

Our Brand

binngroup.co.uk

V3.0



These brand guidelines are designed to ensure that the Binn Group brand is presented consistently across all venues and a wide variety of media.

Our brand and how we use it support every aspect of our service delivery and provide a real opportunity to reinforce the quality and consistency of the service we provide.

We can all help to build the Binn Group brand by ensuring visual consistency with every opportunity that we have for communication, from stationery and signage, to clothing and plant.

The guidelines provided in this document are designed to harness and channel the energy and dynamic that this business has, not to curb it. Through a consistently strong representation of our visual identity we will continue to build recognition across a range of highly competitive markets, developing true value for our brand.

We welcome feedback. If you feel there are any parts of these guidelines that could be improved, please contact one of our Marketing team.

Allan MacGregor
2019



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Our Brand Positioning

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Our Belief

Our belief is that we have one planet and a finite resource that we need to make the best of.

We will work to recycle as much material as we are able. We will help to encourage, educate and support our community to minimise waste and non-recyclable materials.

We will develop and collaborate better systems to maximise the recycling potential of the material we receive.



Our Vision

To become Scotland's leading provider of integrated recycling and resource management services, to the benefit of the local and national circular economy and the environment.

Our Mission

To realise the **potential** of all our employees.



To provide the **highest levels of service** to our customers.

To champion **Sustainability** across Scotland.



To provide **employment opportunities** through the natural expansion of our business.

Binn Group recognises that waste management, renewable energy, and food security are industries that are central to sustainable development and secure societies.

We will seek to meet this challenge in innovative ways that make good business sense whilst reducing environmental impacts and increasing regional and national self-sufficiency in these key areas.

Moving towards greener and more sustainable regional and national economies will require the careful evaluation of new technologies and services. We will innovate in the development of industries that are synergistic and integrated to help develop a new industrial ecology for the 21st century in both the Tayside and Scottish economy.

Binn Group will seek to create new development and business partnership models that recognise the inter-relationship of industry, local authorities, Government agencies and communities in defining more sustainable long term societies whilst conducting its operations to the highest standards of environmental and good business practice.

BeBinn



As a family business we have a clear set of values that all of our employees should commit to and live by.

Be part of our team.

be Safe
Always **take time for safety** and go home safe.



be Trusted
We can always be **trusted to deliver** on our promises to our employees, colleagues and customers in line with our values.

be Confident
We are not afraid to **constructively challenge** each other and ourselves to find the best possible solutions.



be Responsible
We **take pride** in what we do, and **we care** about our customers, our people and the environment and take personal responsibility.

be Involved
We **seek new ideas** and **understanding** and are quick to react to opportunities.



Our Differences

We believe that we have a great team that provide excellent services.

Here's why.

What Makes Us Different	Proof Points
That we have a collaborative approach to working.	Development of Binn Ecopark with a variety of partners and stakeholders. working with the James Hutton Institute to develop wheatgrass.
That despite humble beginnings, we have an ambition to achieve.	Growth to become Scotland's largest waste management business. Developing Scotland's first SRF plant.
We have real integrity in everything we do.	A commitment to our community, employees and suppliers.
We offer complete accountability.	Full traceability and robust, transparent procedures, to provide confidence in our services and processes.
We care about our team.	An industry leading wellbeing programme developed with Mind and SPEAK, as well as a commitment to developing the young workforce.
We're part of our community and understand our responsibility to it.	A genuine commitment to our communities, through action and support for a wide variety of activities.

Our Visual Identity

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Logo

Rationale

The successful recognition of a business is largely down to the way in which it is communicated to its audience. A brand is recognised through a series of visual triggers which, over time, become synonymous with a business.

Our brand is a valuable asset that needs to be successfully communicated on many levels, from design and marketing to sales and recruitment. Ensuring that the brand is represented consistently throughout all aspects of the business will guarantee that the company is perceived as professional and organised.

These guidelines enable all employees and third parties to correctly represent the brand and to strengthen the brand's position in the marketplace.

The guidelines detail how to use the Binn Group brand.

Always use the whole logo (the brand symbol and the word mark) from the logo pack provided. **Never recreate, rearrange or recolour it yourself.**

Construction

The Binn Group logo consists of a picture mark, combined with the “Binn Group” word mark alongside.

