

STYLE GUIDE



INTRODUCTION

The AmSafe Bridport brand represents world-class quality in its products and services. Each staff member plays a role in communicating this to customers, potential customers and the rest of the industry. From the logo and advertising to trade show stands – everything must communicate the high standards of the AmSafe Bridport brand.

This style guide serves as a blueprint for the visual application of the powerful AmSafe Bridport brand. The following pages contain easy to follow standards for applying the AmSafe Bridport identity.

These guidelines must be followed whenever communicating on behalf on AmSafe Bridport, in any medium.

Our vision is to be
the premier provider
of engineered textile
solutions for the safety
and securement needs
of the global aerospace
and defence industries.

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The centrepiece of our identity is the AmSafe Bridport brand which has three main variations – logo A, logo B and logo C (see opposite).

The success of the brand depends on the recognisability of its corporate design. A standardised brand will help encourage customers to choose AmSafe Bridport products and services. Clearly distinguishing the brand from the competition in the market place is therefore very important.

Correct Use Of The AmSafe Bridport Name

AmSafe Bridport is always spelt with a capitalised 'A', 'S' and 'B'.

Logo Uses

Wherever possible Logo A and B should be used. Logo C should only be used where there are limitations of width and height.

Logo B to be used in association with a lower red line (page 9).

Examples can be found on pages 16-24.

Logo A – Extended Line Logo

The logo consists of the text 'AMSAFE BRIDPORT' in a bold, italicized sans-serif font. 'AMSAFE' is in red and 'BRIDPORT' is in blue. A thin red horizontal line is positioned directly beneath the entire text.

Logo B – Extended Line Logo (with line added on in document)

The logo consists of the text 'AMSAFE BRIDPORT' in a bold, italicized sans-serif font. 'AMSAFE' is in red and 'BRIDPORT' is in blue. A thin red horizontal line is positioned directly beneath the entire text.

Logo C – Stacked Line Logo

The logo consists of the text 'AMSAFE' in a bold, italicized sans-serif font, with 'AM' in red and 'SAFE' in blue. Below it, the text 'BRIDPORT' is in a bold, italicized sans-serif font, entirely in blue. A thin red horizontal line is positioned directly beneath the 'BRIDPORT' text.

These design guidelines serve as the foundation for creating a standardised appearance. The aim is to use these clear structures as a framework to define the AmSafe Bridport brand.

The AmSafe Bridport mark must always be reproduced from digital master artwork and must never be modified. Do not try to re-draw it, separate or adjust any elements of it. The mark does not exist as a typeface so it cannot be recreated or have additional elements added, which would detract from its integrity.

Minimum Size

The minimum size for reproduction is 50mm (logo A and B) and 27mm (logo C) as shown. This maintains definition and separation of the letters within the logo.

Exclusion Zone

The AmSafe Bridport logo should be given a minimum clear space of an 'A' width as shown opposite.



General Exclusion Zone



The AmSafe Bridport logo can be scaled up or down as required (providing minimum and maximum sizes are considered) but the individual elements should never be scaled separately or disproportionately to each other.

Where necessary, logo B should be used in association with a lower red line rule (see p9).

Wherever possible the logo should be presented in two colours on corporate media. However, if the logo is to be used on a coloured background, consider using a reversed-out version.

Particular care should be taken when using the logo over similarly coloured backgrounds or photographic backgrounds. If possible place the logo away from the focal points and busy areas.

All such usage, whether for internal or external purposes has to be approved by the *communications and marketing department* to confirm that the overall design does not compromise the AmSafe Bridport brand.

Incorrect Line Logo Usage



Incorrect background colour



Do not change logo proportions



Avoid changing colours



Should not appear on an image



Ensure line is beneath 'Bridport'



Do not change alignment



Note: The same principles apply for logo A and B (Extended Line Logo)

There are 4 different logo variants for use on different applications. See below for details on their suggested uses.

Positive Version

This is the basic colour logo for use with corporate literature, Microsoft Office applications, AutoCAD drawings and other print uses. Use on a light or white background.

Tint Version

This variant has been created specifically for use on a navy blue t-shirt or other custom items where the 'positive version' is not suitable.

Greyscale and White Version

These variants can be used on applications where colour printing is not available, such as faxes.



Note: The specific logo files are available on request from the communications and marketing department. They should not be recreated.

Positive Version

AMSAFE BRIDPORT

Tint Version

AMSAFE BRIDPORT

Greyscale Version

AMSAFE BRIDPORT

White Version

AMSAFE BRIDPORT



Note: The same variants apply for logo C (Stacked Line Logo)

Logo A – Extended Line Logo

AMSAFE BRIDPORT

The 'extended line logo' (logo A) should be used whenever the logo appears in isolation. When it appears alongside graphics 'logo B' should be used instead.

Uses Include

- Ⓢ Printed Letterhead
- Ⓢ Compliment Slip
- Ⓢ Business Card
- Ⓢ E-signature
- Ⓢ Word Document
- Ⓢ Signage



Logo C – Stacked Line Logo

**AMSAFE
BRIDPORT**

The 'stacked line logo' (logo C) can be used whenever there is inadequate space for 'logo A' or in the specific instances detailed below.

Uses Include

- Ⓢ Internal Documents
- Ⓢ Livery
- Ⓢ T-shirts
- Ⓢ CD / DVD Artwork
- Ⓢ Mugs
- Ⓢ Badges
- Ⓢ USB Sticks
- Ⓢ Signage*

*where logo A version won't fit



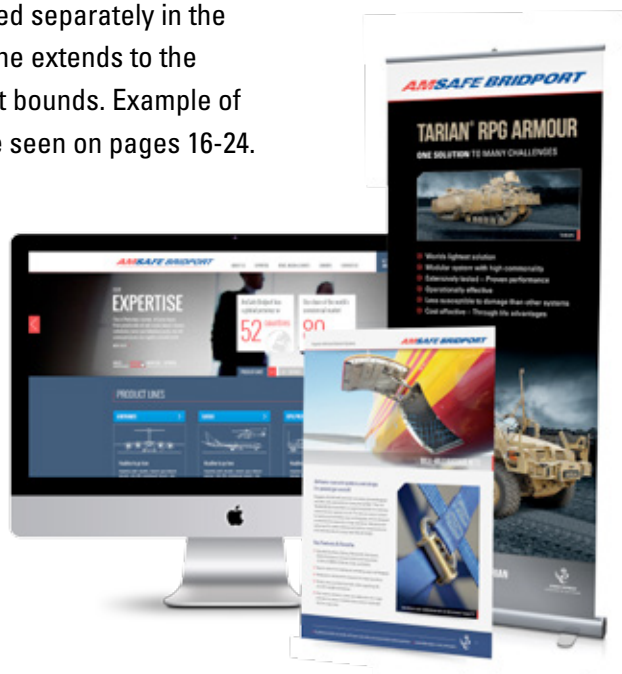
Logo B – Extended Line Logo (with line added on in document)



Logo B has a red line added separately in the artwork document. This line extends to the full-width of the document bounds. Example of how this is applied can be seen on pages 16-24.

