Brand Guidelines

automate uk
ppma bara ukiva

Our brand house

All the foundations of our brand, from our Purpose and Positioning Statement to our Audience Profile, all under one roof. Right here, in the Brand House. So please take the time to read and absorb it.

automate uk

We are the leading trade association for automation suppliers and end users of technology across processing, packaging, robotics and machine vision. By driving industry progress, supporting growth of our members and helping users make more informed technology decisions we are the go to partner to help our members and their clients thrive and increase productivity in an increasingly competitive marketplace.

Our main purpose is:

To ensure automation technology is at the heart of a thriving Manufacturing industry in the UK and beyond.

We drive the progress of automation technologies

Lobbying organisation and government on key industry issues. Practical support and grants to help reduce the skills shortage. Promoting career progression through PPMA BEST, Technical support and expertise.

We support the growth of our member companies

Networking, World class exhibitions, Promotion – Magazine, Subsidies, Training, Export Support, Expert Support Services, Technical Support

We help our members and end users make better technology decisions

Insight and access to trends and technologies, Focus groups, Thought leadership, Content (magazine), World Class exhibitions, technical expertise

Our audience is:

Automation suppliers and end users of technology across processing, packaging, robotics and machine vision.

We're the partner of choice because we're:

We're ambitious and motivated
We have access to and influence in the right circles and are focussed on pushing the industry forward.

We prioritise fact over fiction
Knowledge and technical expertise are our key traits. We have years of experience and industry know how that provides the credibility in everything we do.

We're people focussed and familiar
We're close to and understand our members, their varying challenges and opportunities and create a community that collaborates and works together for a collective ambition.

Our brand pillars

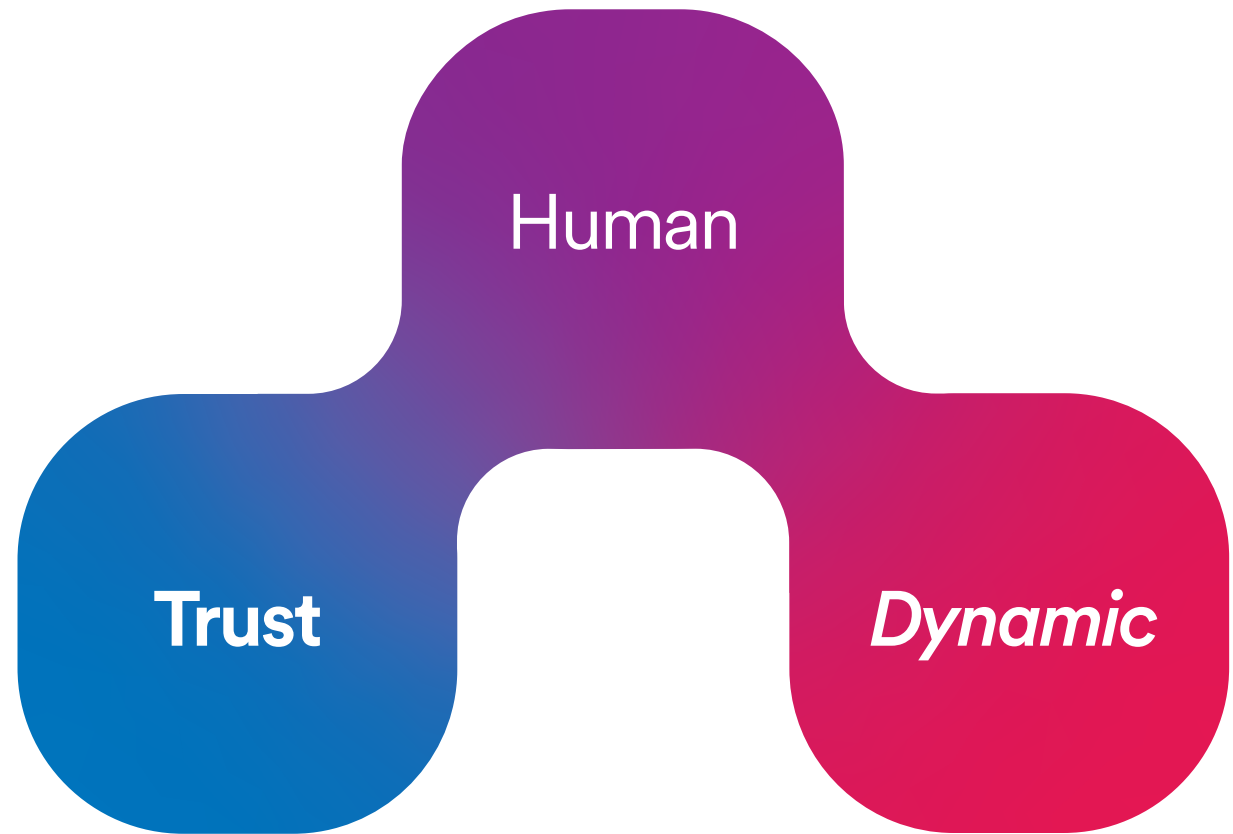Everything we do is built on our pillars.

Human

We're an association of people. Supportive experts our members can rely on.

Trust

We're the authority, the voice of the industry. A one stop shop for information. Relevant, valuable, impartial.

Dynamic

We're inspired by innovation and excited by opportunity. Passionate about our industry and the role it plays in our world.

Our brand
logos

Our master brand logo horizontal

The horizontal Automate UK logo with the tri-colour pinnacle shaped icon, has been specially designed for use in all digital and print applications. The geometric sans-serif font style and the tri-colour pinnacle icon, allows the logo to be clearly visible even at a reduced size.