Colour Treatment

Wherever possible the logo should appear in the two-colour version.

The logo has been designed for use across a wide range of media. The mono and negative versions of the logo are designed to be used with imagery, so that the logo can be subtly present in all our communication.

When reproducing the logo, use only the artwork files provided with these guidelines and only in the colours recommended.

Primary logo

Main Stacked Primary logo



Pennant

Word mark

Versions

Stacked

The main/stacked logo is the preferred version and should be used where possible on printed and digital collateral.

Main Colour Stacked logo



Horizontal

When there is not enough vertical space for the stacked logo, the horizontal version of our logo should be used.

This logo is typically used on collateral for events, such as feather flags and for digital advertising (billboard/leaderboard, website adverts).

Main Colour Horizontal logo



Sub-brands



The Binn Group brand extends out to the sub-brands EcoPark, Skips, Energy, and Produce. These sub-brands' identities were given a type and color treatment beneath the main brand logo.

Each sub-brand represents a different service that Binn Group provides and we may use service specific logos where appropriate. The logos can also be used alongside the main Binn Group logo when in collaboration with one of them.



Binn Ecopark

Pantone 364 C



Binn Skips

Pantone 2995 C



Binn Energy

Pantone Warm Red C



Binn Produce

Pantone 2405 C

Sub-brands

Binn Ecopark

Since the development of the Binn landfill site, which closed in September 2014, the Binn Farm site has expanded and diversified. This has included the development of two separate Material Reclamation Facilities (MRF) treating commercial, industrial and municipal waste, a 30,000 tonne per annum food waste anaerobic digestion facility, in-vessel and green-waste composting facilities, a residual waste Solid Recovered Fuel (SRF) facility and waste wood processing and storage facilities.

Planning consent has been secured for an Advanced Plastics Recycling Facility (A-PRF) combining mechanical and chemical plastics recycling systems, an energy from waste plant and a four turbine windfarm. This has culminated in Binn Ecopark being one of the most fully integrated resource recovery complexes in the UK, employing over 160 people and providing significant economic benefits and added value to the local economy.



How to use Binn Ecopark

Binn Ecopark is the correct presentation. Ecopark is one word, not two, for example Eco park or EcoPark.

Wherever possible we will use Binn Ecopark to refer to our site, replacing Binn Farm in all addresses and mention. Whilst we are proud of our rich farming heritage, and always will be, we need to encourage people to see the full extent of Binn Group and our operations.



Sub-brands

- 01 Landfill Site (closed)
- 02 Wood Recycling Operation
- 03 Food Waste Recycling
- 04 Windrow Composting
- 05 Soils and Aggregate Recycling
- 06 Advanced Plastic Recycling Facility
- 07 Trade Waste Reception
- 08 Main Waste Reception
- 09 Dry Mixed Recycling (DMR)
- 10 Maintenance and Engineering
- 11 Main Office
- 12 Operations Centre
- 13 SRF and RDF Facility
- 14 Proposed EfW Facility



Colour

This logo must always be reproduced in either colour, greyscale or mono format on a clear and uncluttered background. This is to aid the clean and crisp look of all our materials. The logo should not sit on a background that clashes with the logo. The logo should be used for all digital and printed materials in one of four versions.



Primary Colour Logo

Where possible always use this colour logo. This should be printed in the primary colours.



Secondary Colour Logo

When using the logo on a dark background and where the colour version will not appear, this version should be used.



Mono Logo

The mono logo can be used when cost restricts the use of colour or the printing process cannot replicate the primary colour logo.



Negative Logo

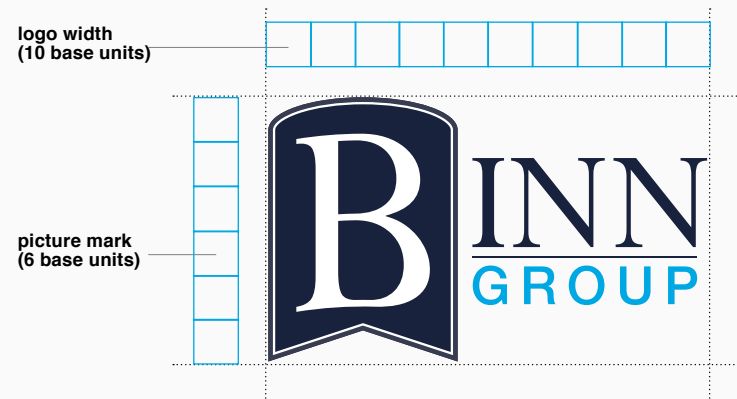
When using the logo on a dark background and where the colour version will not appear, this version should be used.