Uses Include

- Ⓢ Website
- Ⓢ Printed Collateral
 - Brochures
 - Flyers
 - Data Sheets
 - Advertising
- Ⓢ Exhibition Graphics
- Ⓢ PowerPoint Presentations



Defining The AmSafe BP Red Keyline Width

DL (99 x 210mm)	1pt
A5 (148 x 210mm)	1.5pt
A4 (210 x 297mm)	1.5pt
Pull-up Banner (800 x 2100mm)	3pt (quarter-size)
Pop-up Banner (3365 x 2225mm)	5pt (quarter-size)
Greater than 3365mm	Designer discretion



Defining The Logo Exclusion Zone

Logo B should have a clear space of one 'A' width, to the left, right and bottom of the logo. From the top there should be two 'A's'. The purpose of this is to create a consistent look for the brand across all communications.



Writing 'AmSafe Bridport'

The company name **AmSafe Bridport™** is always written with a capitalised 'A', 'S' and 'B'.

Avoid using special type treatments with the company name such as **AmSafe Bridport**.

Company Address

AmSafe Bridport – The Court, West Street,
Bridport, Dorset, DT6 3QU, UK

Contact Details

Europe and Rest of the World

Name Surname

Job Title

t. +44 (0) 1308 456666

t. +44 (0) 1308 xxxxxx (direct)

m. +44 (0) 7xxx xxxxxx

f. +44 (0) 1308 456605

e. sales-productline@amsafebp.com



Note: If you do not look after a region please leave this section out.

Trademark Reference

In all communications the first reference to **AmSafe Bridport™** should contain the Trademark™ and should be bold.

AmSafe Bridport Reference Line

© DATE AmSafe Bridport Ltd. The AmSafe Bridport™ mark is a registered trademark of AmSafe Industries Inc.

All other products and services names are property of their respective owners. All rights reserved.

Tarian Reference Line

© DATE AmSafe Bridport Ltd. The Tarian® mark is a registered trademark of AmSafe Bridport Ltd. All other products and services names are property of their respective owners.

All rights reserved.

QuickZip Reference Line

© DATE AmSafe Bridport Ltd. Inc, QuickZip® is a registered trademark of AmSafe Bridport Ltd. All other products and services names are property of their respective owners.

All rights reserved.

Tone of Voice

Please consider the target audience for each communication. We recommend to write in the first person for the website copy and the third person for printed material.

AmSafe Bridport has specifically chosen corporate fonts for use in print and Microsoft Office applications.

Print Fonts

The corporate font for headings only is Bebas Neue (caps) and for all other elements is Univers. All text is positioned flush left and ragged right. There are three variations of sub-heading which can be used depending on the application.

Microsoft Office Fonts

The corporate font for headings is Arial Narrow (caps). Sub-headings can appear in either Arial Narrow Bold or Arial Narrow Regular depending on the application. Calibri Regular should be used for body copy.

Print Fonts

HEADINGS

Bebas Neue Regular (Caps)

Sub-heading A

Univers 67 Bold Condensed

Sub-heading B

Univers 57 Condensed

Sub-heading C

Univers 47 Light Condensed

Body copy

Univers 57 Condensed

Reference line copy

Univers 47 Light Condensed

Microsoft Office Fonts

HEADINGS

Arial Narrow Bold (Caps)

Sub-heading A

Arial Narrow Bold

Sub-heading B

Arial Narrow Regular

Body copy

Calibri Regular

Reference line copy

Calibri Regular

AmSafe Bridport has a pre-defined colour palette for use on all applications.

Master Colour Palette

AmSafe BP Red and AmSafe BP Blue (opposite) are colours taken directly from the AmSafe Bridport logo. In addition to these, there are two other colours: Royal Blue and 80% Black. These colours appear in ALL print collateral.

Master Colour Palette

AmSafe BP Red C0 M91 Y76 K0 R234 G4 B55 Pantone 185 Hex: EA0437	AmSafe BP Blue C100 M79 Y0 K9 R0 G35 B126 Pantone 2747 Hex: 00237E	Royal Blue C100 M94 Y24 K18 R37 G47 B108 Pantone 2758 Hex: 252F6C	80% Black C0 M0 Y0 K100 80% Tint
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Product Line-specific Master Gradients

The three divisions: Cargo, RPG Protection and Airframes have gradient images which are custom-made. These appear on specific communications for each group to provide a unique look and feel.

Product Line-specific Supporting Colours

RPG Protection has a pre-determined 'sand' colour which is used to support the 'gun metal' master gradient. This is generally used for headline text (example on p22). The remaining divisions (Cargo and Airframes) have no specific supporting colours. Choose an appropriate one if required to complement the master gradient.

Product Line-specific Master Gradients & Supporting Colours

Cargo – Slate Blue These gradients are custom-made and should not be re-created	RPG Protection – Gun Metal These gradients are custom-made and should not be re-created	Airframes – Azure These gradients are custom-made and should not be re-created
Cargo – Supporting Colour No colour pre-defined. Choose an appropriate colour if required.	RPG Protection – Supporting Colour C29 M30 Y48 K0 / R186 G169 B139 Pantone 7501 / Hex: BAA98B	Airframes – Supporting Colour No colour pre-defined. Choose an appropriate colour if required.

The following elements are core to the new AmSafe Bridport brand. They should be used in accordance with the guidelines on the relevant pages.