The logo should never appear on any other colour other than white or dark blue.

Where colour isn't an option on your communication please see the mono master brand logo on page 8.

Do not re-create this logo in anyway, artwork will supplied on request.

Master brand logo - horizontal orientation on white (All digital and print applications)

Master brand logo - horizontal orientation on Automate UK brand blue (Print applications only)

Master brand logo - portrait orientation on white (All digital and print applications)

Our master brand logo portrait

The portrait Automate UK logo with the tri-colour pinnacle shaped icon, has been specially designed for use in a responsive website application and where space does not allow the use of a long horizontal logo. The tri-colour pinnacle is centred over the geometric sans-serif font to create a more compact square shape.

The logo should never appear on any other colour other than white or dark blue.

For all applications please use the horizontal logo on page 5.

Do not re-create this logo in anyway, artwork will supplied on request.

Master brand logo - portrait orientation on Automate UK brand blue (Print applications only)

Our master association logos

We have designed the logo for occasions where you need to communicate one or all of the associations within Automate UK.

These are represented by displaying their individual brand colour on the wordmark and the name underneath.

For further information on the brand colours please see page 14.

Do not re-create these logos in anyway, artwork will supplied on request.

Sector logos on white (All digital and print applications)

Sector logos on Automate UK brand blue (Print applications only)

Our master brand logo merchandise

The horizontal Automate UK logo with the tri-colour pinnacle shaped icon, has been specially designed for use in merchandise applications only. The geometric sans-serif font style and the tri-colour pinnacle icon, allows the logo to be clearly visible even at a reduced size.

The logo should never appear on any other colour other than white or dark blue.

Where colour isn't an option on your communication please see the mono master brand logo on page 9.

Do not re-create this logo in anyway, artwork will supplied on request.

Master brand logo - horizontal and portrait orientation on white (Merchandise applications only)

Master brand logo - horizontal and portrait orientation on Automate UK brand blue (Merchandise applications only)

Our master mono brand logos

For single colour applications, we have designed a mono logo in both horizontal and portrait formats. The horizontal format should always be used first and only when space restricts, must the portrait format be used.

For further information on the brand colours please see page 14.

Do not re-create these logos in anyway, artwork will supplied on request.

Master brand logo mono - horizontal and portrait orientation on black

02

Logo
usage

Logo clearspace

Clearspace

To preserve the tri-colour pinnacles integrity and the automate wordmark, always maintain a minimum clearance around the logo. This clearance zone isolates the logo from competing elements such as copy, photography and other logos that may cause confusion and weaken the brand.

The minimum clearance for the logo is defined by the width and height of one 'pinnacle' as indicated opposite. The minimum space should be maintained as the logo is proportionally scaled up or down.

Minimum size

The minimum logo size for reproduction is 15mm or 56.69px. This ensures the logo remains legible and all elements are visible at a reduced size.

Logo clear space

Minimum size
for print 15mm
56.69 px

Logo usage

Here is a brief view of the correct and incorrect usages of the Automate UK logo.

1 Using the Automate UK logo on an incorrect background can cause the logo to disappear.

2 No using the logo on an angle.

3 No glows, drop shadows or effects may be used on the Automate UK logo.

4 No horizontal or vertical scaling may be applied, or any adjustment that causes the logo to be out of proportion.

5 The Automate UK logo must never be used on an incorrect dark colour background.

6 The Automate UK logo must never be altered, adjusted or recreated in part or whole.

7-8 The Automate UK logo must never be used directly over an image causing the logo to become illegible even if that image has a dark enough tone to support the legibility.
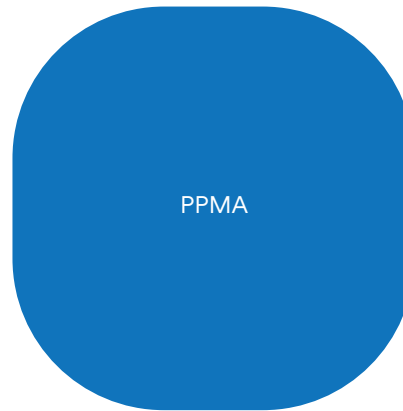
03

Brand colours

Primary brand colours

Automate UK brand colours

The primary brand colours and values for Automate UK are PPMA royal blue, a BARA purple and a UKIVA rose red.
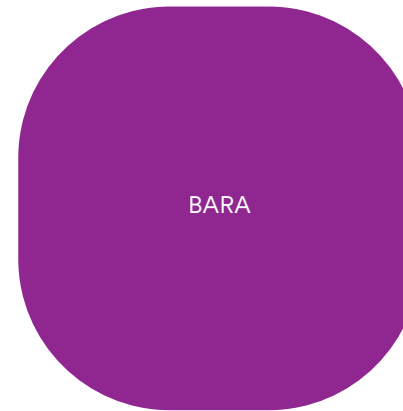
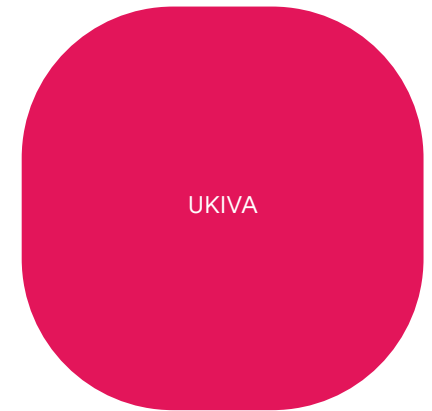To support these striking colours, there is a dark blue and grey, which represents Automate UK.