Size/Protection

Size

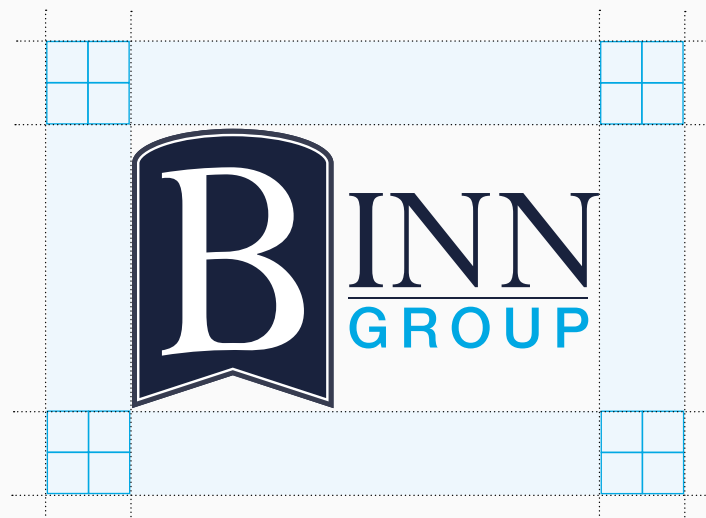
The Binn Group brand logo consists of the picture mark combined with the word mark to the left.

The logo height is 6 base units and width is 10 base units. The minimum height for use of the logo is 7mm.



Protection

In order to ensure that the logo is presented clearly it should have a protection zone of two base units on all sides.



Usage/Prohibited Usage



The logo must not be rotated or twisted in any way



The logo must not be used on a background colour that obscures the picture or word marks



The picture and word marks must not be changed in colour



The logo must not be distorted or changed in proportion



The colour logo must not be placed over images



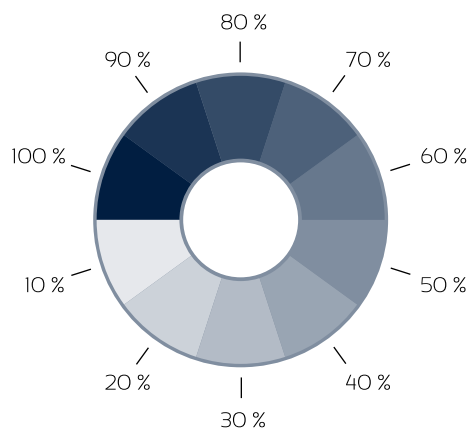
The colour logo must not be placed on textured backgrounds

Colour Palette

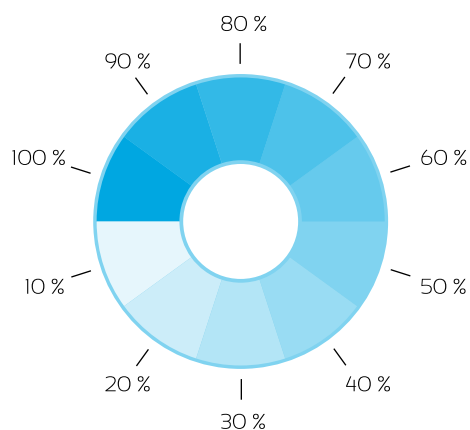
Primary

The Binn Group primary colour logo is made up of two Pantone colours which, should be used when producing materials within the identity.

This primary colour palette can be used in both typographic and graphical treatments when creating marketing materials.



