



2020

Brand & Style Guide



# The contents of our identity

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# What Grant represents

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Grant's extensive range of award-winning heating products reflects the results of over four decades of research and development. Founded in 1978 by Stephen Grant, Grant Engineering has established itself as a market leader in the off-gas heating sector with its innovative oil boilers and renewable technologies. While the Company has grown, Grant's ethos has remained the same – to design and manufacture sustainable, efficient and reliable heating solutions for the homes of today and tomorrow.

Developing products which best meet the environment of today has always been at the heart of everything Grant does. Anticipating changes in legislation, economics and natural resources has enabled Grant to bring products to market which are the first of their kind. Consequently, Grant's pioneering products have often placed the Company's brand as a forerunner in new concepts and ideas.

Every Grant product carries the Company's logo, with householders and professionals alike easily recognising the brand and what it represents. Grant products embody extensive R&D, patented technologies and clever designs with the Grant logo signifying these qualities. Over the course of forty years, the Grant brand has come to symbolise high-performance, dependability and responsibility, helping establish trust between the Company, their products and their customers.

The Grant brand, and its correct use, denotes the exceptional standards found within Grant's products and services.

**Think Heating. Think Grant.**

# The Grant logo

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## Our identity

Our logo is the most visible element of our identity, a universal signature used across all Grant communications. It should be treated with respect and never recreated or altered.

## Colour variations

In order to maintain the integrity of the Grant logo, please only use approved colour variations in which the logo can be used.



White: reversed out of a solid colour.



Monocolour: to be used only when colour is not possible.

# The Grant logo

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## Exclusion zone

The exclusion zone refers to the area around the logo which must remain free from other copy to ensure that the logo is not obscured. The exclusion zone is defined by the 'G' in the logo.



## Logo size

The Grant logo must be over 20mm wide.



# Violations

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X



Do not change the font or spacing of the logo

X



Do not change the colours of the logo

X



Do not add shadow, embossing or any other effects to the logo.

X



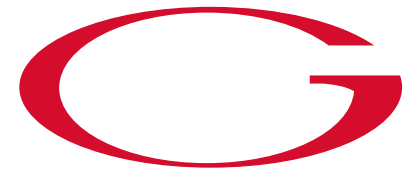
Do not distort the logo

X



Do not place the logo on an angle

X



Do not use any of the logo elements independently

# Typography

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## Futura PT

We use Futura PT as our primary typeface for all text, headlines, subheads and body copy.

Aa Bb Cc Dd Ee Ff Gg Hh  
Ii Jj Kk Ll Mm Nn Oo Pp Qq  
Rr Ss Tt Uu Vv Ww Xx Yy Zz  
:=?@!"#£%&()/ \*

**Futura PT Book** is used as the primary body copy typeface.

Ligatures should be disabled/removed.

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll  
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv  
Ww Xx Yy Zz :=?@!"#£%&()/ \*

**Futura PT Medium** is used for headers and sub-headers.

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll  
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv  
Ww Xx Yy Zz :=?@!"#£%&()/ \*

**Futura PT Demi** is used for headers or to create impact.

Twentieth Century MT may be used in instances where Futura PT is unavailable and the font is not displaying correctly.

# Colour Palette

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## Core Colours

Where possible our core colours should be used as Pantone colours but when this is not possible please use relevant breakdowns shown here. These should never be altered.



<b>Pantone</b>	<b>186 C</b>
Process	C02 M100 Y85 K06
RGB	R200 G16 B46
HEX	#C8102E



<b>Process Black</b>	
Process	C0 M0 Y0 K100
RGB	R0 G0 B0
HEX	#000000



<b>Pantone</b>	<b>423 C</b>
Process	C22 M14 Y18 K45
RGB	R137 G141 B141
HEX	#898D8D



# Colour Palette

## Secondary Colours

To support our core colours, we have a secondary palette of 9 colours which correspond to specific product ranges and services. Always use the breakdowns shown here.

