

Brand Book

July 2023

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Estate signage

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Logo



Main logo

Linear version

Our main logo is horizontal and features both the icon and the wordmark, both are navy blue. The main logo should be used on most occasions.



Secondary logo

Stacked version

While the main logo is horizontal, there are some acceptable variations. If horizontal space is limited or there is a will to expose the icon, the stacked logo can be used.

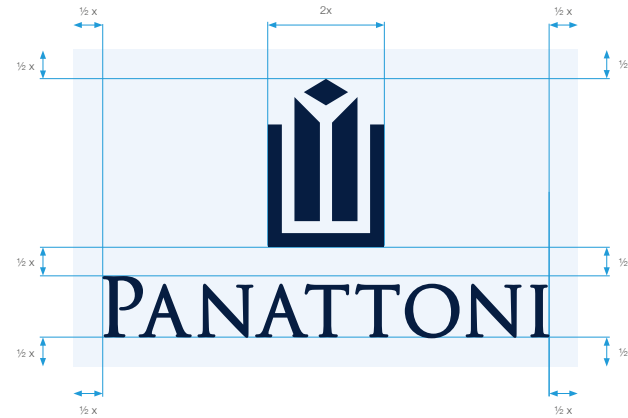




Sustainable logo

Stacked version

While the main logo is horizontal, there are some acceptable variations. If horizontal space is limited or there is a will to expose the icon, the stacked logo can be used.



Guidance

Logo comparison

LINEAR:

x = icon width, clear space $0.5x$

STACKED:

$2x$ = icon width, clear space $0.25x$

The space between the icons and wordmarks in both variations is always x . These proportions must remain unchanged.

CLEAR SPACE:

The area surrounding the logo must be free of other elements. The clear space is indicated in light blue.

Icon

The icon can be used independently, however the wordmark can't, it must be always be accompanied by the icon.

Scale

To ensure visibility, do not scale the logos smaller than the sizes provided.



smallest width
17 mm



smallest width
8 mm



smallest width
4 mm

Colours & fonts

Navy - dark

CMYK 100/80/30/75
RGB 2/12/30
Web #020C1E
PMS 7547
RAL 5004
Oracal 532

Navy

CMYK 100/76/12/68
RGB 0/24/68
Web #001844
PMS 289
RAL 5003
Oracal 591

Cyan

CMYK 75/23/0/0
RGB 26/155/215
Web #1A9BD7
PMS #2925C/299U
RAL 5012
Oracal 053

Blue - light

CMYK 68/37/0/12
RGB 51/131/255
Web #3383E1

Blue - mid

CMYK 100/79/0/0
RGB 0/54/255
Web #0036FF

Blue - dark

CMYK 100/90/30/10
RGB 16/46/161
Web #102EA1

CORPORATE
COLOURS

Blues

Main corporate
colour palette

Lime green		Green - light		Green - mid		Green - dark	
CMYK	50/0/100/0	CMYK	32/0/72/40	CMYK	31/0/72/56	CMYK	32/0/72/72
RGB	147/213/10	RGB	104/152/42	RGB	77/112/31	RGB	49/72/20
Web	#93D50A	Web	#68982A	Web	#4D701F	Web	#314814
PMS	375C/374U						
RAL	6018						
Oracal	063						