CMYK	100 / 90 / 13 / 68
RGB	4 / 30 / 66
HTML	#041E42
Pantone	282 C



CMYK	83 / 1 / 0 / 0
RGB	0 / 169 / 224
HTML	#00A9E0
Pantone	2995 C

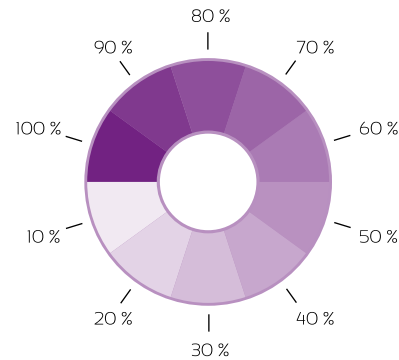
Colour Palette

Secondary

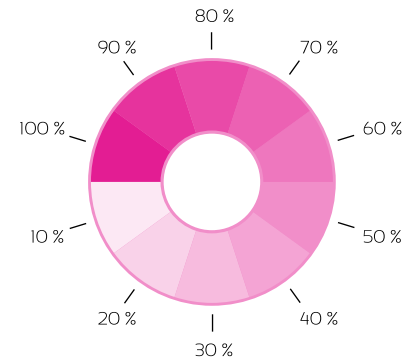
A secondary colour palette has been created to compliment the primary colour palette which is fresh, vivid and bold in tone, references for which can be found below.

This palette features the colours that divide the many sectors and services that Binn Group offers. They must only be used when specifically referring to one of the services.

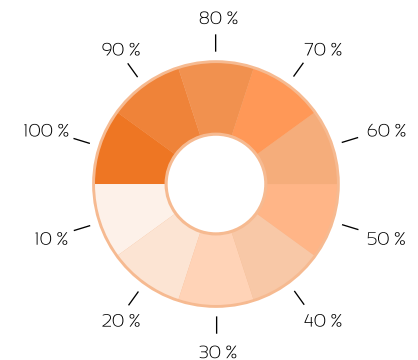
Black C is used for the body copy across all collateral when Pantone 282 C (Primary Palette) is not being used.



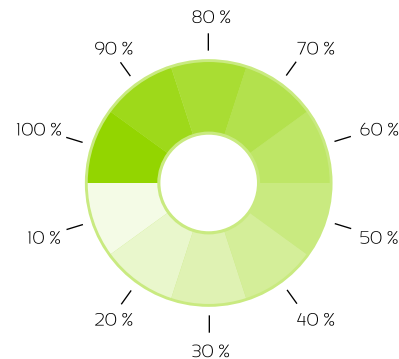
CMYK 72 | 99 | 0 | 3
RGB 112 | 32 | 130
HTML #4A7729
Pantone 2603 C



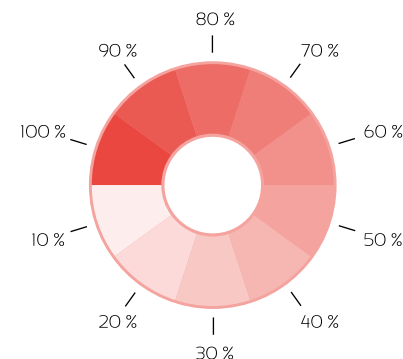
CMYK 4 | 88 | 0 | 0
RGB 223 | 25 | 149
HTML #DF1995
Pantone 225 C



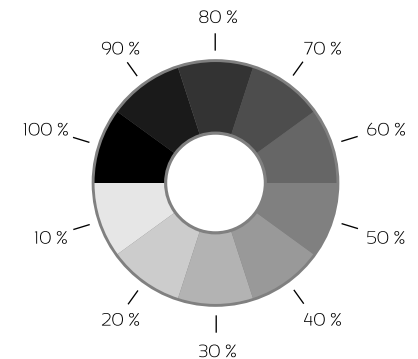
CMYK 0 | 62 | 95 | 0
RGB 232 | 119 | 34
HTML #E87722
Pantone 158 C



CMYK 46 | 0 | 90 | 0
RGB 151 | 215 | 0
HTML #97D700
Pantone 375 C



CMYK 0 | 83 | 80 | 0
RGB 249 | 66 | 58
HTML #F9423A
Pantone Warm Red C



CMYK 1 | 1 | 1 | 100
RGB 33 | 29 | 30
HTML #211d1e
Pantone Black C

Brand Elements

What is a Pennant?