PPMA

BARA

UKIVA

Pantone 285C
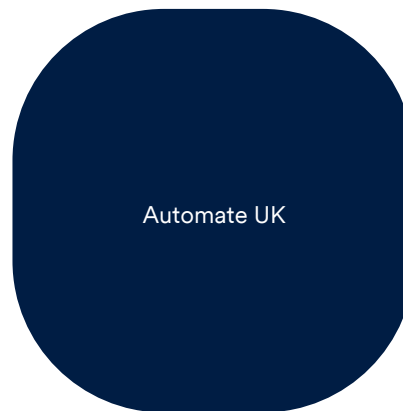CMYK 85/50/0/0
RGB 29/113/184
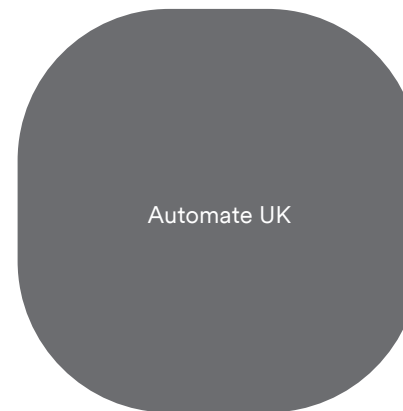#1d71b8

Pantone 254C
CMYK 50/100/0/0
RGB 149/27/129
#951b81

Pantone 1925C
CMYK 5/100/50/0
RGB 214/11/82
#d60b52

Automate UK
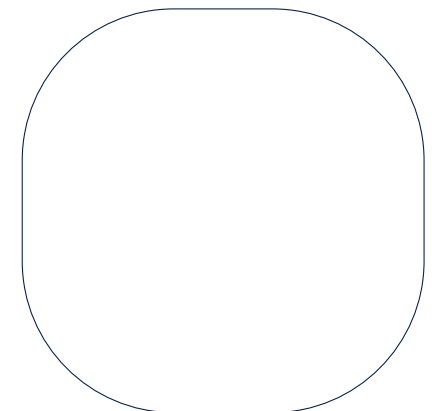
Automate UK

Pantone 296C
CMYK 100/45/0/80
RGB 0/34/64
#002240

Pantone Cool Grey 9C
CMYK 0/0/0/70
RGB 112/111/111
#706f6f

CMYK 0/0/0/0
RGB 255/255/255
#ffffff

Colour usage

Please see opposite the acceptable colour usages created from the primary brand palette, these relate to each association.
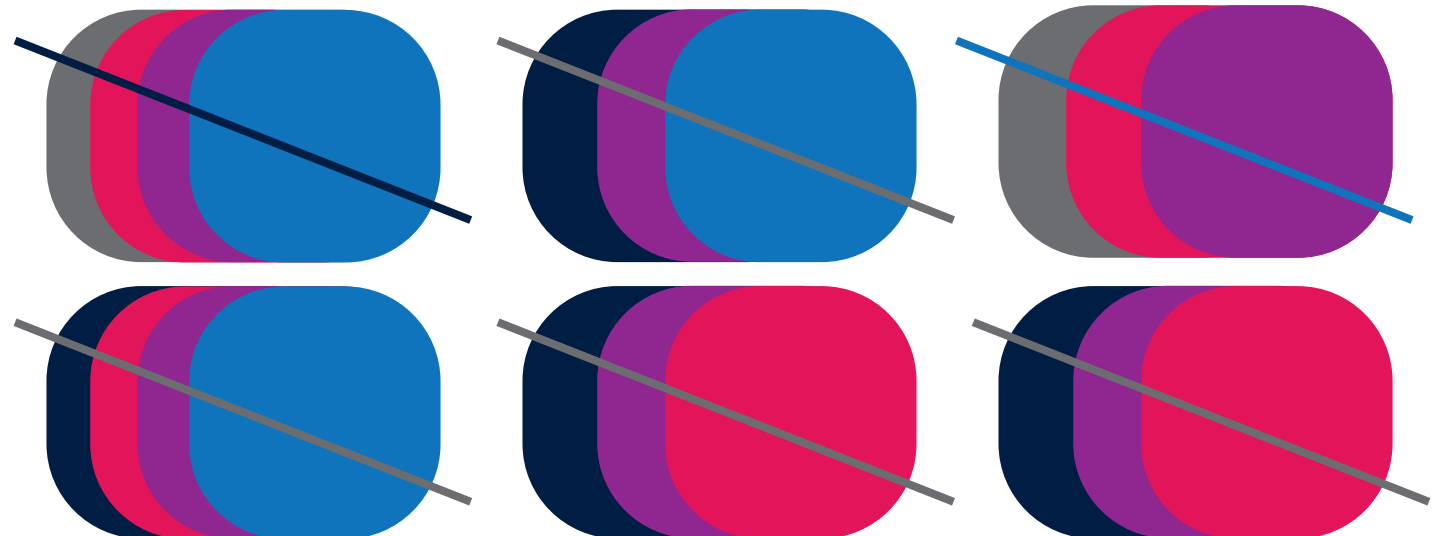
Also please see below, the unacceptable colour usages. These show that two or more association colours cannot be used together as a colour block in any communication.

Please see page 35 onwards to view how they apply to particular communication.

Acceptable colour block combinations

PPMA

BARA

UKIVA

UKIVA

BARA

PPMA

Unacceptable colour block combinations

Brand typeface

Print, logotype and strapline typeface

Circular is a geometric sans-serif font family that has been chosen for the Automate UK logotype, strapline and print communications and complements the Automate UK brand.