### Vortex Oil Range

**Pantone** 356 C  
**Process** C91 M04 Y100 K25  
**RGB** R00 G122 B51  
**HEX** #007A33

### Aerona<sup>3</sup> ASHP Range

**Pantone** Cool Gray 9 C  
**Process** C30 M22 Y17 K57 C64 M0 Y100 K0  
**RGB** R117 G120 B123 R105 G180 B46  
**HEX** #75787B #65BC46

### VortexBlue Range

**Pantone** 300 C  
**Process** C100 M62 Y7 K0  
**RGB** R0 G94 B184  
**HEX** #005EB8

### Heat Emitters & Package Solutions

**Pantone** 274 C  
**Process** C100 M100 Y25 K25  
**RGB** R41 G35 B92  
**HEX** #29235C

### Biomass Range

**Pantone** 490 C  
**Process** C26 M85 Y85 K72  
**RGB** R93 G42 B44  
**HEX** #5D2A2C

### Solar Range

**Pantone** 7406 C  
**Process** C00 M20 Y100 K02  
**RGB** R241 G196 B00  
**HEX** #F1C400

### Wave Cylinder Range

**Pantone** Process Blue C  
**Process** C100 M13 Y01 K02  
**RGB** R00 G133 B202  
**HEX** #0085CA

### Energy Management

**Pantone** 369 C  
**Process** C100C68 M00 Y100 K00  
**RGB** R100 G167 B11  
**HEX** #64A70B

### Grant Professional

**Pantone** 518 C  
**Process** C55 M86 Y20 K63  
**RGB** R75 G48 B72  
**HEX** #4B1D3F

### G1 & G-CERT

**Pantone** 186 C  
**Process** C02 M100 Y85 K06  
**RGB** R200 G16 B46  
**HEX** #C8102E

### Process Black

**CO** M0 Y0 K100 **C96** M0 Y31 K2  
**R0** G0 B0 **R1** G156 B166  
**#000000** **#0096CA6**

# Secondary graphics

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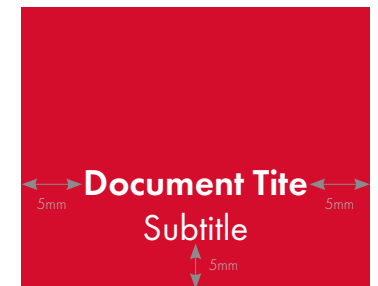
## Boxes

These bold secondary graphics are mainly used to frame and highlight document introductions.

There should always be a minimum of 5mm inset spacing within these graphics.

## Colour variations

In order to maintain the integrity of all secondary graphics, colours from our approved palette must be used.

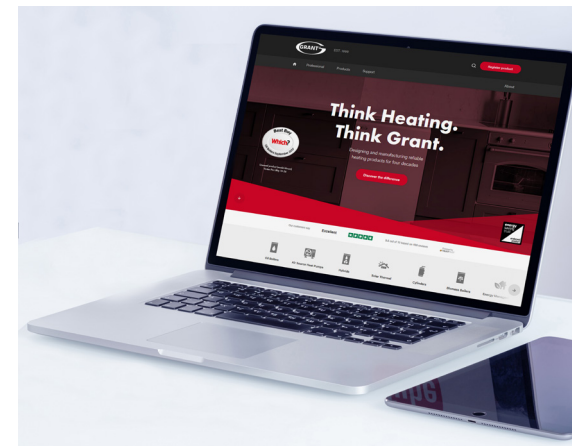


# Secondary graphics

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## Angles

Angles are used primarily to frame pages and images. This brand element represents Grant's vision of innovation and cutting edge technology.



# Secondary graphics

## Circle Frames

Circle frames can be used to add supporting lifestyle photography and images. The curved edges of these frames add an element of softness in contrast to the bold and angular feel of our core graphics.