A triangular banner with one short edge and two equal longer edges, a pennant gets its name from the pennants Latin penna, meaning wing or feather. A pennant is a commemorative flag typically used to show support for a particular team. A flag serving as an emblem of victory or championship.

The Binn pennant shows their support for renewable energy and circular economy.

It is used as the main avatar for the brand as it is a strong symbol of support and recognition.



Primary



Mono (282 c)



Mono (2295 c)



Negative

Binn Resource Tree

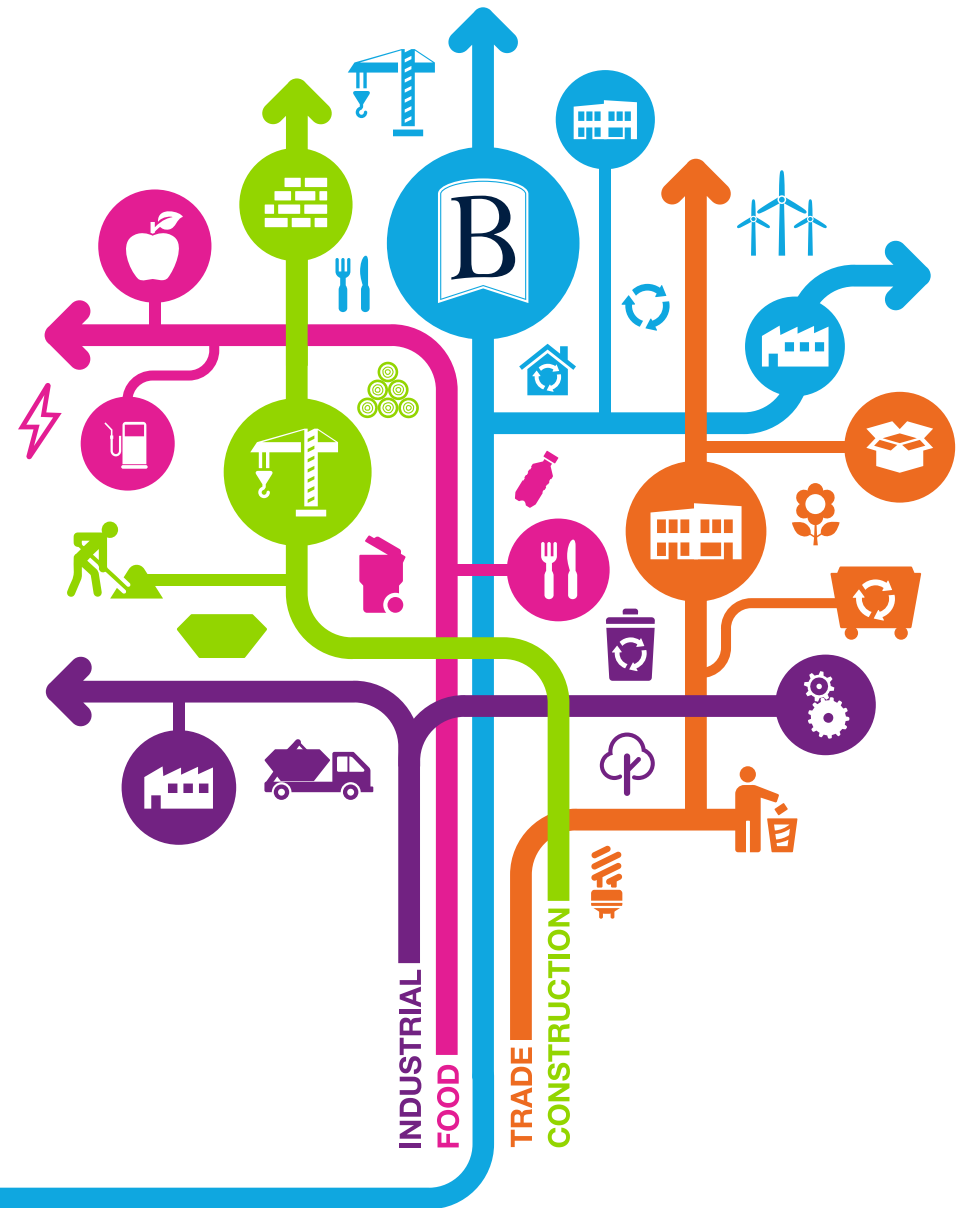
The Binn Group Resource Tree shows in a simple form, the range of wastes that we recycle and the potential opportunities for re-use that each resource provides from each key sector, as shown below.

