

BRAND
GUIDELINES| 2019



CONTENTS

1. INTRODUCTION

2. BACKGROUND

- 2.1 Vision
- 2.2 Mission
- 2.3 Platforms

3. TRADEMARKS

- 3.1 How to use the trademarked name
- 3.2 Registered Trademarks
- 3.3 Copyright

4. EVENT MANAGEMENT

5. BRAND PERSONALITY

- 5.1 Company Values (Internal)
- 5.2 Brand Values (External)

6. POSITIONING STATEMENT

7. CATEGORY DESCRIPTOR

8. BRAND IDENTITY MESSAGES

9. STRATEGIC CREATIVE THEME

- 9.1 Logos
- 9.2 Colour Palette
- 9.3 Typography

10. FILE FORMATS

11. CO-BRANDING

12. CONCLUSION



The British Lifestyle Awards® brand is represented by the promises we make and keep with our clients, partners, sponsors and licensees.

Brand Identity is the proprietary visual, emotional, and cultural image that surrounds the British Lifestyle Awards® and its standards, certifications, products, brands, events, etc. as well as each of us as representatives of the British Lifestyle Awards®.

It defines and represents who we are and how we act with respect to ourselves, our communities, and to the world as a whole. It is our best 'sales pitch' and increases perceived value and reputation. The British Lifestyle Awards® brand identity is reinforced each time a member of the company speaks, writes, or acts on behalf of the organization. This Brand Guidelines document is designed to clearly and concisely define the British Lifestyle Awards® brand identity, so that it can be used consistently by its board, staff, and licensees to appropriately market and publicise the British Lifestyle Awards®.

The British Lifestyle Awards® brand identity consists of carefully chosen messages, imagery, and graphic designs, all based on extensive strategic research. The components of these Brand Guidelines may expand as our communication strategy evolves to include, for example, video content and podcasts.

The British Lifestyle Awards® brand identity consists of:

- The British Lifestyle Awards® brand name, sub-brands and trademarks
- Logos and colour palette
- Design of the web site and sub-branded/affiliated websites
- Brochure and publication layouts
- Carefully chosen imagery as synthesised in the creative theme
- Positioning statements (most repeated messages)
- Key features and their associated tangible benefits
- Intangible brand attributes and associations such as "proud," "confident", and "integral"
- Organizational values and brand archetype

Strict adherence to the British Lifestyle Awards® brand and graphic identity standards is essential to maintaining a clear, consistent image for the British Lifestyle Awards® in all communications.

BACKGROUND

The British Lifestyle Awards® exists as a result of a business founded to celebrate the best of the best in every city. The vision was, and is, to bring together lifestyle sectors in one celebration, as the majority of lifestyle businesses are targeting, but not necessarily competing for, the same consumers.

The London Lifestyle Awards was founded in 2010, and has now extended to other regional cities throughout Britain, leading to an umbrella celebration of the British Lifestyle Awards, debuting November 2020.

The core revenue of the business is derived from sponsorship, and the business has been designed and built to offer many different platforms for this.

The awards themselves offer tiered sponsorship packages: headline, partner, or product sponsors.

There are also 10 satellite events per city, which offer similar tiered sponsorship opportunities.

The British Lifestyle Awards® also publish exclusive, premium branded coffee-table books, which also produce revenue for the business through sponsorship, promotion and advertising.



OUR MISSION|

To celebrate the 'best of the best' in lifestyle, and become the 'power-house' that brings together businesses to encourage collaboration and cross-pollination across the lifestyle industry in every city, country and/or region across the world.

OUR VISION|

To build the leading global awarding body and publishing brand for lifestyle businesses.



MULTIPLE PLATFORMS

Annual
Country
Awards
Gala

Annual
Regional
Awards
Gala

Coffee-Table
Books

Monthly
Satellite
Events

Digital
Books

HOW TO USE THE TRADEMARKED BRAND NAME|

The brand name 'British Lifestyle Awards®' is our primary trademark and "trustmark". The British Lifestyle Awards® brand name is one of our most valuable organizational assets. When using any part of the British Lifestyle Awards® Brand Identity, it is imperative that all guidelines are followed in order to safeguard, protect, and enhance the integrity and reputation of the brand.