### ServicePlan

ServicePlan is a scheme through which homeowners can arrange for their renewable appliance to be serviced by one of Grant UK's in-house engineers. This service, which is available for all of Grant's renewable product ranges only, is straightforward to book and there are single and multiple product service packages available. Through ServicePlan, Grant UK can help households maintain their Grant renewable heating system for years to come.

#### In brief

Grant heating products are recognised for their innovative designs, impressive performances and reliable durability. To ensure that these products operate as efficiently as possible, Grant UK recommends that they are regularly serviced. Maintenance not only prolongs a product's lifespan but it can also improve the overall performance of an entire heating system.

Grant UK can arrange for one of their in-house Engineers to service a household's renewable product. Whether the product be an Aeronova<sup>®</sup> air source heat pump, Spira or Vecta biomass boiler and/or a Wave hot water cylinder, a Grant UK Service Engineer can visit the home, service the appliance and leave the homeowner with the peace of mind that their home heating system is working at its best.

#### Benefits

Regular servicing can deliver a wide range of benefits for a Grant renewable heating system, including:

- Maintain Grant product warranty as annual servicing is a requirement to preserve a Grant product warranty.
- Maximise system efficiency because, even once the Grant product warranty has expired, Grant UK strongly recommend that products are serviced annually to ensure that both the appliance and system are working as efficiently as possible.
- Comply with RHI Scheme requirements in order to continue claiming payments. If the RHI is being claimed, the renewable appliance must be annually serviced by a MCS accredited installer. All of Grant UK's in-house Engineers are MCS accredited so when they service a Grant product, householders will be adhering to the RHI Scheme rules enabling them to continue receiving quarterly payments.
- Keep the product maintained by a highly-skilled engineer as all of Grant UK's Engineers are experienced in the field and extensively trained on all of Grant's renewable product ranges.
- Prolong the lifespan of a Grant product because regular servicing can identify and resolve any issues which could affect a Grant renewable heating system.

#### No complicated commitments

Grant UK's Renewable product servicing is very flexible. There is no need for the homeowner to financially commit to a long-term service plan. Instead, they can simply contact Grant UK when the product is due for servicing and book a one-off appointment. After Grant UK's Engineer has completed the service, the householder can either schedule in the next annual service or opt-in to receive a reminder from Grant UK the following year letting them know that the product's next service is due. There is no pressure to enter into a service plan contract so homeowners keep complete control of maintaining their home's heating.

Homeowners who would like to arrange for a Grant UK engineer to service their renewable appliance should contact the ServicePlan Team on 01380 736920.



# Secondary graphics

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## Icons

Icons are used to help easily identify Grant's product ranges and highlight their features and benefits.

Icons should always be simple, clean and clear.



# Imagery

We use three different types of imagery and each is equally important. Whichever type you use it must be clear, helpful and reflective of the quality of our products.



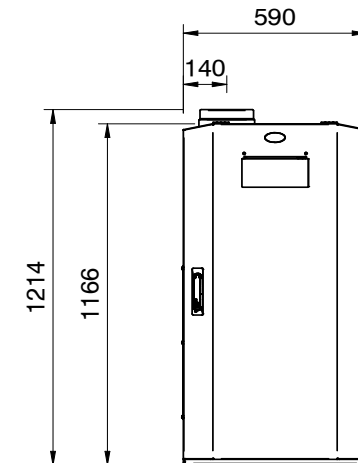
## Cut-out

Product shots should be simple, clean and bold, clearly showing product detail and features. These are usually cut-out and used against a white background.



## Lifestyle

Products shown in context allow you to bring the product to life in a real environment. Ensure the product looks its best and that the composition and content is aspirational.



## Technical drawings

Line drawings allow us to show products in more detail. Solid key lines and consistent line weight, arrow heads and point sizes should all be used to help communicate the technical detail clearly.

# Miscellaneous

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## Clothing & promotional products

Grant branding may be used on various mediums but the brand guidelines must be implemented in each instance to ensure brand identity is carried through.



# Contact

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For more information or to request marketing material  
please contact us at **[marketing@grantuk.com](mailto:marketing@grantuk.com)**

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