It reflects both the trust and dynamism from the brand pillars with its perfectly constructed letter forms.

When the Circular Font is not available please use Jakarta for all print, digital and editorial communications.

Please see page 18 for the alternative print and digital typeface and page 19 for the default typeface.

17

AaBbCcDdEe

Circular Regular

AaBbCcDdEe

Circular Italic

AaBbCcDdEe

Circular Medium

AaBbCcDdEe

Circular Medium Italic

AaBbCcDdEe

Circular Bold

Circular

Digital and alternative print typeface

Jakarta Sans is a geometric sans-serif font family that has been chosen to resemble the Circular font on page 17.

This can be used for all web, digital, social and editorial communications and can also be used as an alternative to Circular for all print communications.

Please see page 19 for the default font.

AaBbCcDdEe

Jakarta Regular

AaBbCcDdEe

Jakarta Italic

AaBbCcDdEe

Jakarta Medium

AaBbCcDdEe

Jakarta Medium Italic

AaBbCcDdEe

Jakarta Bold

AaBbCcDdEe

Jakarta Extra Bold

Jakarta

Default typeface

For all communications where the circular and Jakarta font is not available please use the Arial font.

AaBbCcDdEe

Arial Regular

AaBbCcDdEe

Arial Italic

AaBbCcDdEe

Arial Bold

Arial

05
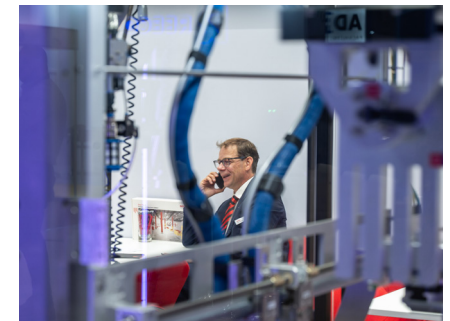# Photography

Photography style

People and machine focus

The Automate UK brand photography uses a vibrant high-pass photography style that boosts the intensity and detail of the imagery.

The brand features people and machines working together, giving equal emphasis to both machines and their operators in the process, packaging, robotics and the vision industries.

The photography style never focuses too much on a person but surrounds that person with the machinery they are using.

Please see page 35 onwards to view how the photography is used within communication.

Photography style

Machine focus

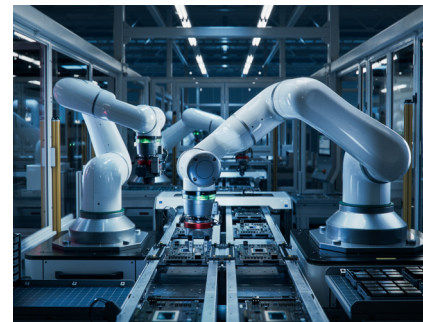When the brand needs to communicate a particular machine or piece of technology then the imagery can switch to a more machine focus.

This has the same high-pass photography style but shows close ups and interesting angles of machines in operation.
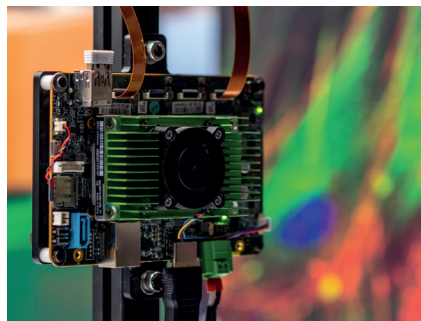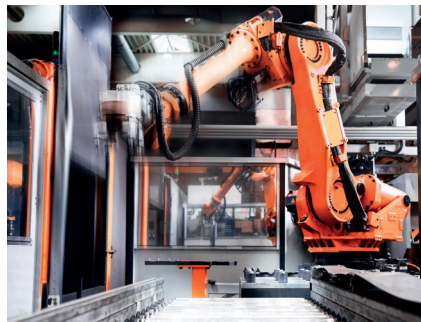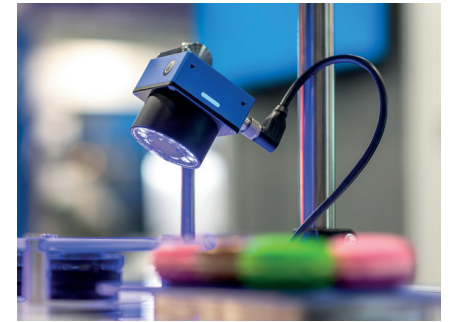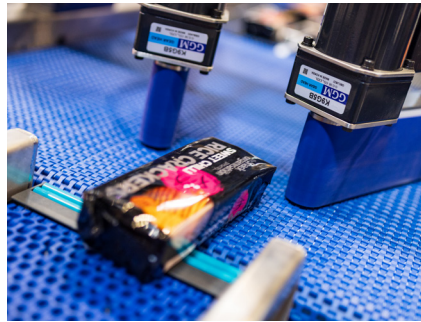
Photography style

People focus

When the brand needs to communicate a particular skill set or industry then the imagery can switch to a more people focus.

This has the same high-pass photography style but shows close ups of people working in their environment with more of a focus on the person.

The photography style is a snapshot of that person in their industry, never forced or staged, but shows realism.

06

Iconography

Iconography

We have created a selection of icons to use in digital and print communications, these icons are born from the tri-colour pinnacle which comes directly from the logo.