Industrial
Food
Trade
Construction

We work in the circular economy, developing and delivering practical solutions to maximise re-use of our precious resources.

The tree is a symbol of hope and growth. We believe the resource tree represents our business, with strong roots providing valuable services to many organisations across Scotland and branches showing how we can redistribute resources for re-use.

For our team at Binn Group the resource tree highlights both the importance and complexity of the services that we provide, which all benefit our community.



Imagery

Photography

Pictorial images are persuasive and can either add or detract from our brand. The choice of images should always reinforce the brand by communicating visually the attributes that describe our focus and our personality. Imagery works with language, tone, and design to make the brand distinctive, memorable, and instantly recognisable to our audience.

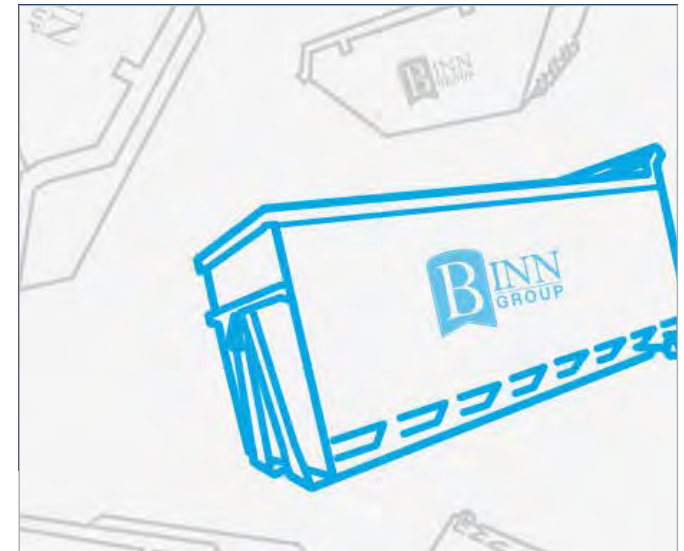
As with every printed piece, usage rights must be verified / purchased for every image used. Images are the property of the artist and cannot be used without permission.



Iconography

The use of icons throughout the brand allows us to provide customers with clear facts and to convey information about the many services that Binn has to offer.

Our icon style uses a simple line treatment. This provides standout without looking too heavy with the bold colours that represent each sector.