The British Lifestyle Awards® communications programs should create an immediate, compelling, credible, and lasting impression on interested parties and prospective interested parties of the British Lifestyle Awards®. To build and maintain a distinctive Brand Identity, it is important to be consistent in the use of the British Lifestyle Awards® brand name, messages, images, colours, and visual identity. The company brand name, British Lifestyle Awards®, should be used frequently and proudly. In all communication programs, whether a website, a letter or email, press release, social medium or blog, the positive associations of the brand need to be cemented in the minds of internal audiences and the public.

USE OF THE 'British Lifestyle Awards®' NAME|

Always use the full brand name, the 'British Lifestyle Awards®' in written and oral communication. Note that "the" is not capitalised, and only appears where grammatically relevant. The brand and sub-brand names exist without 'the'.

TRADEMARKS

The British Lifestyle Awards® trademarks and service marks ("the Trademarks") are valuable assets that the British Lifestyle Awards® needs to protect. We ask you to help us by properly using and crediting the Trademarks in accordance with these guidelines.

The British Lifestyle Awards® owns various registered and unregistered trademarks in certain territories

The British Lifestyle Awards® registered trademarks include:

- British Lifestyle Awards®
- Lifestyle Awards®

Proper use of the Trademarks reinforces the brands and helps prevent them from becoming generic names that can be used by anyone. By adhering to the correct usage guidelines, you help protect the World Lifestyle Awards® investment in its trademarks. However, of themselves, these guidelines do not grant permission to use any trademark.

Please note that the Trademarks may not be used:

- As a generic term
- In connection with products, unless the product is licensed to use the mark
- In any way that could cause confusion as to the British Lifestyle Awards® sponsorship, affiliation, or endorsement



You also may not imitate The British Lifestyle Awards® trade dress, type style, or logos when using the Trademarks:

- In editorial or articles (but not in advertising) the Trademarks may be used without prior permission, provided that the rules in our Trademark Usage Guidelines are followed. In all other cases, obtaining prior permission is required.
- Detailed guidelines referring to the visual presentation, graphical design, form, and manner of use must be followed. The Trademarks must always be used with white around them and must never be superimposed on or used in association with other graphics or trademarks.
- In print, whenever and wherever the Trademark appears, it must be distinguished from the surrounding text. This applies to all forms of printed media, including advertising copy, product packaging, brochures, manuals, internal memoranda, editorial, articles, correspondence, overhead projector slides and presentation materials, and to electronic displays. Methods of distinguishing the Trademark include printing it in UPPER CASE, italicised font, bold-faced font, Initial Capital Letters, or placing the Trademark in "quotation marks".

An acknowledgment is required whenever a Trademark of The British Lifestyle Awards® is used. The Trademark attribution is important as it reminds competitors, licensees, customers, and others that the British Lifestyle Awards® claims exclusive rights in the marks. The correct acknowledgment is: British Lifestyle Awards®, London Lifestyle Awards®, and any Lifestyle Awards® that the British Lifestyle Awards® choose to promote.

You must always mark the first or most significant occurrence of the Trademark as appropriate and must place the required attribution as a footnote e.g Copyright © [current year] British Lifestyle Awards®. All Rights Reserved.

The attribution should use the ® symbol for a registered trademark and the ™ symbol for an unregistered trademark.

Please note that:

- It is acceptable to use an asterisk in place of the trademark symbol where the medium used (for example, electronic mail) cannot reproduce the ® or ™ symbols. However, this is not intended to authorize use of the asterisk as the norm.
- You may translate the trademark attribution to national language(s).
- Blanket or generic attributions (such as "All trademarks are the property of their respective owners") are not acceptable.
- Individual trademarks may be acknowledged.



COPYRIGHT|

The following copyrighted materials are owned and managed by The British Lifestyle Awards®:

- Web site design templates
- Colour palette
- Copy and content within various marketing communications materials, including but not limited to the British Lifestyle Awards® website and sub-branded/affiliated websites, brochures, presentation templates, advertisements, flyers, etc.

These trademarks and copyrighted materials have been developed to preserve a unified and professional Brand Identity for the British Lifestyle Awards®. The company has invested substantial time and money in developing these trademarks and copyrighted materials. To protect the trademarks and copyrighted materials, and the quality of the use and presentation of the trademarks and copyrighted materials, it is imperative that the use and quality of use of these trademarks and copyrighted materials be controlled and monitored.



