

PracticeWeb

2019 brand guidelines



Welcome to PracticeWeb.

**These guidelines govern
the composition, design,
and look-and-feel of the
PracticeWeb brand.**

Please help us achieve consistency by referring to the guidelines when working with the PracticeWeb brand.

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Logo

**Our logo is minimal, bold and sharp.
Please follow these guidelines to ensure
it always looks its most effective.**

Exclusive uses of the logo on a white background:

PracticeWeb _____ *pink mid*

PracticeWeb _____ *purple light*

PracticeWeb _____ *purple dark*

PracticeWeb _____ *grey dark*

Exclusive uses of the logo on a pink mid background:



Exclusive uses of the logo on a purple light background:



Exclusive uses of the logo on a purple dark background:



Strapline

Our strapline communicates the essence of the PracticeWeb proposition. It can be used by itself or in a lockup with the logo.

Exclusive uses of the strapline on a white background:

Our knowledge, your growth _____ *pink mid*

Our knowledge, your growth _____ *purple light*

Our knowledge, your growth _____ *purple dark*

Our knowledge, your growth _____ *grey dark*

Exclusive uses of the strapline on a pink mid background:

Our knowledge, your growth

White

Exclusive uses of the strapline on a purple light background:

Our knowledge, your growth

White

Exclusive uses of the strapline on a purple dark background:

Our knowledge, your growth

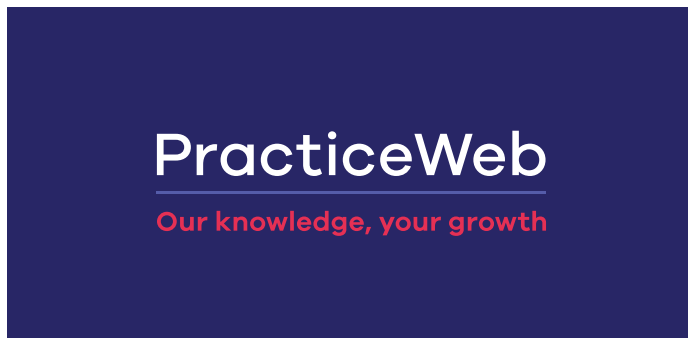
White

Our knowledge, your growth

Pink Mid

Logo and strapline lockups

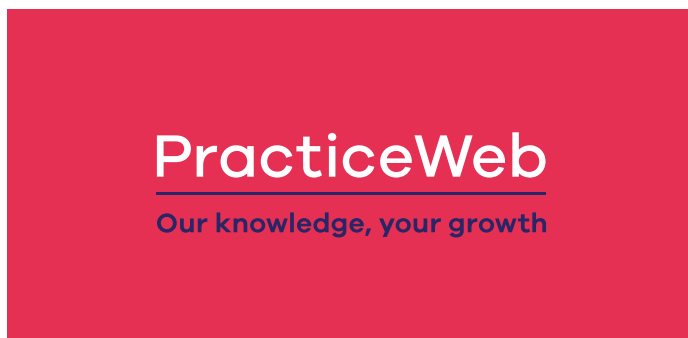
When combining our logo and strapline, please use one of our pre-designed lockups.



————— *purple dark option*

PracticeWeb
Our knowledge, your growth

————— *white option*



————— *pink mid option*

PracticeWeb
Our knowledge, your growth

————— *grey dark option*

Logo and URL lockups

When combining our logo and URL, please use one of our pre-designed lockups.



————— *purple dark option*

PracticeWeb
www.practiceweb.co.uk

————— *white option*



————— *pink mid option*

PracticeWeb
www.practiceweb.co.uk

————— *grey dark option*

Exclusion zones

When using the logo, strapline and lockups, please adhere to the following rules and exclusion zones.

The width and height of the exclusion zone is always equal to the height of the logo, strapline or lockup being used:





Typography

For our typography we exclusively use 2 fonts: Galano Grotesque and Adelle Sans. Please don't deviate from these.