07

Brand narrative

Brand narrative

We talk as one

We want to become the respected voice of the industry and a trusted voice for our members. That's why getting our own tone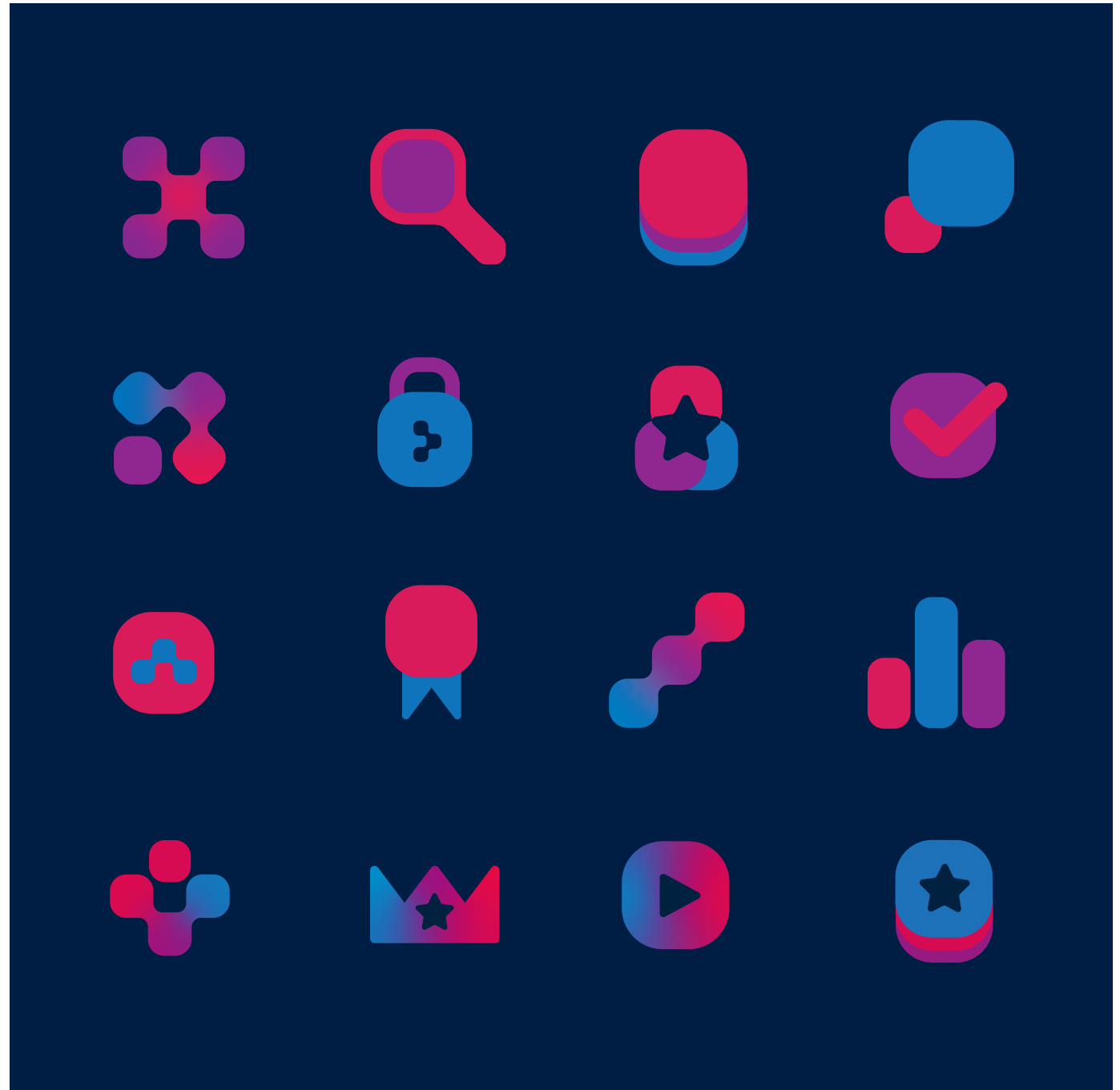 of voice right is so important. Which is why we've created these definitive tone of voice guidelines. Designed to help you put the unique Automate brand experience into words.

Whether you're writing website content, event support, social posts or campaign copy, you'll find everything you need. Helping you create more consistent, engaging and effective communications. Automatically.

Our tone of voice.

Let's start with the brand story.

Association is all about partnerships.

Our tone of voice is shaped by people and personality.

We bring to life the power of working together for mutual benefit.

Creating a strong community, sharing knowledge and expertise.

People and technology in perfect harmony.

Empowering each other.

To innovate a bright future for the industry, our members, customers and employees.

We are Automate UK.

And this is our voice.

Brand narrative

Remember our three brand pillars? They are also the foundation to our tone of voice.

Building a tone of voice on our 3 brand pillars.

We never underestimate the value of our words or the trust that is placed in them. We consider everything we write, dot every i and cross every t, while imparting our knowledge freely.

We may be inspired by technology, but there's nothing robotic about how we speak. We are people talking to people. Personable and engaging. In a complex world, we provide complete support.

Human

Trust

Dynamic

We are excited by our industry and inspired by innovation. We write with emotion and passion, happy to share our vision.

Brand narrative

Who we are shapes how we talk

Here are the words that explain each of our values.

We are innovative

Words that expand and explain this value are:

Inspiring • inventive • evolutionary brave • imaginative • visionary.

We are inspired by technology and all the opportunities it brings. We drive the progress of machine and automation technologies for the benefit of our members. Support future skills training to empower tomorrow's workforce. We talk with passion about new ideas.