EVENT MANAGEMENT

Ulterior Events are the preferred event management company for the British Lifestyle Awards and are an established specialist business based in the United Kingdom.

They have produced a wide range of events for over 25 years in 92 cities around the world and have a trusted global supplier network in place to assist with local production requirements.

They have worked for many of the World's largest brands including Fujitsu, Hewlett Packard and Citrix and bring with them a wealth of experience that means the quality of our award events is assured and our brand is used consistently and appropriately.

Ulterior will provide an initial venue search and contract negotiation function to make sure the right location is selected and will assist you with the selection of a local delivery agency who will work with you to produce a wonderful British Lifestyle Awards event.

Ulterior will ensure that the brand is protected, the events are consistent in look and feel around the world and will oversee all the time consuming logistics of putting together a successful event - this will allow you to focus on attracting headline and category sponsors and to promote the event within your city.



BRAND PERSONALITY|

British: Luxury, Exclusive, Stylish, Elegant, Aspirational, Cutting-Edge, Creative, Prestigious

London: Luxury, Aspirational, Exciting, Cutting-Edge, Hedonistic, Metropolitan, Eclectic

Regional: Luxury, Eclectic, Exciting, Aspiring, Hedonistic, Vibrant, Innovative

COMPANY **VALUES** | (Internal)

A true and trusted brand does not just comprise messages, but is based on shared values and integrity. These values define how the British Lifestyle Awards® should act and behave as an organisation.

Fundamental values that are a part of the British Lifestyle Awards® organisational culture and those most valued by the British Lifestyle Awards® employees and ambassadors:

- **Absolute honesty and integrity**
- **Credible expertise, industry thought-leaders**
- **Stable, established, solid reputation**
- **Acknowledgement and inclusion**
- **Lead with fairness and neutrality**

Each of these British Lifestyle Awards® values are absolutely crucial to the brand reputation, and must be respected by all employees, ambassadors, partners, sponsors and licensees.





BRAND **VALUES**| (External)

The guiding principles of the British Lifestyle Awards®, across all sub-brands should remain consistent. The current USP of the awards is that it is subject to public voting, therefore addressing the scepticism surrounding awarding bodies.

The brand should therefore be representative of:

Honesty
Integrity
Fairness
Celebration
Encouragement
Development
Acknowledgement
Inclusion
Passion
Promotion
Discovery

POSITIONING STATEMENT|

Our positioning statement is a simple, clear definition of what business the British Lifestyle Awards® is in and the key benefits that we provide. The positioning statement should be our most repeated message to the world.

The British Lifestyle Awards® is the leading global awards body for the celebration of the 'best of the best' across all lifestyle sectors.

You should memorize this positioning statement and use it to answer the question: "What is The British Lifestyle Awards®?".



CATEGORY DESCRIPTOR

The British Lifestyle Awards® is: A global awarding body for the lifestyle industry, acknowledging and celebrating globally, nationally, and regionally within independent sub-brands (e.g. the London Lifestyle Awards)

BRAND ARCHETYPE

Archetypes are forms or images of a collective nature that naturally establish meaning and relevance at a conscious and subconscious level. The British Lifestyle Awards® is a Leader

- The British Lifestyle Awards® is the leading global awards body for the lifestyle industry
- We are focused on the encouragement, support and development of lifestyle businesses
- We are modern and progressive, whilst appreciative of culture and heritage
- We are fair and meticulous in our research, examination and awards process
- We are credible industry experts and thought-leaders in our field
- We are honest and promise transparency in our core business operations

By using the British Lifestyle Awards® Brand Identity messages, which encapsulate what we stand for, you can confidently say:
"I represent The British Lifestyle Awards®".

BRAND IDENTITY MESSAGES| And How To Use Them

Members and employees are the most effective ambassadors for communicating and living the British Lifestyle Awards® Brand Identity. You are essential to our trust-based relationship with our target audiences. The British Lifestyle Awards® relates to its internal and external audiences through our people, relationships, events, endorsements, advertising, public relations, and marketing communications.