The hierarchy of our typography begins with the Galano Grotesque Heavy and ends with Adelle Sans Regular. The following page governs when to employ each font and weight.

Galano Grotesque Heavy

Galano Grotesque Bold

Galano Grotesque SemiBold

Galano Grotesque Medium

Adelle Sans Bold

Adelle Sans SemiBold

Adelle Sans Regular

Heading / 30pt for A4 / 30pt line spacing / pink mid

Galano Grotesque Heavy

Subheading / 20pt for A4 / 22pt line spacing / pink mid 80% tint

Galano Grotesque Bold

Subheading 2 / 16pt for A4 / 18pt line spacing / purple dark, purple light

Galano Grotesque SemiBold Galano Grotesque SemiBold

Subheading 3 / 15pt for A4 / single line only / purple light, pink mid

G A L A N O G R O T E S Q U E S E M I B O L D
G A L A N O G R O T E S Q U E S E M I B O L D

Subheading 2 / 14pt for A4 / 16pt line spacing / purple dark, purple light

Galano Grotesque Medium Galano Grotesque Medium

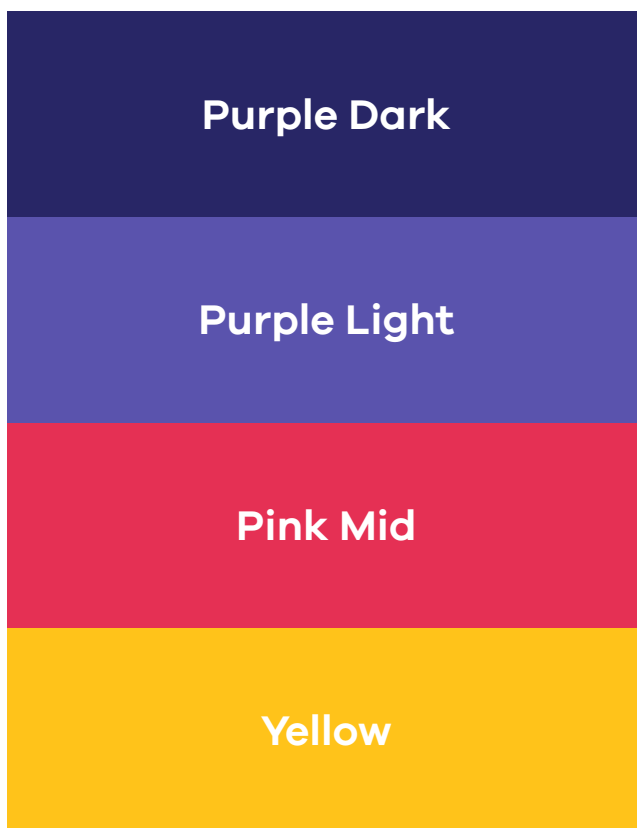
Body bold, body semibold, body, italic / 12pt for A4 /
22pt line spacing / dark grey, pink mid, purple light

Adelle Sans Bold
Adelle Sans SemiBold
Adelle Sans Regular
Adelle Sans Italic

Colour palette

We have a vibrant and extensive colour palette that reflects our energetic approach. Below are guidelines for use.