Speech Marks

These can be used on promotional material to draw attention to a customer or employee quotation. **See page 20.**



Arrow Lines (horizontal or vertical)

The arrow line opposite is either used to complement headings or to house the contact details. Orientation and colour can vary depending on the requirement. **See pages 17 and 39.**



Infographic Icons

Infographics are optional and can be utilised to assist in selling a core product or service benefit. **See pages 14 and 21.**



Bullet Point Arrows

The arrow style displayed here is the approved design for bullet points. Use this on all marketing collateral. **See page 17.**



Feature Image Description

At the bottom of an image, a tint box can be used to house descriptive text which relates to the image. **See page 17.**

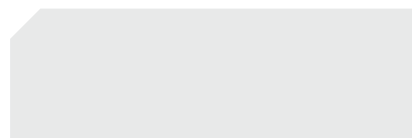


Image Bevelled Corner

All supporting images used in print applications should have a bevelled corner on the top left-hand edge. **See pages 17-18.**



QR Code

QR Codes are used to direct customers to the specific microsites (e.g. www.amsafebridport.com/airframes). **See page 19.**



Queen's Award

The Queen's Award emblem should appear on ALL collateral to signify business excellence and enhanced credibility. **See page 15.**

Infographics can be incorporated across print collateral where appropriate to enhance and assist in selling a product feature or benefit.

Guidance

When generating an infographic please consider the following...

- Ensure icons aid in communicating a product or service benefit
- Consider simple shapes and designs rather than complicated icons
- Pick out a feature element in red or blue
- Avoid using very thin line weights
- Stay away from cartoon style or child-like icon graphics

Correct Examples



PERFORMANCE

Incorporating the latest, fully certified C90D standard pallet net.



PREVENTION

Undeclared dangerous goods pose the biggest single risk of fire in the transport of air cargo.



PROTECTION

The Fire Containment Cover contains a fire up to 815°C (1500°F) for six hours.

Incorrect Examples



Too child-like.
Needs additional colour.



Details are too fine and difficult to identify



Incorrect colour usage and styling

Infographic Colour Palette

AmSafe BP Red

C0 M91 Y76 K0
R234 G4 B55
Hex: EA0437

Royal Blue

C100 M94 Y24 K18
R37 G47 B108
Hex: 252F6C

35% Black

C0 M0 Y0 K100
35% Tint

In 2012 AmSafe Bridport received the Queen's Award for Enterprise. The emblem should be placed on presentations, proposals and other collateral in order to differentiate from the competition. Increasingly, UK companies and public sector organisations have procurement policies that expect suppliers to demonstrate corporate responsibility. The Queen's Award is proof of this.

Do's

- ④ Use the emblem on ALL printed material to signify business excellence and enhanced credibility.
- ④ The emblem must always be reproduced exactly as it appears opposite.

Don'ts

- ④ The emblem must not be displayed on clothing or incorporated in a trade mark.
- ④ The emblem must not be used beyond April 2017 (five years after award is announced).

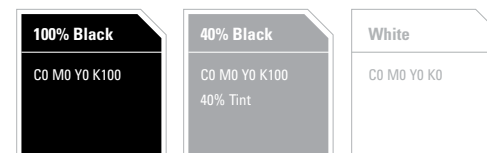
Queen's Award – Large



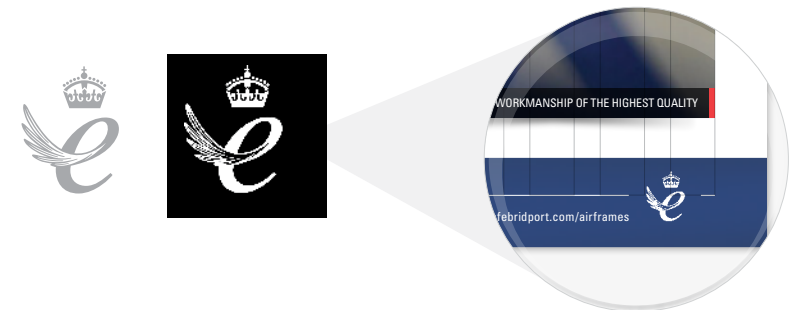
The text can be 100% or 40% Black

Where possible the 'large' version (above) should be used. The legend text below the icon should not be altered or amended (exceptions below). Positive or negative versions can be used depending on the application.

Approved Colours



Queen's Award B – Small



The 'small' version (above) should be used on all data sheets (as detailed on pages 16-21) or in instances where the text may become illegible or difficult to read. Positive or negative versions can be used depending on the application.

Typography

The legend can be reset in other typefaces for foreign languages if applicable. You must make sure the weight and type style match the master artwork. The letter spacing should not be changed. Lower case letters must not be used.

News Gothic Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z 0 1 2 3 4 5 6 7 8 9



Creating the 'front' bevel

Apply an 8mm bevel to the top-left corner.

Cargo / Airframes:

Univers 57 Condensed / Royal Blue / 14pt fonts / 18pt leading / space-after 3mm.

RPG Protection:

Univers 57 Condensed / 80% Black / 14pt fonts / 18pt leading / space-after 3mm.

Bullet point graphic – AmSafe BP Red. Tabbed 4mm from edge / space-after 1.5mm. Ensure height aligns with capital letter.

Body copy and footer text – 80% black or white. Univers 57 Condensed / 9.5pt fonts / 13pt leading.

Introductory sub-heading to go here
hanc ego came tene sentaim

Feri ut volla voluptat esequunto dicienit liquiat uritat arum endit rem conet od qui aciligni debis alici aut latendi gnihilictus pernatum, cuscipsae pratenia as estiissum et etuscip saniendae sus et la quam atibus a dit ex escilis dolendebita am aut maximagnim faciliam et omniae ero ium as et lant dolenet laudiciis aut as aut quis paribus evellitit et, officiet et quis doluptatur hanc.

Key Features & Benefits

- Genis eost, quate net molorem ne nonest is reicium vendita tusdaeptume dipici uteturis poribero evellorro estiate re la valorero blam.
- Aliti optatur sam nos aut doluptae cus dolupti odi ommo
- Ore iuntota veri cum ut molorempost volupta
- Aliti optatur sam nos aut doluptae cus dolupti odi ommod molupta spelist odit anditas etus que con
- Dae sit, que nonsero blaboreicium hitis esequam rehendis num reptatusam nonsero blaboreicium hitis esequam rehendis num reptatusa.

IMAGE ANNOTATION TO GO HERE

amsafebridport.com/productline

Creating the tint box

Create an 8mm high 80% black rectangular box (tint can be lightened if placed on a light image).