We are precise

Words that expand and explain this value are:

Factual • accurate • credible unbiased • honest • authentic.

To be the voice of the industry, we have to be trusted. Everything we say is exact, fact-checked, and checked again. Our word is the first and last word our members need. Our insights are honest, credible and authentic.

We are proactive

Words that expand and explain this value are:

Agile • ambitious • future-orientated adaptable • focused • professional.

We are ambitious, focused and well connected. Acting in the best interests of our members means being influential. Responding fast to every development and every opportunity. Shaping the future.

We are supportive

Words that expand and explain this value are:

Collaborative • inclusive • accessible productive • trustworthy.

We promote the growth of our members by hosting world-class exhibitions and networking events. We look out for their interests and provide expert support through technical, exporting and training.

Brand narrative

Do's and don'ts

Use this quick checklist to make sure your content is doing all the right things.

Do ✓	Don't ✗
Be knowledgeable	Be vague
Be concise	Be unclear
Be factual	Be questionable
Be passionate	Be indifferent
Be straight	Be convoluted
Be confident	Be conceited
Be human	Be robotic
Be relatable	Be bland
Be action led	Be passive
Be focused	Be vague

Brand narrative

Empower your words

How you write is just as important as what you write. Content should be clear, engaging, benefit led and actionable.

Think member-centric

We're customer-first which quite simply means everything we do centres around our members. In content-terms, this means writing in the first person (you / your) and always in a professional, engaging way.

Use active verbs

We want to be dynamic and encourage action, so we use lots of active verbs and always try to inform our members of what we want them to do.

Be clear

Experts don't complicate language with jargon. Use every-day language.

Avoid waffle

We're knowledgeable and passionate about the industry, but less is more. Use short, punchy sentences and avoid long, hard to follow paragraphs. Repetition can be distracting, so try not to repeat the same words. Use a thesaurus to find alternatives with the same meaning.

Support with facts

If you make a claim, be prepared to reference it with facts. If you're writing for the web, you could link it to more information or include a case study for further support.

Write to excite

Use punchy, inspiring language to enthuse and excite.

Brand narrative

Print or digital?

Think about where your content is going. Is it print or digital? While we read text in print like a book, left to right, we scan text. Most websites and social content is now viewed on a phone, so text length is an important consideration.

Digital

- Avoid long passages of text that require scrolling

- Make paragraphs around 3-5 lines long

- Begin sentences with active verbs wherever possible

- Break up long text using bulletpoints

- Use powerful subheadings to signpost navigation

- Think about strong calls to action

Print

- Think about structure with primary, secondary and supporting copy

- Consider how to make keywords, benefits and calls to action stand out

- Use bulletpoints and subheads to create easily digestible sections

- Craft long-form copy if needed

Brand narrative

Bringing our language to life

Want some inspiration? Here is a selection of print and digital assets.

Together, we're innovating the future of automation.

Together, we're empowering the automation industry.

Together, we're supporting innovation in automation.

Inspired by people. Powered by innovation.

Supporting tomorrow's skills, today.

The power of partnership.

Together, we're more powerful than ever.

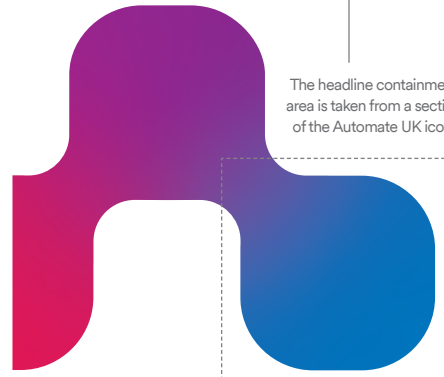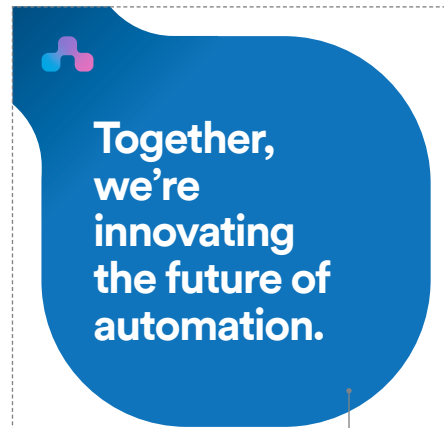# Design elements

Design elements

A4 portrait press advert

The construction of a typical A4 portrait sized press advert is shown opposite.

The headline containment area is take from one of the points of the 'pinnacle' icon.

This is then filled with a gradient colour created from the association colour and fading to the Automate UK dark blue in the left hand corner. (Please see page 14 for colour references).

The logo areas and bodycopy areas have a 16mm radius corner. While the Automate UK logo size is calculated from the one end of the logo pinnacle to the start of the wordmark. See opposite for example.

All measurements are shown opposite and are in mm.

Together, we're innovating the future of automation.

The headline containment area is taken from a section of the Automate UK icon.

All sizes are in mm

10

36

This is where Circular Bold typography sits, 44pt on 46pt leading.

Image Area

10

18

10

16 radius

Bodycopy area

automateuk.co.uk/ppma

automate uk
ppma

33

13

92

automate uk
ppma

Design elements

A4 landscape press advert

The construction of a typical A4 sized landscape press advert is shown opposite.

The headline containment area is take from one of the points of the 'pinnacle' icon.

This is then filled with a gradient colour created from the association colour and fading to the Automate UK dark blue in the left hand corner. (Please see page 14 for colour references).