Primary colour palette



Hex: 282666
RGB: 40-38-102
CMYK: 10-96-30-20

Hex: 5a53ad
RGB: 90-83-173
CMYK: 76-71-0-0

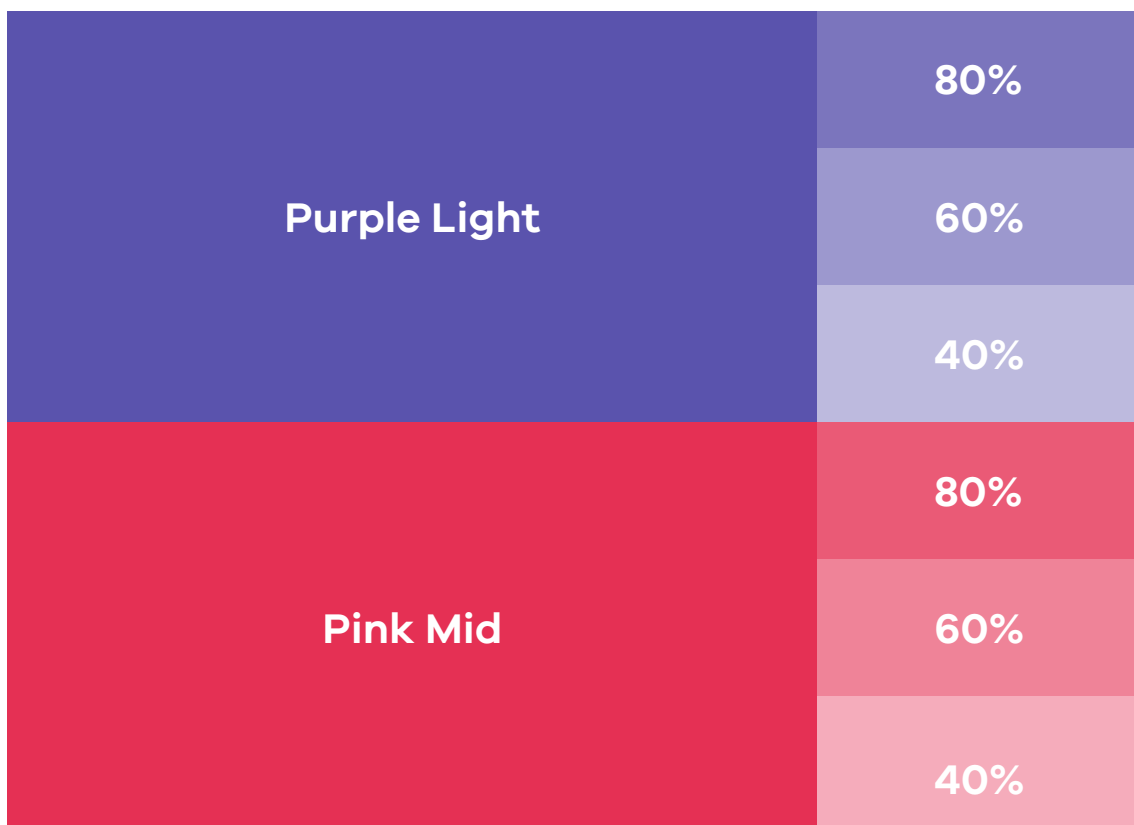
Hex: 5a53ad
RGB: 229-48-84
CMYK: 1-91-52-0

Hex:ffc31a
RGB: 225-195-26
CMYK: 0-26-90-0

Colour palette tints

To maximize the impact of our primary colour palette, we use internal content tints to add a level of calm sophistication.