Add red box & text

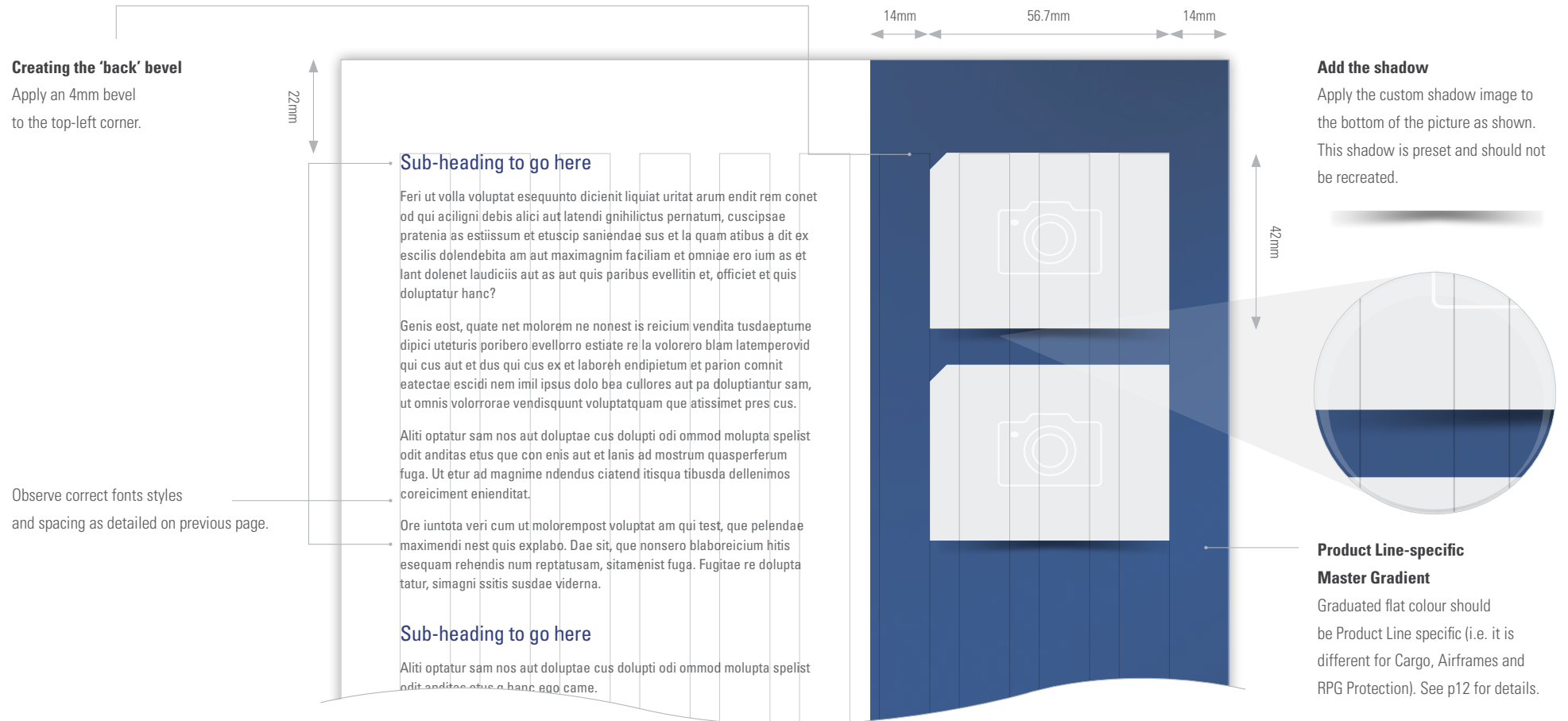
Add a 1.5mm x 8mm AmSafe BP Red box. Text format: Univers 57 Condensed / 9pt fonts capitals– inset 3mm from the right-hand edge.

MATERIALS AND WORKMANSHIP OF THE HIGHEST QUALITY

Product Line-specific Master Gradient

Graduated flat colour should be Product Line specific (i.e. it is different for Cargo, Airframes and RPG Protection). See p12 for details.

Queen's Award emblem (see p 15).



Observe correct fonts styles and spacing as detailed on previous pages.

0.4pt keyline, 80% black

80% black or AmSafe BP Red.
Univers 67 Bold Condensed /
9.5pt fonts / 13pt leading.

10% black tint box

80% black. Univers 57
Condensed / 6pt fonts /
8pt leading.

Aliti optatur sam nos aut doluptae cus dolupti odi ommod molupta spelist
odit anditas etus q hanc ego came.

Sub-heading to go here

Aliti optatur sam nos aut doluptae cus dolupti odi ommod molupta spelist
odit anditas et

Contact for Europe, Africa & the Middle East+45 4040 1224
Contact for Asia Pacific+65 6543 0977
Contact for North & South America:+1 404 310 1966

Europe and Rest of the World
Name Surname, Job Title
t. +44 (0) 1308 426613
f. +44 (0) 1308 456605
e. sales-productline@amsafebp.com

Americas
Name Surname, Job Title
t. +1 (814) 812 0321
f. +1 (814) 833 3358
e. sales-airframe@amsafebp.com

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AmSafe Bridport Head Office – The Court, West Street, Bridport, Dorset, DT6 3QU, UK

Learn more
For further info on our
products and services
visit our website

amsafebridport.com/productline

A4 05-14 BULK-HOLD BAGGAGE NETS

Add Product Line-specific QR code
to direct customers to website.

Heading
Univers 67 Bold Condensed /
9pt fonts / 12pt leading.

Further Info
Univers 57 Condensed /
9pt fonts / 12pt leading.

Website Address
Univers 67 Bold Condensed /
8pt fonts.

Product Reference
Univers 57 Condensed /
6pt fonts / 50% opacity.
12pt leading.

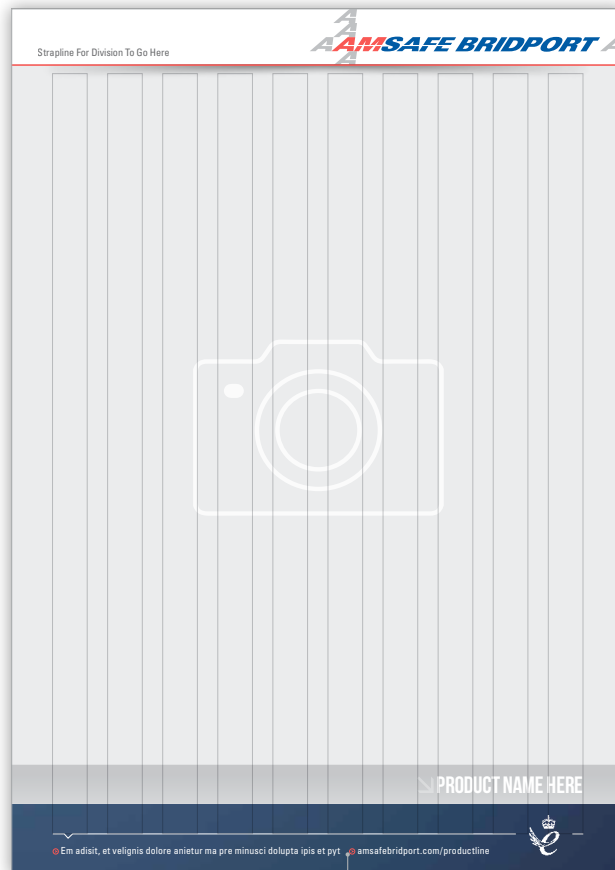
38mm

24mm

On a 4-page document the header and footer designs are based on the style described on pages 16-19, although more emphasis given to the front page image and the 'Master Gradient' colour on the reverse.