The logo areas and bodycopy areas have a 16mm radius corner. While the Automate UK logo size is calculated from the one end of the logo pinnacle to the start of the wordmark. See opposite for example.

All measurements are shown opposite and are in mm.

All sizes are in mm

10

36

Image Area

This is where Circular Bold typography sits, 44pt on 46pt leading.

10

18

10

16 radius

Bodycopy area

automateuk.co.uk/ukiva

automate uk
ukiva

33

13

automate uk
ukiva

92

Together, we're supporting innovation in machine vision.

The headline containment area is taken from a section of the automate icon.

09
Applications

Print (brand) applications

Please see opposite for a selection of print communication applications.

A4 Brand print advertising (Portrait)
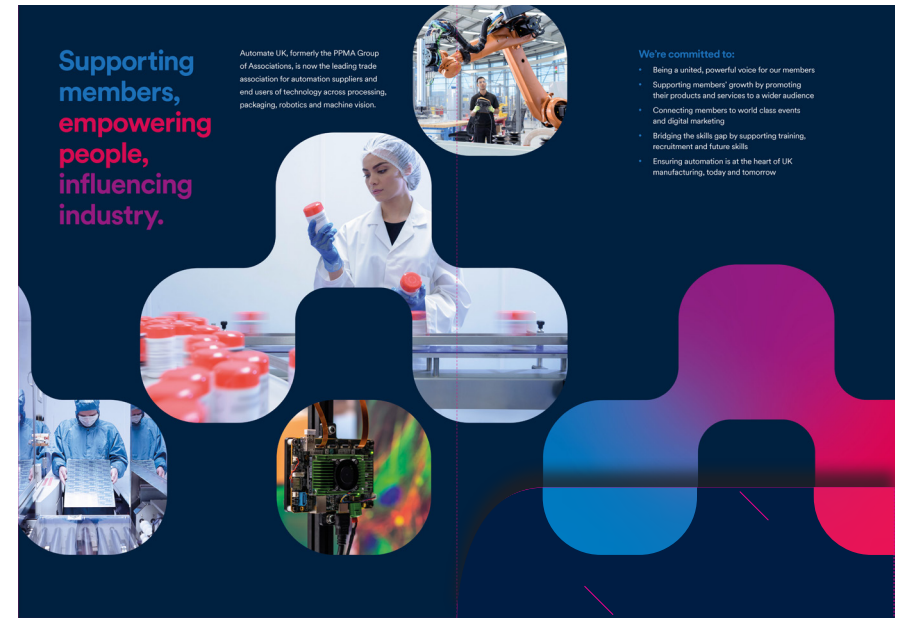

A1 Brand Posters (Portrait)

Print (brand) applications

Please see opposite for a selection of print communication applications.

A4 membership folder

A4 membership brochure

Print (launch) applications

Please see opposite for a selection of print communication applications.

A4 Launch print advertising (Portrait)

Print (launch) applications

Please see opposite for a selection of print communication applications.

Hanging banners

A1 Posters (Portrait)
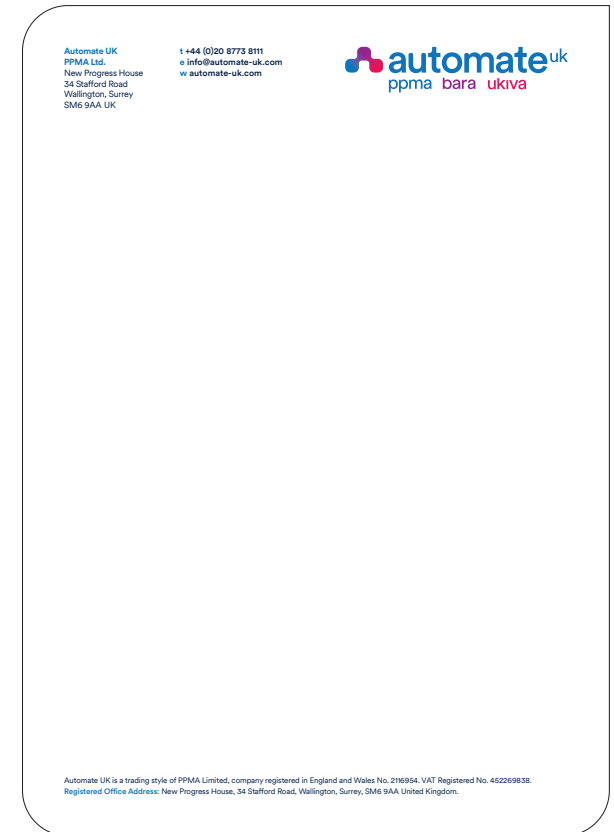
Print stationery applications

Please see opposite for a selection of print communication applications.

Automate UK
PPMA Ltd.
New Progress House
34 Stafford Road
Wallington, Surrey
SM6 9AA UK

t +44 (0)20 8773 8111
e info@automate-uk.com
w automate-uk.com

With Compliments

Compliment slip

Automate UK
PPMA Ltd.
New Progress House
34 Stafford Road
Wallington, Surrey
SM6 9AA UK

t +44 (0)20 8773 8111
e info@automate-uk.com
w automate-uk.com

Automate UK is a trading style of PPMA Limited, company registered in England and Wales No. 2116954. VAT Registered No. 452269838.
Registered Office Address: New Progress House, 34 Stafford Road, Wallington, Surrey, SM6 9AA United Kingdom.