Photography



Best Practice



Don't use cut-out imagery

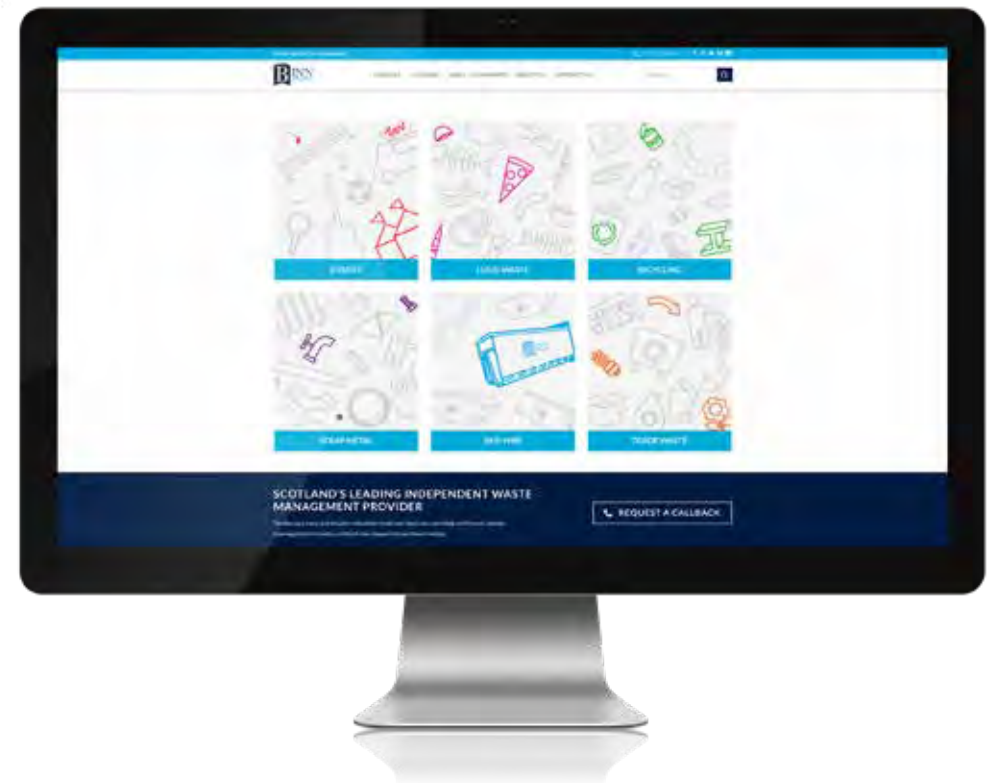


Don't use badly-lit or unclear photography



Avoid using imagery where branding is unclear.

Iconography



Typography

Primary

Perpetua and Helvetica Neue have been chosen as the primary brand typefaces used in the Binn Group logo design.

As a modern sans serif font with a range of weights Helvetica Neue combines strong legibility and functionality with distinct characteristics to create a highly recognisable and flexible component within the Binn Group brand.

Helvetica Neue - Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Helvetica Neue - Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Perpetua - Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Perpetua - Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Please note: Perpetua must only be used on the logo

Typography

Secondary

In addition to the use of Perpetua and Helvetica Neue, Arial may be used for main body text and the primary fonts for emphasising text.

In applications such as electronic documents (eg. web applications and PowerPoint) where the use of Perpetua and Helvetica Neue may be restricted, Arial should be used as the substitute font.

Arial - Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Arial - Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

