



HERITAGE



DISTINCTIVELY INDIVIDUAL BATHROOMS

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STRATEGY

What Heritage Bathrooms stands for and the thinking behind our visual identity.



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TOOLS

A guide to our visual identity assets and specifications.



OUR ROLE AS A BRAND IS TO CREATE AND CELEBRATE DISTINCTIVELY INDIVIDUAL BATHROOMS.



THIS IS HOW WE BEHAVE - BAN THE BLAND. CHUCK OUT THE CONFORMITY. CREATE, DON'T COPY.

A bathtub is the central focus, with its side featuring a large, abstract paint splatter in bright yellow and black. A white, ornate footrest stands on the floor next to the tub. In the foreground, a bucket of yellow paint sits on a black and white checkered floor, with a paintbrush resting inside it. A white cloth is draped across the floor. The background shows a wall of dark, square tiles.

CHOOSE AND FEEL GOOD ABOUT WHAT YOU LIKE – IT'S YOURS, SO EXPRESS YOURSELF.



There are three responses to a piece of design:

~~NO~~
~~YES~~
WOW

Wow is the one we aim for!



“With ‘Distinctively Individual’ there is no wrong – there is only right. We’ve outlawed imitation. Chucked out conformity. Instead we thought – let’s create – and let’s celebrate the different, whatever that means.”



Heritage Bathrooms

~ TOOLS ~



CELEBRATE

OUR

IDENTITY

WITH

CREATIVITY

HERITAGE BATHROOMS

CORE LOGO

The preferred core logo colour is Heritage Purple, however it can be applied in any colour from the brand palette when purple is not suitable.

The logo can also be applied in the defined foils (Purple and White) when looking to raise a piece of communication.

A few don'ts

- Do not use our logo without permission
- Do not alter our logo's proportions
- Do not add effects such as drop shadows or outlines
- Do not reproduce it at an angle
- Do not redraw or redesign the logo
- Do not use any colours outside the brand palette

HERITAGE[®]

BATHROOMS

TRADEMARK & INTELLECTUAL PROPERTY RIGHTS

Our core logo and brand name 'Heritage Bathrooms' is a registered trade mark. All our intellectual property rights (in all pictures, designs, templates, patents, trademarks, works etc.) including, without limitation, all future such rights ("Intellectual Property") may only be used with our consent.

We're happy for our retailers to use our trade mark when marketing our products, but you must gain our express permission first.

Should you require the details, our trade mark is:
European Community Trade Mark Registration No. 009682816.



CLEAR SPACE

Our core logo must have enough clear space around it to stand out in any design, with no intrusion from other text or graphic elements.

To work out the exclusion zone, take the height of the 'H' in the logo for any given size and apply this in all directions around the logo.

PURPLE
P 261C 261U
CMYK 48 100 0 40
RGB 93 22 89
Foil 6080

PINK
P 251C 251U
CMYK 17 43 0 0
RGB 213 167 223

COOL GREY
P Cool Grey 1
CMYK 17 13 15 2
RGB 213 212 210

100%

100%

80%

80%

60%

60%

40%

40%

20%

20%

The primary brand consists of 3 colours, Purple, Pink and Cool Grey. All three will feature prominently throughout our communications.

Purple is the key brand colour and should only feature as a solid colour, while the Pink and Cool Grey are intended to be used as tints. Purple may also be applied as a foil to raise the brand profile when necessary.

Black and white are supplied as supporting colours (body copy and small details for example) and should not lead the Heritage brand.

BLACK
P BlackU
CMYK
54 47 50 40
RGB
88 86 82

WHITE
CMYK
0 0 0 0
RGB
255 255 255

SET HEADLINES &
TITLES IN UPPERCASE
GILL SANS MT PRO

Body Copy and Technical Specifications

Gill Sans MT Pro is our body copy font. There are 4 weights available, all of which can be utilised. Use italics for numerals and highlighting when required.