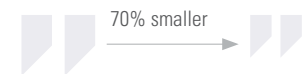
Front Page Footer Design

This is largely based on the design described on p17. However, the coloured area should be updated to reflect the correct Product Line (see p12). This example shows the 'Slate Blue' of the Cargo Product Line.



Speech Marks

Speech marks can be used to highlight a customer or employee quotation. The second speech mark should be 70% smaller than the first and they should be placed behind the text.



Back Page Footer Design

This is also based upon the design on p19 but has been modified slightly for the back of the 4-page document.

The inside-spread on a 4-page document utilises the same style elements as the examples shown on pages 16-19. There is flexibility to add larger supporting images, infographic icons and product cut-outs. The adjacent example is a guide only. Elements can be adjusted in size to fit the content.

Observe bevelled corner style element

Larger image option



Cut-out images

Option to add product cut-out if required.

Infographics

Option to add infographic as required. See p14 for guidance on creating these.



Product Line-specific Master Gradient

Graduated flat colour should be Product Line specific (i.e. it is different for Cargo, Airframes and RPG Protection). See p12 for details.



*Note: Exhibition stand artwork should be created at quarter-size.
The sizes on this page are correct for the quarter-size artwork.*

RPG Protection – secondary colour

For RPG Protection division a secondary colour can be utilised in headlines. See p12 for colour breakdown.



Header Elements

- Observe correct exclusion zone.
- Logo size dependent on banner width.
- 3.5pt AmSafe BP Red keyline.

Queen's Award Emblem

The Queen's Award emblem should appear on all collateral. See p15 for details on implementation.

Footer Elements

Product Line-specific web address.
Bebas Neue fonts / size variable.

Queen's Award emblem (see p15).

Use Product Line-specific gradient (see p12).





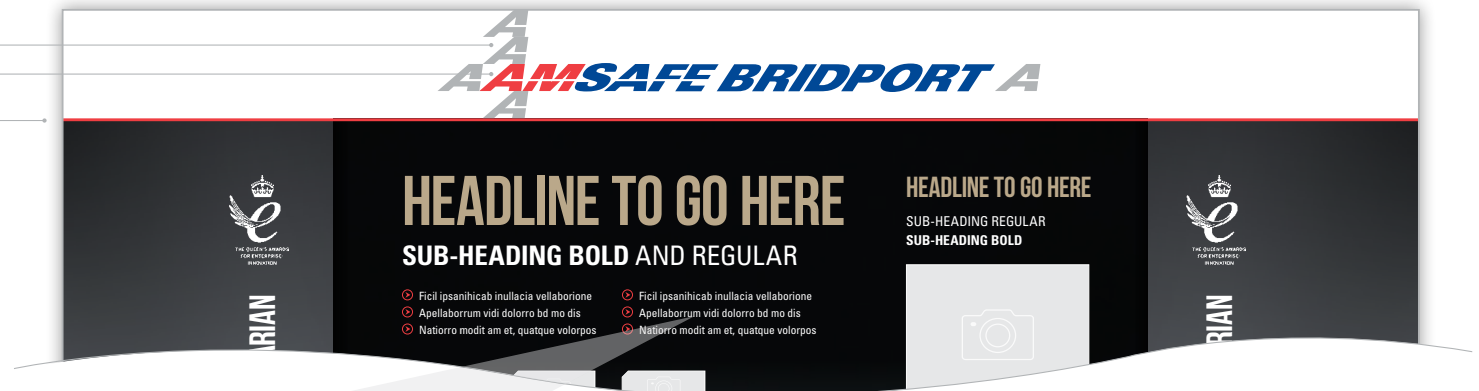
Note: Exhibition stand artwork should be created at quarter-size.
The sizes on this page are correct for the quarter-size artwork.

Header Elements

Observe correct exclusion zone.

Logo size dependent on banner width.

3.5pt AmSafe BP Red keyline.



Bullet Style

The arrow style displayed here is the approved design for bullet points. Use this on all marketing collateral. See p17 for example sizing.



The AmSafe Bridport advertising style largely takes its lead from the data sheet example elements on p16-19. The Product Line-specific master gradients should be adopted (see p12). Infographics and additional style elements can be introduced depending upon the size of the advertisement and the intended audience.

Header Elements

Observe correct exclusion zone.

34% scaled logo

1.5pt AmSafe BP Red keyline.

Use Product Line-specific gradient (see p12).

Infographics (see p14).

Footer Elements

Product Line-specific web address.

Queen's Award emblem (see p15).



The AmSafe Bridport primary image style utilises dynamic full-colour product photography. Unposed, natural shots, often using close crops, should capture glimpses of people interacting with AmSafe Bridport products. People should look positive and engaged but not overly staged or too ‘happy’. Products should be shot from intriguing angles which display the product in a favourable light.

Exceptions for RPG Protection

RPG Protection has an established look and feel which utilises full-colour vehicle or people shots with a desaturated blue/black background.

- ⦿ It may be necessary to add in a new sky background.
- ⦿ The background should be a blue/black shade as per the examples opposite.
- ⦿ This style is only required for ‘feature images’ and IS NOT a mandatory requirement for all photography. For example, smaller images can remain in full colour.