SUSTANABILITY COLOURS

Greens

Sustanability
colour palette

GRAPHIC

Bai Jamjuree Bold - outlined
All uppercase, outline stroke min 0.5pt

Headings

Bai Jamjuree
Upper and lowercase

AaBb HBai Jamjuree Medium

AaBb HBai Jamjuree Semibold

AaBb HBai Jamjuree Bold

Body text

AaBb Helvetica Neue Light

AaBb Helvetica Neue Regular

AaBb Helvetica Neue Medium

AaBb Helvetica Neue Bold

Screen font

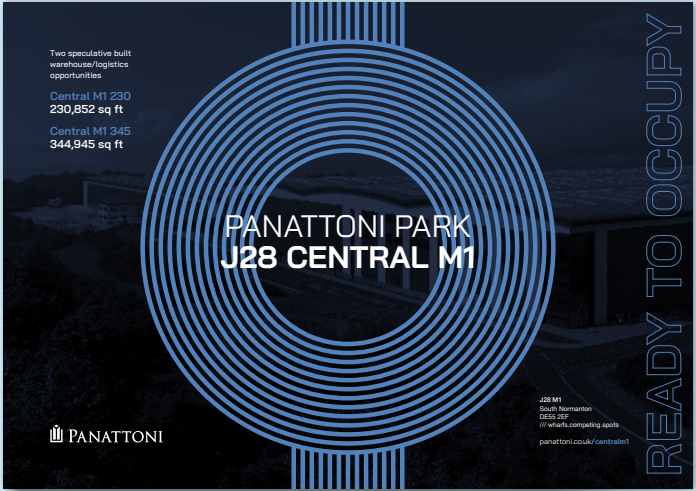
AaBb Arial Regular

AaBb Arial Bold

Fonts

Example material

Scheme brochures



Example material



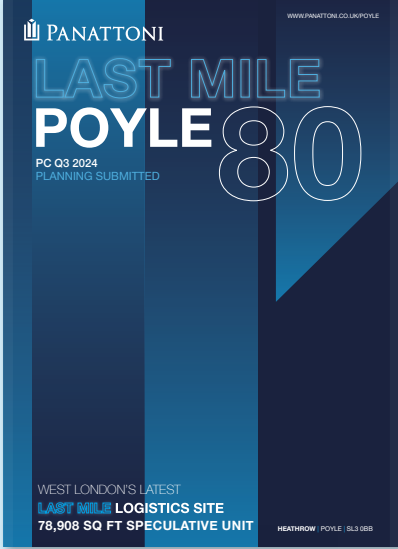


Example material

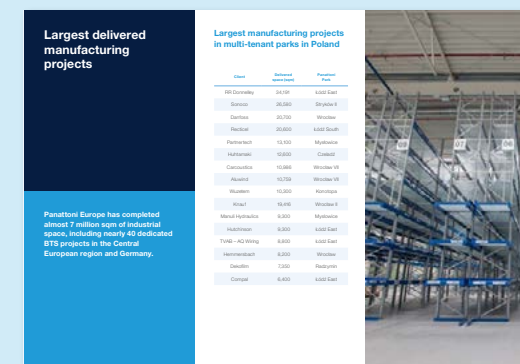
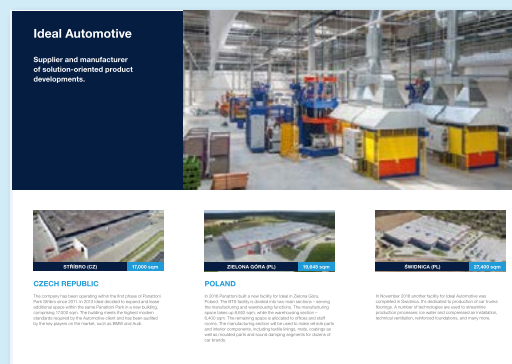
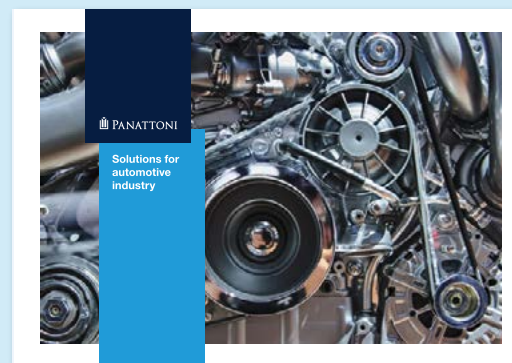


Scheme brochures

Scheme brochures



Other printed material



Progress



SCHEME PROGRESS

PANATTONI PARK AVONMOUTH

406,000 sq ft | 882,000 sq ft
Available to let Q3 2023



[VIEW WEBSITE](#)



Availability



UNDER CONSTRUCTION & COMING SOON



**PANATTONI PARK
J28 CENTRAL M1**
230,000 sq ft | 345,000 sq ft
Available Q1 2023



**V PARK
BASINGSTOKE**
39,500 sq ft | 77,500 sq ft
Available Q4 2022



**BELVEDERE
WHARF**
114,473 sq ft
Available Now



**PANATTONI PARK
AVONMOUTH**
406,000 sq ft | 882,000 sq ft
Available Q3 2023



**PANATTONI
ROTHERHAM 80**
80,610 sq ft
Available Q2 2023



**PANATTONI PARK
AYLESFORD**
752,823 sq ft
Available Q4 2023

[CLICK HERE FOR MORE INFORMATION ON THE SCHEMES](#)



Emailers

These are used for progress and availability updates for all schemes.