Letterhead

d +44 (0)20 8773 5518
t +44 (0)20 8773 8111
e peter.williamson@automate-uk.com

Peter Williamson
Chief Executive Officer

Automate UK
PPMA Ltd.
New Progress House
34 Stafford Road, Wallington
Surrey, SM6 9AA UK

e info@automate-uk.com
w automate-uk.com
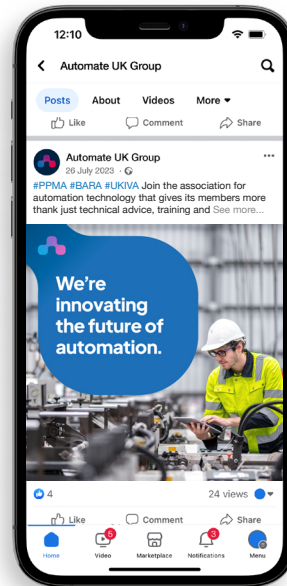
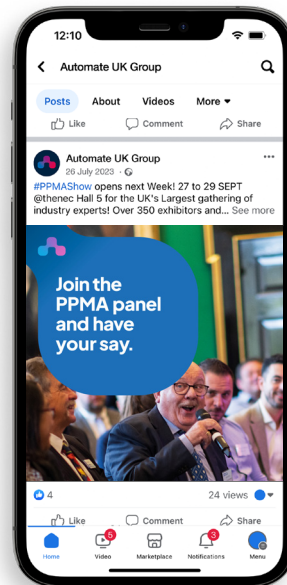**Together we're innovating the future of automation.**

Business Card

Social brand applications

Please see opposite for a selection of digital communication applications.

Social advertising

PPMA panel social advertising

43

Email applications

Please see opposite for a selection of digital communication applications.

Welcome to Automate UK News. This month we're looking to the future. From the PPMA Show on 26-28th September and the Automate Group industry awards to our Factory of the Future Schools event and upcoming training courses. The future really is now.

Get ready Birmingham, it's PPMA Showtime

The PPMA Show 2023 is almost here. On 26th-28th September, Birmingham's NEC will be full of over XXX exhibitors and XXXX guests. You can join them. Book your stand now.

BOOK STAND

Book your table for the Automate Awards

The shortlist has been announced. The entertainment has been booked, with comedian Rob Beckett, mind reader Alex Crow and BGT finalist Jack Pack. Now it's time to order your tickets.

ORDER TICKETS

Inspiring our future engineers

Archbishop Cranmer C of E Academy in Aslockton, Nottingham is our latest school to build a Factory of the Future, with support from Automate's own Matt Fox and NAO the robot.

READ MORE

Find more opportunities by updating your Machinery Finder details.

<Name>

The new Machinery Finder Directory is coming soon, bringing with it more opportunities. So, now's the time to make sure all your company details are up-to-date and correct by **Friday 22nd December**.

UPDATE DETAILS

One update covers the book, website and app.

It's easy to check and update your information, simply click the link below and follow the step-by-step guide. Best of all, you only need to do it once – we'll use the same details in the 2024 printed Directory, website and app.

UPDATE DETAILS

Advertise to over 3,500 buyers and specifiers.

Machinery Finder Directory is the most comprehensive source for machinery and equipment available, helping you to raise awareness and sell more products and services:

• Circulated to over 3,500 buyers and specifiers of machinery in the UK.
• Discover a whole host of new advertising opportunities, with print and online options.
• Adverts can be repeated from the 2023 Directory.

BOOK ADVERTISING

Small and mighty.

This year, the printed version of the Directory is being produced in a B5-sized publication (mini A4). Enabling us to:

• Print more copies.
• Feature more focused information company name/machinery products/contact details.
• Represent overseas manufacturers in the UK through a dedicated index, cross referenced to each member.

Share your views. Shape our industry.

Take part in our industry-wide survey now.

When it comes to compiling the most in-depth, analytical and insightful reports, we consult the real industry experts – **you.**

Take part in our survey – 'Navigating challenges, embracing opportunities' and we'll use your responses to produce an insightful, thought-leadership, white paper. The most up-to-date, real-world analysis of the UK automation, packaging and vision landscape today.

COMPLETE SURVEY

Become a key contributor.

As a key contributor, you will receive an exclusive copy of the report, with your company details listed in the references section. The report will be shared widely amongst government, policy makers, industry stakeholders and educational leaders. Your views could help shape the direction of our industry moving forward.

DISCOVER MORE

Do you have the answers to these types of questions?

Take a look at this small sample of the types of questions included in the survey:

• **What factor has had the biggest impact on your business during 2023?** (Inflation, skills shortage, Brexit etc)
• **What are your expectations for 2024?** (Very positive to Pessimistic)
• **How would you describe the adoption of automation across industry?** (Growing to Decreasing)

GO TO SURVEY

Ready to have your say?

The survey takes around 15 minutes to complete on average, with many questions featuring multiple choice answers. Ready to have your say? **Take part now.**

GO TO SURVEY

Powerpoint applications

Please see opposite for a selection of digital communication applications.

Signage applications

Please see opposite for a selection of digital communication applications.

automateuk
ppma bara ukiva

welcome

automateuk
ppma bara ukiva

automateuk
ppma bara ukiva

Private Car Park Gates In Use

No Unauthorised Parking

automateuk
ppma bara ukiva

Private Car Park

No Unauthorised Parking

Contact

For more information please
contact Automate UK:

Peter Williamson
e peter.williamson@automate-uk.com

Steve Jones
e steve.jones@automate-uk.com

Scott McKenna
e scott.mckenna@automate-uk.com

automate uk
ppma bara ukiva