*Distinctively
Individual*

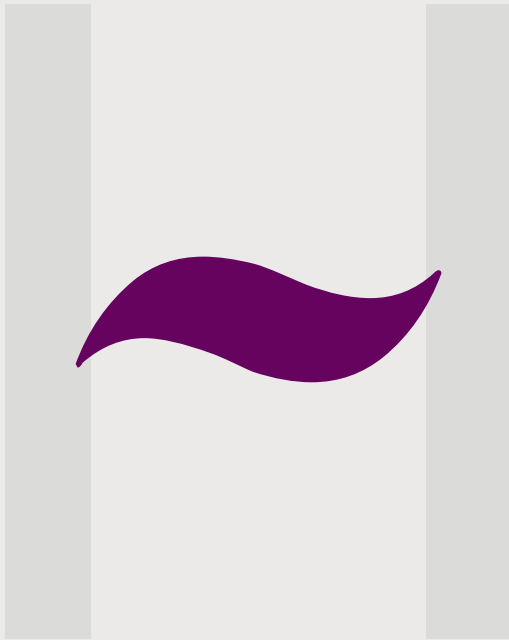
Secondary Font

Quentin is our secondary font, it is intended to be used for sub-headings. Due to it's decorative nature it should not be used as small copy.

THE STRIPES

The stripes are very important, they are instantly recognisable and a key brand property.

The solid brand Purple should always feature equally in the stripe pattern, alongside a tint of any brand colour. The width of the stripes should always be equal.



HERITAGE ~ TITLE

HEADING



Sitatur susant eatem dolorum voluptiatum de valoris dolor sinusillore
ne officitiam as dolutatin eius. Quid magnam con re dolupta tectotatur
simaximus, nimolup tiberum rem facest voloreperes et volorro bera.

THE TILDE

The Tilde in the H adds a little character to the logo, but it is also used as a subtle typographic device.

The Tilde can be used to split titles and headings from the logo or body copy. The Tilde should always be sized appropriately as shown in the examples.

ONLINE LOGO

If you're an online distributor of our products, please contact us to obtain the logo shown below.

As an Approved Online Distributor, you are authorised to display the logo shown below.

This will include your unique distributor number and confirm that you're an authorised Heritage distributor. Please refer to the guidelines on the previous page for rules on using our logo.

If you have not had your logo, please contact Heritage Marketing on: +44 (0) 1827 254 050.