Icons & graphics

Specification and masterplan icons

XX
DOCK
DOORS

XX
LEVEL ACCESS
DOORS

CROSS
DOCKED
WAREHOUSE

XXM
CLEAR
INTERNAL HEIGHT

UP TO
XXKN/M2
FLOOR LOADING

XX%
ROOF
LIGHTS

X TONNE
RACK LEG
LOADING

FM2
FLOORING

WAREHOUSE
SPRINKLER
SYSTEM

X MVA
POWER SUPPLY
PARK WIDE

SOLAR
PV
INSTALLED/READY

LED
LIGHTING

XXM
YARD
DEPTH

XX
HGV PARKING
SPACES

XX
CAR PARKING
SPACES

XX%
EV CHARGING
POINTS

EV
CHARGING
POINTS

CYCLE
PARKING
SPACES

GATEHOUSE
AND SECURE
YARDS

SECURE
YARD

BASE SPECIFICATION

XX
DOCK
DOORS

XX
LEVEL ACCESS
DOORS

CROSS
DOCKED
WAREHOUSE

XXM
CLEAR
INTERNAL HEIGHT

UP TO
XXKN/M2
FLOOR LOADING

XX%
ROOF
LIGHTS

X TONNE
RACK LEG
LOADING

FM2
FLOORING

WAREHOUSE
SPRINKLER
SYSTEM

X MVA
POWER SUPPLY
PARK WIDE

SOLAR
PV
INSTALLED/READY

LED
LIGHTING

XXM
YARD
DEPTH

XX
HGV PARKING
SPACES

XX
CAR PARKING
SPACES

XX%
EV CHARGING
POINTS

EV
CHARGING
POINTS

CYCLE
PARKING
SPACES

GATEHOUSE
AND SECURE
YARDS

SECURE
YARD

XX
DOCK
DOORS

XX
LEVEL ACCESS
DOORS

CROSS
DOCKED
WAREHOUSE

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UP TO
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POWER SUPPLY
PARK WIDE

SOLAR
PV
INSTALLED/READY

LED
LIGHTING

XXM
YARD
DEPTH

XX
HGV PARKING
SPACES

XX
CAR PARKING
SPACES

XX%
EV CHARGING
POINTS

EV
CHARGING
POINTS

CYCLE
PARKING
SPACES










GATEHOUSE
AND SECURE
YARDS

SECURE
YARD

Sustainability specification icons

 SOLAR PV INSTALLED/READY	 XX% ROOF LIGHTS	 TWIN-THERM CLADDING	 LED LIGHTING
 WATER LEAK DETECTION	 CO ² HIGH EFFICIENCY HVAC	 RESOURCE METERING	 RAINWATER HARVESTING
 SENSOR LIGHTING	 DUAL FLUSH TOILETS	 SHOWER FACILITIES	 WATER SAVING TAPS
 CO ² CARBON NEUTRAL CARPET TILES	 INSULATED AND AIR TIGHT	 RECYCLABLE	 CAR SHARE
 PUBLIC TRANSPORT	 CYCLE PATHS	 CYCLE PARKING SPACES	 ELECTRIC BICYCLES
 ELECTRIC CAR CLUB	 XX% EV CHARGING POINTS	 GREEN SPACES	 INSECT HOTELS
 TRIM TRAILS	 BIODIVERSITY NET GAIN		

 SOLAR PV INSTALLED/READY	 XX% ROOF LIGHTS	 TWIN-THERM CLADDING	 LED LIGHTING
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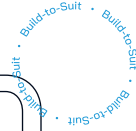
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Sustainability accreditation icons



ESSENTIALS
SUSTAINABLE
CREATED

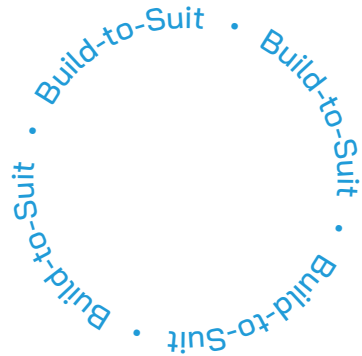
BUILD-TO SUIT



Graphic text circle

Graphic text circle can be used in print and online for key messages

Build-to-Suit



Available Now



Panattoni Parks



Under Construction