Dramatic action



Creative product detail



Hands-on practical



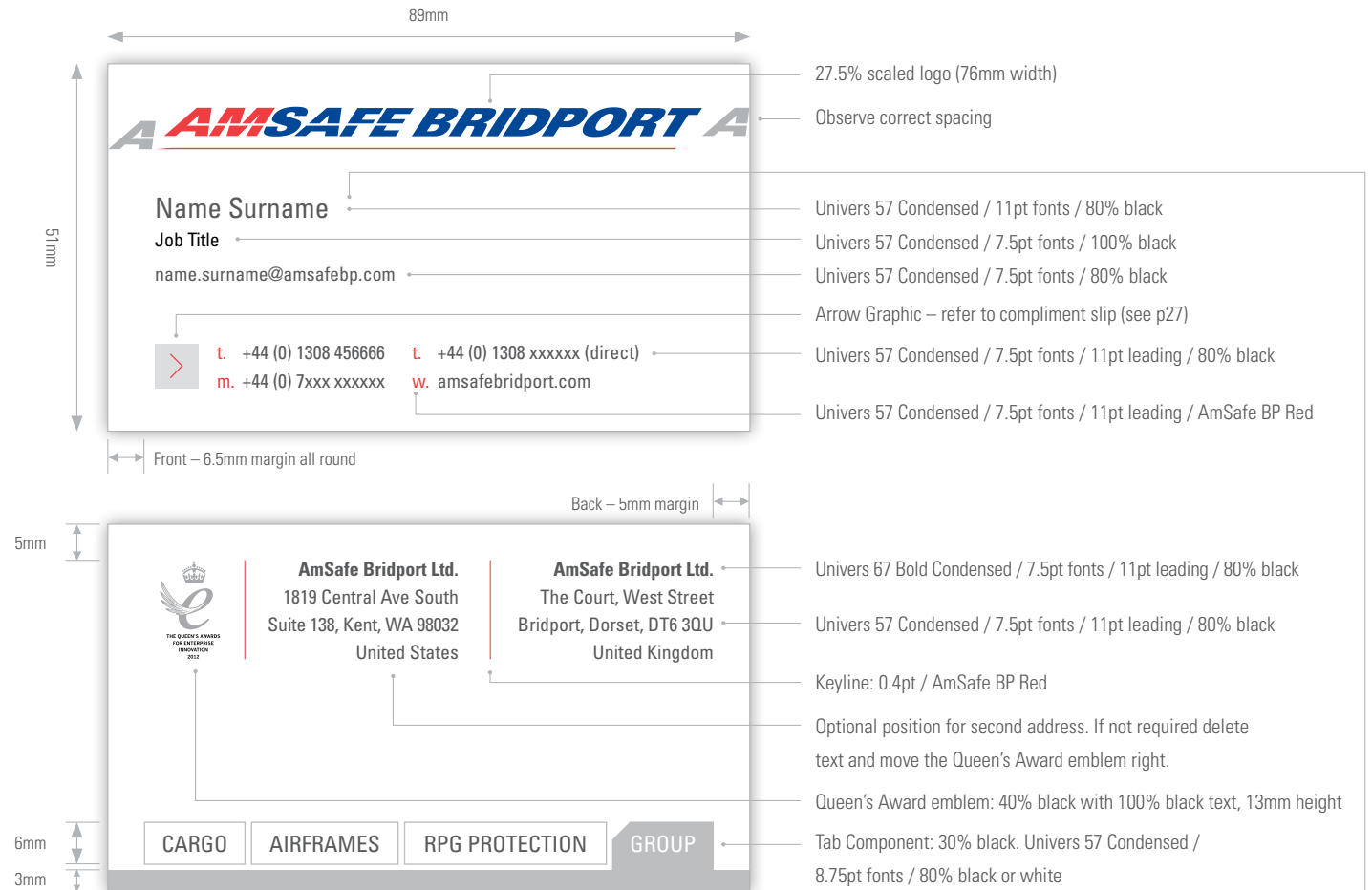
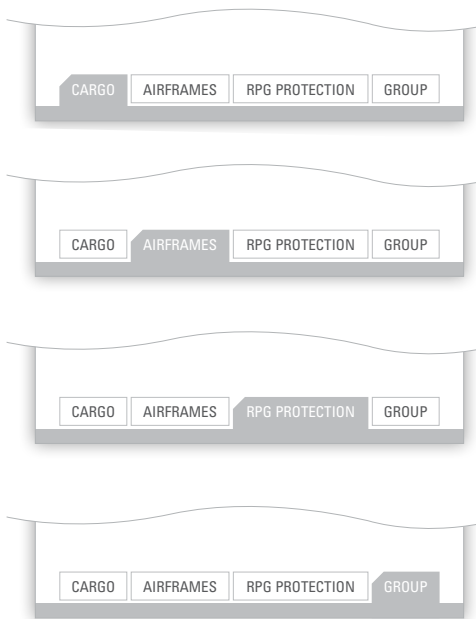
Desaturated, moody background



Hands-on, moody background



On the reverse of the business card, the relevant tab should be selected and the grey bevel shape applied, as detailed below.



Note: Designations from qualifications and professional bodies can appear after the name (e.g. Name Surname Ph.D). The letters should appear in Univers 57 Condensed / 7.5pt / 100% black

210mm – 5 column grid

7.5 | 31 | 10 | 31 | 10 | 31 | 10 | 31 | 10 | 31 | 7.5

Univers 57 Condensed /
8.5pt fonts / 13pt leading /
AmSafe BP Red

Univers 57 Condensed /
8.5pt fonts / 13pt leading /
80% black

Arrow Graphic

- 15% opacity, black square
- 0.5pt AmSafe BP Red arrow



85mm

14mm



t. +44 (0) 1308 456666
f. +44 (0) 1308 456605

e. reception@amsafebp.com
w. amsafebridport.com



AmSafe Bridport Ltd. Registered in England No. 140449



With Compliments

Observe correct spacing

33% scaled logo (90mm width)

Univers 57 Condensed /
14pt fonts / 100% black

0.7mm keyline / 40% black

1.5mm x 14mm / AmSafe BP Red

Address Line

Univers 57 Condensed / 8pt fonts / 80% black
Univers 67 Bold Condensed / 8pt fonts / 80% black

