapproved colours



# Incorrect Use / Historical

Avoid using any legacy On Line logo, unless in a historical context. In rare situations, it may be appropriate but would need prior approval.



1982



1986



1987



1993



2001



2013



On Line Design & Engineering

2013



On Line People

2013



On Line Support Personnel

2013



On Line People

2014



On Line Support

2014

# Strapline - Alternative Sizing and Positioning

The On Line Group strapline is:

## Engineering outside the box

It is not necessary to use the strapline on all On Line applications. However, when the strapline is not locked into the logo, its sizing and positioning on applications must remain consistent.

### Positioning:

#### When appearing near the logo:

When not locked into the logo, the strapline should be used in one line and sized to be the same width as the icon and logotype. It should be positioned at the base of the application aligned with the tip of the logo's icon.

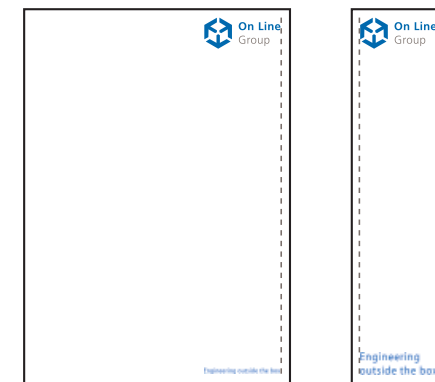
#### When appearing away from the logo:

If not positioned on the same side as the logo, the sizing of the strapline can be determined by the design of the specific communication.

The strapline has been specially drawn in all the logo colourways and file formats. Always use these master files. Do not redraw or typeset the strapline. The strapline is always the same colour as the logotype.

There are occasions when the single line strapline will be too long for the format of an application. A stacked version of the strapline has been designed for this eventuality. Where possible, align the stacked strapline with the tip of the logo's icon. There is no sizing recommendation for the stacked strapline but ensure that it does not encroach on the clear space zone of the logo.

The strapline is available in eps, jpg and png format. Always use the appropriate artwork format.



# Strapline - Lock-up with Logo

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Using the strapline version of the logo is optional and may be suitable when there is minimal explanation about the **On Line Group** on the application, for example, on partnership materials.

## Minimum size:

To ensure the strapline is clearly visible a minimum size has been established for this version of the logo. The size is [enter] measured across the full width of the icon and strapline. The strapline version of the logo does not have a maximum reproduction size.

## File formats:

A version of the logo, with the strapline locked in, is available in all colourways and file formats. Always use these master files. Do not redraw or type the strapline. The strapline is always the same colour as the logotype.

**eps:** All professionally printed applications.

**tif:** Microsoft programs.

**png:** Online usage.

# Co-Branding

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On occasions **On Line Group** works in partnership with other organisations. When negotiating these partnerships it is important to visually establish and clarify the relationship.

## Partnerships (**On Line Group** as the lead organisation):

The logo of the supporting organisation that is endorsing, collaborating or funding the **On Line Group** initiative can appear on the back cover, inside front cover or small on the front cover. The partnership logo should not dominate the **On Line Group** logo.

## Partnership 50:50:

When **On Line Group** works in a 50:50 partnership with other organisations, each logo should have the same visual presence. Both brand guidelines will need to be consulted.

## **On Line Group** logo on other organisations' materials:

When **On Line Group** endorses other organisations' initiatives and is the minority partner, it is still important the logo appears on the front cover or in a suitably prominent position and size.

**On Line Group's** logo guidelines should always be followed to ensure correct reproduction and legibility.

# Email

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The Arial font at 11pt. should always be used when composing emails.

When composing new emails the font colour should be Black.

When replying to/forwarding emails the font colour should be **On Line** Blue.

Your email signature should include your full name and job title as per your contract of employment/service contract.

The Job title should be placed below your name.

The Arial font at 11pt. using the **On Line** Blue should be used for your name.

The Arial font at 11pt. using the **On Line** Grey should be used for your job title.

It is optional whether you use any designatory letters, however if they are used they should be placed 1 character distance at 11pt. from the name using the Arial font at 8pt. and **On Line** Blue.


It is optional to include your DDI and mobile number, however if they are included they should be placed on separate lines with a clear space under the job title and DDI first using the Arial font at 11pt. and coloured **On Line** Grey. (**Do not** include your mobile number unless it has been allocated by the Company).

**Joe Bloggs** C.Eng. MIET

Senior Electrical Engineer

DDI: 01469 565####

Mob: #####



Sample email signature showing the name, designatory letters, job title, DDI and mobile numbers using correct font, print size and colours.

# Typography

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Myriad Bold and Myriad Roman are the fonts used for the logotype and should only be used for branding.

Arial is a widely available font and the preferred font for all **On Line** uses.

The approved alternative corporate typefaces are shown below:

Minimum point size should be 8pt.

## **Arial Bold**

**A B C D E F G H I J K L M N O P Q R S T U V  
W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
1 2 3 4 5 6 7 8 9 0 ! ? . , ; : ' " "**

**Headlines. Highlighting key words or phrases.**

## **Arial Regular**

A B C D E F G H I J K L M N O P Q R S T U V  
W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
1 2 3 4 5 6 7 8 9 0 ! ? . , ; : ' " "

**Body copy.**

## Arial Narrow

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
1 2 3 4 5 6 7 8 9 0 ! ? . , ; : ' " "

**Small text** below 8pt.

# Appendices

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# Frequently Asked Questions

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## 1. Who owns **On Line Group**?

All of the Group Companies are privately owned.

## 2. Does Jeff run the **On Line Group** and its subsidiaries?

The **On Line Group** and its subsidiaries are run by their own board of directors and management teams.

## 3. Do **On Line** businesses compete with each other?

No, each business within the **On Line Group** has a clearly defined strategy in which to work for the sole purpose of strengthening the Group as a whole.



# On Line Group Contacts



**Jeff**  
Founder and Chairman



**Chris Howell**  
Head of IT, Communications  
and Business Systems



**Sean Dye**  
Accounts Manager



**Steve Laird**  
Group Finance Director



**Lou Arnett**  
Group HR Director



**Danielle Rowland**  
Facilities Manager



**Mel Dent**  
Group Creative Director



**Nikki Hughes**  
Group Accountant

**Sue Laird**  
Non-executive Director

# On Line Group Address Details

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## On Line Design & Engineering

On Line House, Pelham Road, Immingham,  
North East Lincolnshire, DN40 1AB

**Contact:** Brendan Conlan (Managing Director)

## On Line People

On Line House, Pelham Road, Immingham,  
North East Lincolnshire, DN40 1AB

**Contact:** Richard Palin (Managing Director)

## Media Excel

On Line House, Pelham Road, Immingham,  
North East Lincolnshire, DN40 1AB

**Contact:** Mel Dent (Managing Director)





**On Line**  
Group

[www.olderdesigngroup.co.uk](http://www.olderdesigngroup.co.uk)