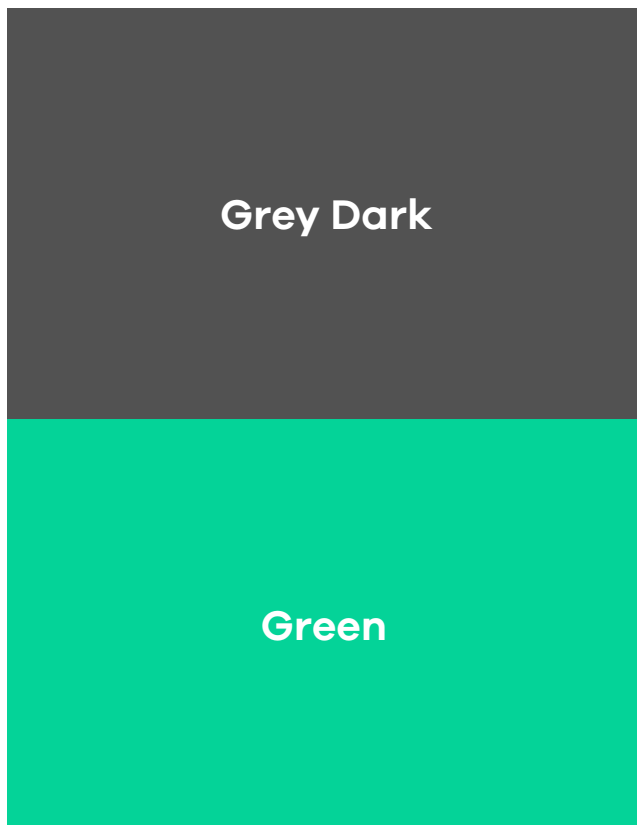
Internal content tints



Body font / CTA / accent

Use 'grey dark' for any body fonts, either digital or print. Use 'green' exclusively for online CTAs or as an accent colour.

Body font / CTA / Accent colours



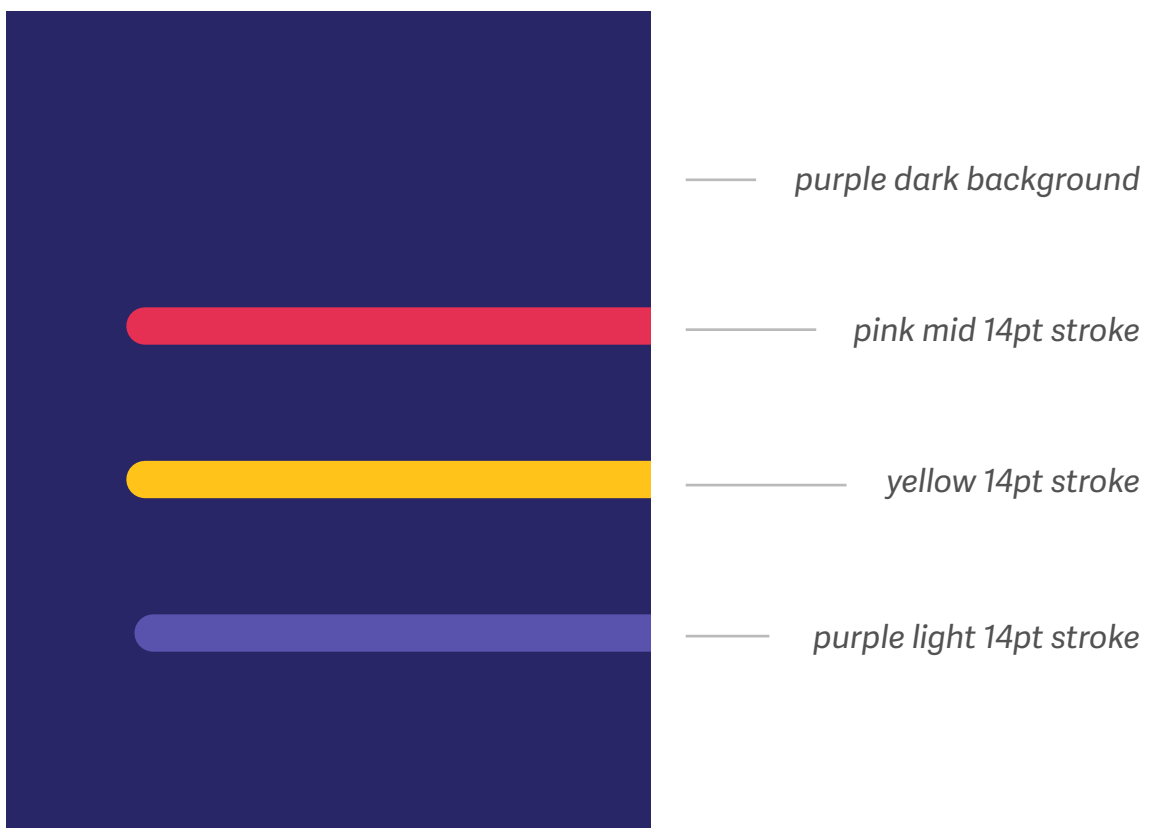
*Hex: 525252
RGB: 82-82-82
CMYK: 60-50-49-44*

*Hex: 04D398
RGB: 4-211-152*

Illustrative style

Our illustrative style combines a 14pt A4 stroke with our primary colour palette to make a bold and striking first impression.