Queen's Award emblem: 40% black with 100% black text, 14mm height

Reference Line

Univers 67 Condensed Oblique / 6pt fonts / 80% black




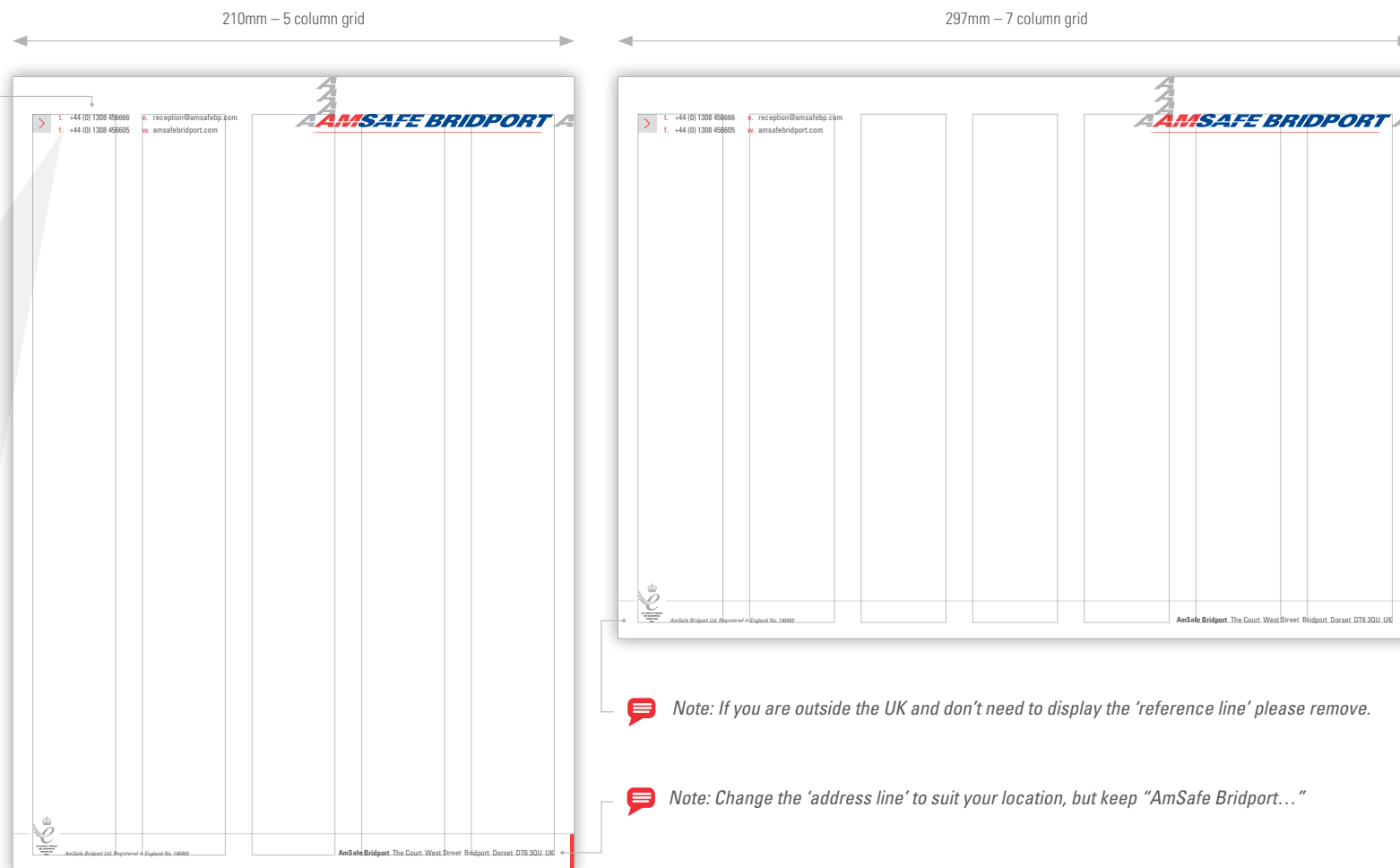
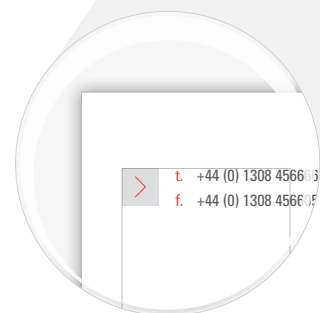
Note: Change the 'address line' to suit your location, but keep "AmSafe Bridport..."



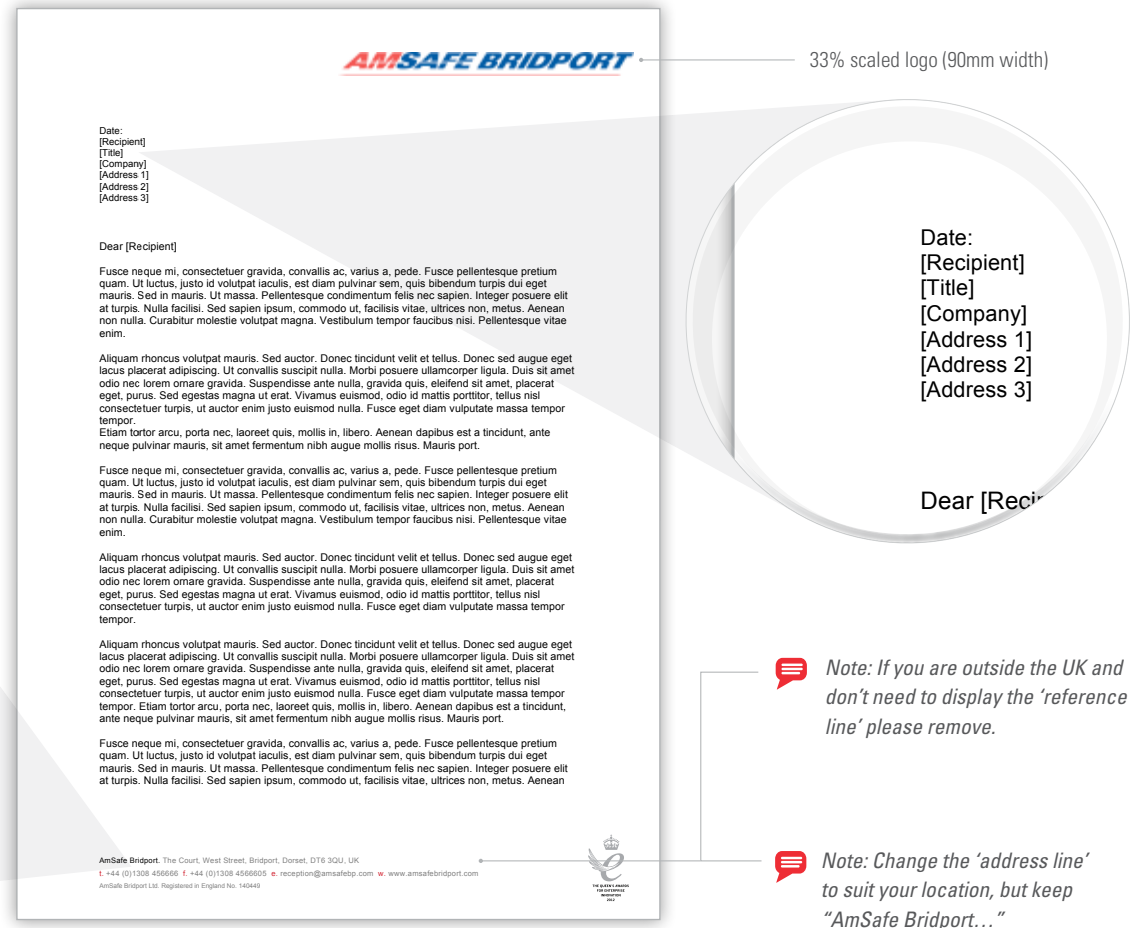
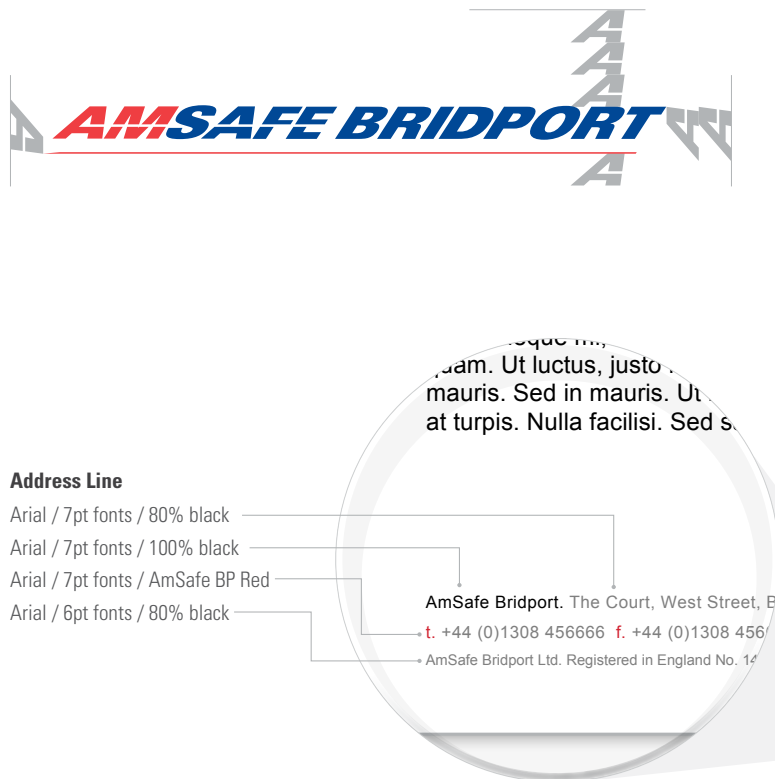
Note: If you are outside the UK and don't need to display the 'reference line' please remove.