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56 Pop-up banner

57 **Internal**

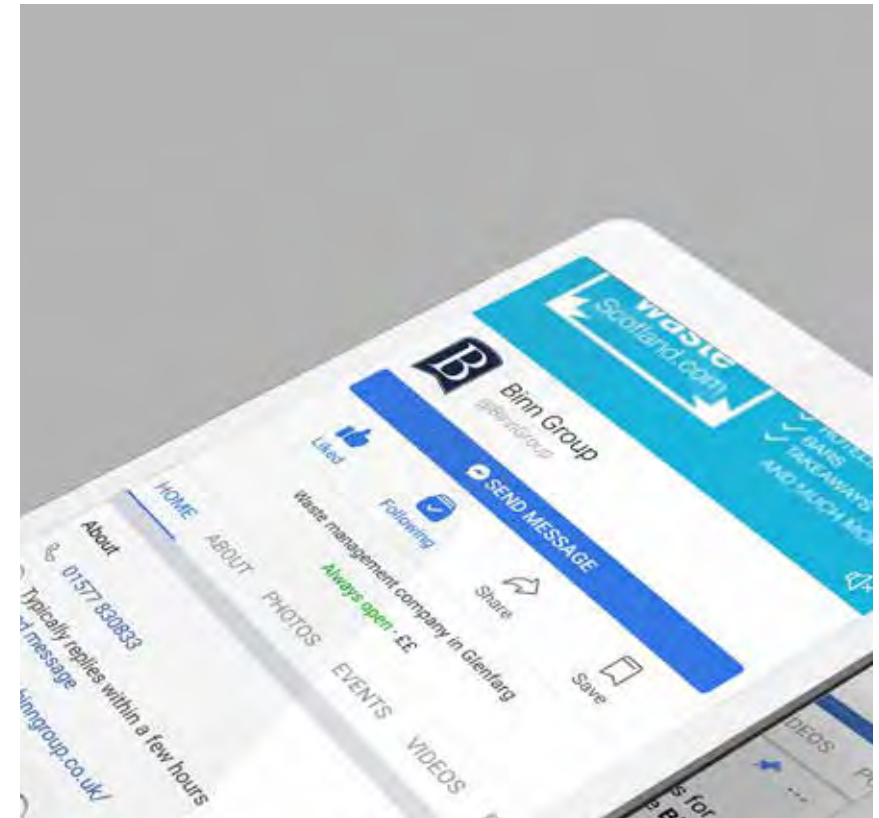
58 Stationery

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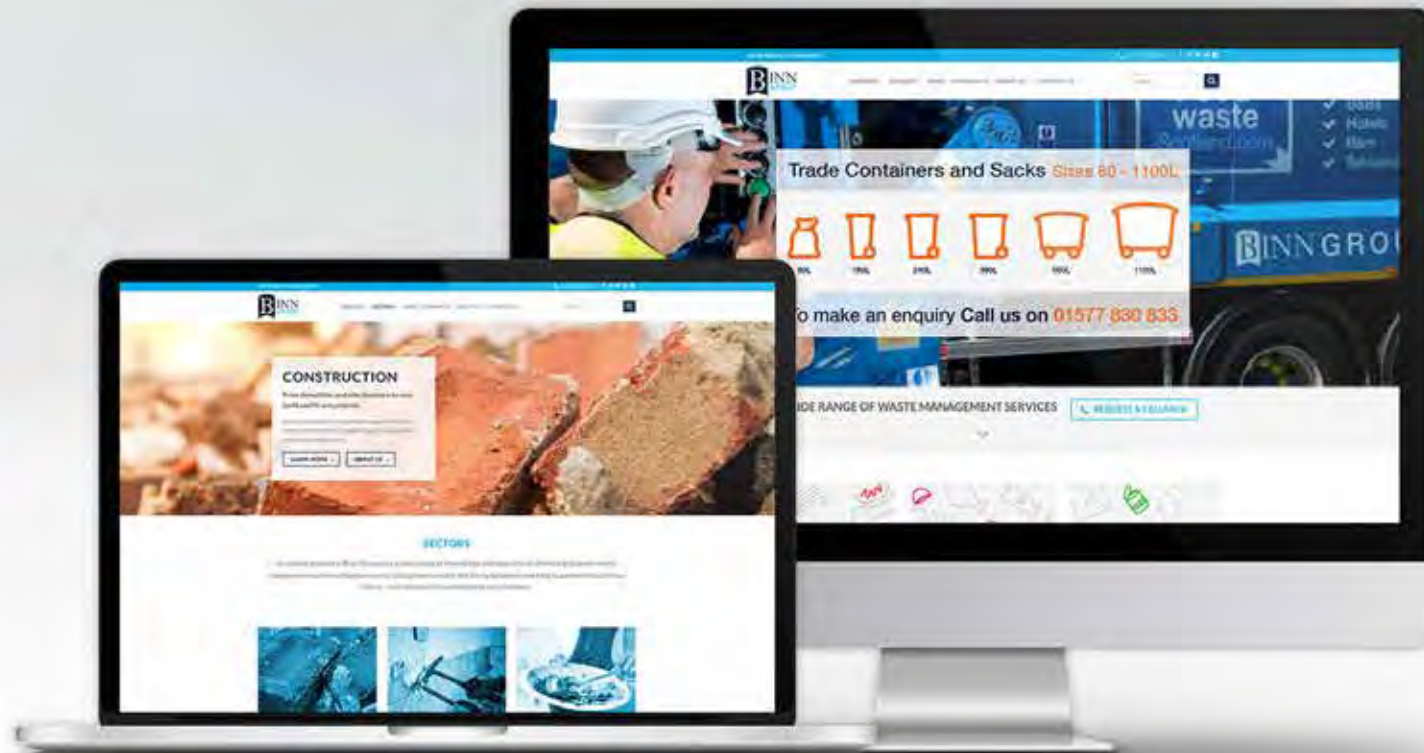
Digital



Website
Social Media



Website



Social Media



Print



Press Advertising
Binn Buzz
Leaflet/flyers
Posters
Pull-up banners
Pop-up banners

Press Advertising



BinnBuzz



Metal Health Brochure



Posters



Flyers



Pull-up Banner



Pop-up Banner



Internal



Stationery

Stationery





binngroup.co.uk

Binn Group Ltd, Binn Farm, Glenfarg, PH2 9PX