The Brand Identity message must be consistent throughout all communications:

- Talks and presentations
- Meetings with prospective or current interested parties
- Web site and sub-branded/affiliated websites
- Announcements
- Advertising campaigns
- News releases
- Media interviews
- Brochures

STRATEGIC CREATIVE THEME|

Strategic use of imagery is a powerful tactic for brand differentiation. Imagery is even more important and powerful in selling than messages, as we perceive reality through our senses. All imagery used in connection with any of the British Lifestyle Awards® branding must have had sign-off from the British Lifestyle Awards® Creative Director. Imagery may vary between sub-brands, so authorisation and sign-off is crucial. Stock images may be used where appropriate, but images owned and created by WLA should always be prioritised where possible.

All imagery used must be brand aligned, and therefore reflect the following brand attributes:

- Luxury and style
- Elegance and sophistication
- A combination of classic and contemporary
- Warm and inclusive
- Progressive and exciting



LOGO| (s)

Each sub-brand of the British Lifestyle Awards® should have its own variation of the Lifestyle Awards logo, which must adhere to the strict brand logo guidelines.

e.g. the same dimensions, colour swatch reference, proportions and positioning should be consistent across all branding

British Lifestyle Awards® logo:

Print: (Gradient silver 45° angle) CMYK 11 13 8 38, CMYK 8 4 3 27, CMYK 2 0 4 16, CMYK 0 0 0 0

Digital: (Gradient silver 45° angle) RGB 152 148 152, RGB 178 182 186, RGB 212 216 211, RGB 255 255 255

HEX: (Gradient silver 45° angle) #989498, #b2b6ba, #d4d8d3, #ffffff

Logo Use:

- The logo must never be presented outside the proportions defined in this document.
- The logo must never appear in colours outside of those defined in this document.
- The logo must never appear overlaying another image.
- The logo must always have a radial space margin of at least 1cm

*Any evolutionary branding changes to rules outlined above must be immediately amended, dated and fully detailed within this document.

COLOUR PALETTE

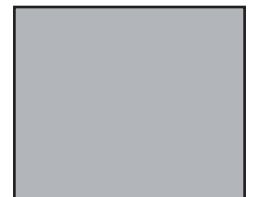
Print: CMYK 11 13 8 38
Digital: RGB 152 148 152
HEX: #989498



Colours used within any branding must be aligned to brand personality, representing and complimenting the brand image and values.

Print: CMYK 8 4 3 27
Digital: RGB 178 182 186
HEX: #b2b6ba

The colours defined below are to be used exclusively for:



- Typography
- Backgrounds
- Accent colours
- Printed media
- Digital media
- Stationary

Print: CMYK 2 0 4 16
Digital: RGB 212 216 211
HEX: #d4d8d3



Print: CMYK 0 0 0 0
Digital: RGB 255 255 255
HEX: #ffffff



TYPOGRAPHY

Typography used must be consistent across the entire British Lifestyle Awards® branding. Any typography amendments to the following must have sign-off from the BLA Creative Director.

Logo: NEXA LIGHT (All Uppercase) **NEXA BOLD (All Uppercase)**

Headline: AVENIR NEXT ULTRA LIGHT **AVENIR NEXT MEDIUM|** (All Uppercase)

Main typeface: Avenir Next Regular

Accent Script: *Allura* (Allura)

FILE FORMATS

This section provides guidelines for choosing the appropriate file format for most applications. If you are unsure of which file format to choose, please consult a member of the British Lifestyle Awards® marketing department for guidance.

Colour (PMS) .eps Output medium: Commercial printing when printing the British Lifestyle Awards® corporate colours as spot (PMS) colours

Usage: Collateral materials, badges, direct mail, promotional items

Resizing options: When placed as a bitmap graphic in a desktop publishing program (e.g., Adobe InDesign, Microsoft Word), or when rasterized (e.g., in Adobe Photoshop), may only be used at 100% scale or reduced in size. Do not enlarge.

When opened as vector art (not placed) in a drawing program (e.g., Adobe Illustrator), the .eps file may be enlarged and resaved for placement in a desktop publishing program. Colour (CMYK) .eps

Output medium: Desktop colour or colour laser printing and commercial printing when representing The British Lifestyle Awards® corporate colours in four-colour process

Usage: Business communications, proposals, collateral materials, direct mail, print

advertisements Resizing options: As above. Colour (RGB) .gif (standard or small)

Output medium: Internet or intranet

Usage: Standard for web pages and banners, HTML email; small for HTML, email signatures, etc.