HERITAGE
BATHROOMS

OFFICIAL ONLINE SUPPLIER 0000

HERITAGE
BATHROOMS

OFFICIAL ONLINE SUPPLIER 0000

WEB PAGES

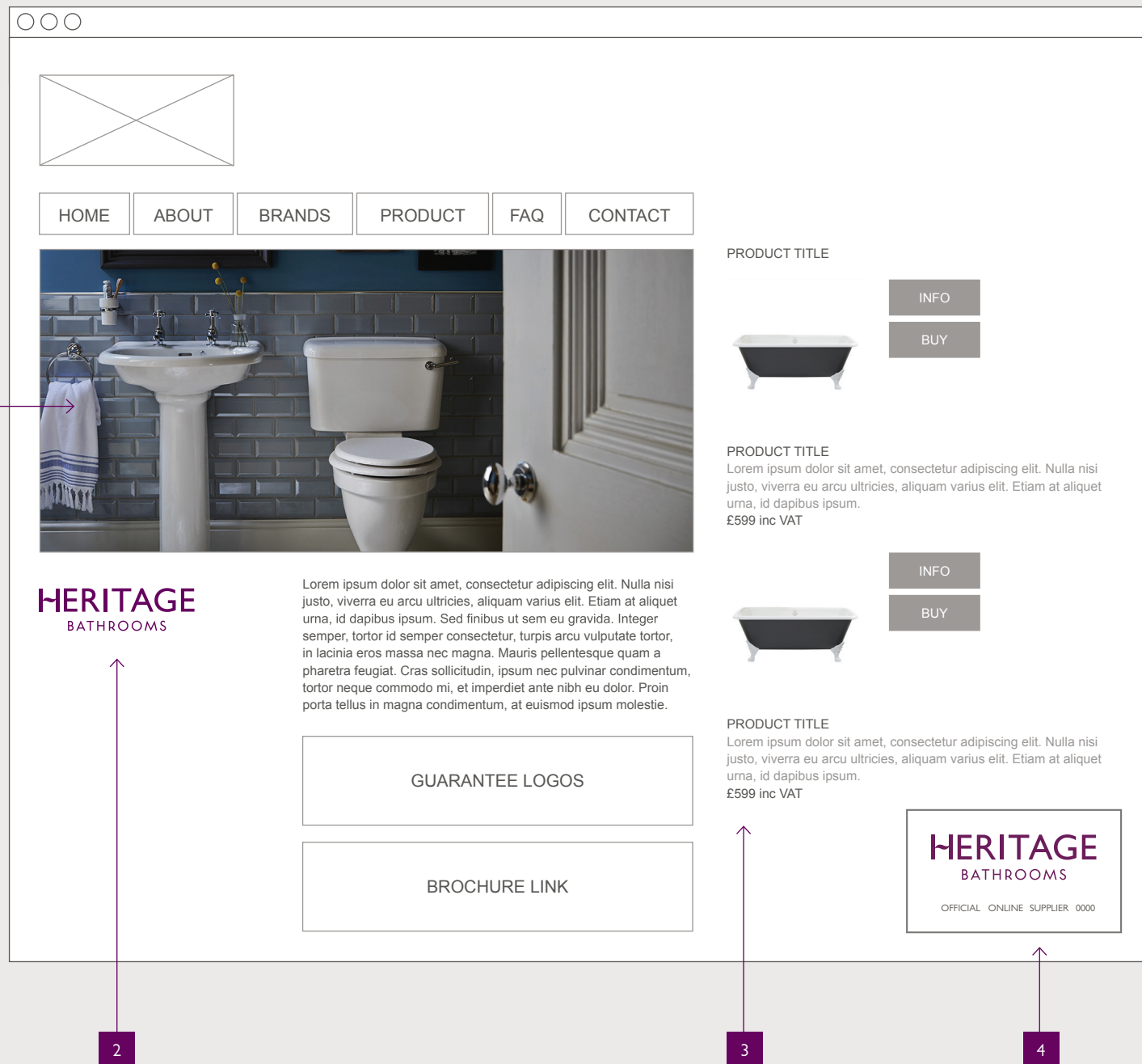
When showcasing Heritage on your website, you must:

- 1 Show current product and imagery
- 2 Use the correct logo as shown in these guidelines (displayed at a minimum size of 135px wide)
- 3 Show correct RRP
- 4 Display your Online Distributor logo

We also ask that you include:

- Current lifestyle images
- Information about the Heritage brand

An example of how the page might look is shown here.
If you need any help with images or copy,
then please contact Heritage Marketing –
marketing@heritagebathrooms.com



DISPLAYS

We are investing significantly in creating a brand experience for our consumer at all touchpoints in their purchasing journey - this includes the displays they see in the showroom.

Even the smallest display can provide a brand experience. We expect that your showroom displays include the following:

- A clearly identifiable Heritage area, with the current Heritage logo clearly displayed
- Up to date Point of Sale, including brochures

We also ask that the Heritage area has a distinctive look, using our choice of wallpapers, tiling or paint colours to create an engaging and consistent brand experience. For advice on this, please contact marketing – marketing@heritagebathrooms.com

Some examples of how displays should look are shown here.



THANKS

For additional information or any enquires
regarding the Heritage brand, please email
the Heritage marketing team at
marketing@heritagebathrooms.com
or call 01827 254 089 or 01827 254 143