Primary colour palette Illustrative style guide



In situ - Digital marketing documents

PracticeWeb

Search engine optimisation (SEO)



PracticeWeb

Buyer personas



PracticeWeb

Grow your firm with the right clients



PracticeWeb

2019 brand guidelines



In situ - Digital marketing documents

PracticeWeb

Introducing PracticeWeb



PracticeWeb

Pay-per-click (PPC)



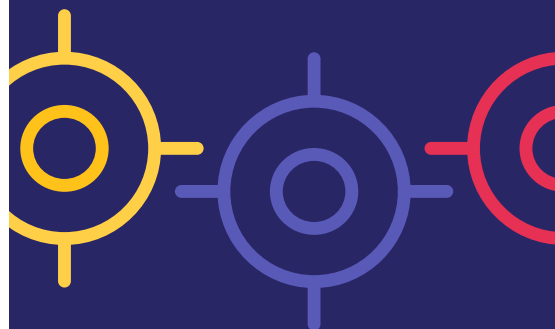
PracticeWeb

Guide to Ninja Forms



PracticeWeb

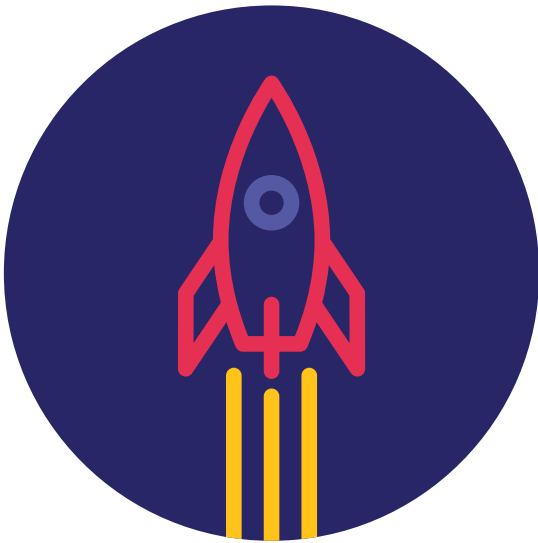
Digital marketing strategy



In situ - Email headers

First line - customer website launch / marketing emails

Second line - monthly PracticeWeb newsletter



In situ - Email headers

First line - podcast / event emails

Second line - webinar / reminder emails



Writing style

This guidance applies to writing under the PracticeWeb brand. View full guide [here](#)

1. Avoid exclamation marks. We're authoritative, smart and mature; exclamation marks make us look a bit overexcited! As if we're yelling!

2. Resist the urge to use ellipses... We're confident and definitive, not coy or hesitant... There's no need to be shy... Sorry...

3. Don't use hyphens - when you should use a dash – like that. I know it's a bit of a faff to find the character but you can either copy and paste from [here](#), insert from the special character menu in Google Docs/Word, or type ALT+0150 on Windows machines.

4. Only use ampersands as part of recognised units, or to respect third-party brand preferences. Green & Black chocolate is fine; websites & strategy isn't – just type 'and'.

5. Headings and titles have an initial capital, and that's it. Our services, not Our Services, for example. (Unless we're writing for a client with their own style guide, of course.)

**All good brands and fluid.
This document should be
added to and amended
as often as possible.**

**0117 915 0420
hello@practiceweb.co.uk
practiceweb.co.uk**

Our knowledge, your growth.