Resizing options: May only be used at 100% scale. Do not enlarge. If a different size is needed, utilize the RGB .ai file, resize in a vector application, and save in the appropriate file format. Colour (RGB) .png

Output medium: Computer and/or video display

FILE FORMATS| (Continued)

Usage: Presentations (e.g., PowerPoint or SWF animations), film, video
Resizing options: May only be used at 100% scale or reduced in size. Do not enlarge. Colour (PMS, CMYK, RGB) .ai

Output medium: For professionals only - you know who you are!

Usage: When the logo needs to be enlarged, when it needs to be reversed to white on a dark background, or for other special needs

Resizing options: Graphics professionals are encouraged to work with these vector files provided in the native Adobe Illustrator file format. Colour at 300dpi (.eps, .ai, .ps, .pdf, .psd, .jpg)

Output medium: For promotional items, images should be at least 600dpi to be run through the image printing process (imprinting).

All artwork should be vectorized and fonts should be flattened. Make sure to name the fonts in the file.

Usage: Promotional stationary and apparel (e.g. socks, shirts, etc.)

Resizing options: For promotional stationary, logo size limit of 4" wide and 2.25" high. Each letter to be at least 0.25" wide/tall to appear clean and legible.

For apparel, the following guidelines should be followed to ensure a legible logo:

- On knit fabrics like mesh, logo must be 1/4 inch high or greater.
- On luggage and sweaters, logo must be 3/8 inch high or greater. File formats 21 Black (BW) .eps

Output medium: Black-only desktop or laser printing or reproduction, facsimile, and commercial printing when logo will appear in black only

FILE FORMATS| (Continued)

Usage: Business communications, proposals, collateral materials, direct mail, print advertisements

Resizing options: When placed as a bitmap graphic in a desktop publishing program (e.g., Adobe InDesign, Microsoft Word), or when rasterized (e.g., Adobe Photoshop), may only be used at 100% scale or reduced in size. Do not enlarge. When opened as vector art (not placed) in a drawing program (e.g., Adobe Illustrator), these .eps files may be enlarged and resaved for placement in a desktop publishing program. Black (BW) .ai

Output medium: For professionals only - you know who you are!

Usage: When the logo needs to be enlarged, when it needs to be reversed to white on a dark background, or for other special needs

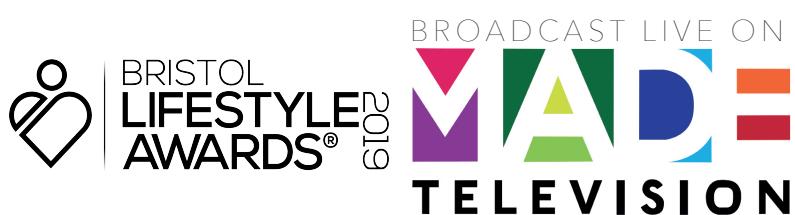
Resizing options: Graphics professionals are encouraged to work with this vector file provided in the native Adobe Illustrator file format.

CO-BRANDED LOGO USE



For co-branding purposes, all secondary logos should be aligned to the right or sitting above the Lifestyle Awards® logo, depending on the line of best fit.

Logos should always be matched to the dimensions of the Lifestyle Awards® wherever possible, with the Lifestyle Awards® logo slightly more prominent.





BRAND DEVELOPMENT



COUNTRY
LIFESTYLE
AWARDS

ICONIC CITY
LIFESTYLE
AWARDS

PROVINCIAL CITY
LIFESTYLE AWARDS

PROVINCIAL CITY
LIFESTYLE AWARDS

PROVINCIAL CITY
LIFESTYLE AWARDS

CONCLUSION|

Branding is the collection of the most powerful marketing and selling tools and tactics. These "best practice" marketing tools and techniques will help all products, brands, standards, certifications, events, forums, etc. of the British Lifestyle Awards® to reach more people and serve more organisations. Combining the components of our Brand Identity with our shared organisational values and ethics will establish a position for the British Lifestyle Awards® in the hearts and minds of our members and prospective members that is trusted, consistent, distinctive, and memorable.



2019|

We look forward to
working with you.

For further queries, please email:

jason.gale@britishlifestyleawards.com

THANK YOU|