There are two templates for the AmSafe Bridport letterhead. Refer to the Compliment Slip on p27 for styling the elements.

 *Note: Update the contact information to suit your site.*



The AmSafe Bridport Word template has a preset 'header' and 'footer' to retain the integrity of the document.



As you can see, on certain external documents such as these, the stacked line logo (logo C – p4) is more appropriate for the available space.

The logo exclusion zone has been predetermined. Please use the measurements opposite (50mm width).

Reference Line
 Calibri Italic / 6pt fonts / 100% black
 AmSafe Bridport Ltd. Registered in England No. 140449 Registered Office: The Court, Bridport, Dorset, DT6 3QU

Note: If you are outside the UK and don't need to display the 'reference line' please remove.

Address Line
 Calibri / 8pt fonts / 100% black
 AmSafe Bridport. The Court West Street Bridport Dorset DT6 3QU UK
 t. +44 (0)1308 456666 f. +44 (0)1308 4566605 e. reception@amsafebp.com

Note: Change the 'address line' to suit your location, but keep "AmSafe Bridport..."

Despatch note
 Arial Narrow / 30pt fonts / 100% black
Page 1 of 1
 Arial Narrow / 11pt fonts / 100% black

Despatch Note
 Page 1 of 1

AmSafe Bridport The Court West Street Bridport Dorset DT6 3QU UK
 t. +44 (0)1308 456666 f. +44 (0)1308 4566605 e. reception@amsafebp.com w. www.amsafebridport.com

AmSafe Bridport Ltd. Registered in England No. 140449
 Registered Office: The Court, Bridport, Dorset, DT6 3QU

Queen's Award emblem: 100% black 14mm height

Ensure that the logo (logo C) is placed in accordance with the examples below. The logo should be an 'A' width from all adjacent edges and centred within the box bounds.

Ensure that the logo (logo C) is placed in accordance with the examples below. The logo should be an 'A' width from all adjacent edges and centred within the box bounds.



The e-signature has been created to further reinforce the brand and ensures consistency of identity across all product lines. This should not be modified manually. For amendments to the design or variations please liaise with the *communications and marketing department*.

Both names are required



Note: Designations from qualifications and professional bodies can appear after the name (e.g. Name Surname Ph.D). The letters should appear in Univers 57 Condensed / 7.5pt / 100% black

e.g. Sales & Marketing Co-ordinator
Tarian Product Line

n.b. If you work across the 'Group' the
'Company Division' field can be left blank

Contact details to be updated accordingly.
Email addresses should be in lowercase.

Please add this registration statement where it is legally required. If you are unsure please discuss with the *communications and marketing department*.

Name Surname

Job Description

Company Division

AMSAFE BRIDPORT

Direct: +44 (0) 1308 426633 | Main: +44 (0) 1308 456666

Mobile: +44 (0) 7809 311600 | Fax: +44 (0) 1308 456605

Email: name.surname@amsafebp.com



The Court, West Street, Bridport, Dorset, DT6 3QU, United Kingdom | www.amsafebridport.com

This communication is from AmSafe Bridport Limited. AmSafe Bridport Ltd is a company registered in England and Wales with registered number 140449 and registered office at The Court, West Street, Bridport, Dorset, DT6 3QU, UK. All dialogue in this email shall be deemed "subject to contract".

Same design elements as detailed opposite.

Promotion via email

- ④ Utilise specific 'brand elements' as deemed necessary and take styling cue from Product Line-specific advertising templates (see p24).
- ④ In the main image area utilise 'print' fonts (see p11). In the white area below utilise 'Microsoft Office' fonts.
- ④ Add the event logo (if applicable) and highlight clearly the date and location.

The 'registration statement' now moves to below the promotional banner.

Direct: +44 (0) 1308 426633 | Main: +44 (0) 1308 456666
 Mobile: +44 (0) 7809 311600 | Fax: +44 (0) 1308 456605
 Email: name.surname@amsafebp.com



The Court, West Street, Bridport, Dorset, DT6 3QU, United Kingdom | www.amsafebridport.com



DSA (Defence Service Asia) – 14th - 17th , April 2014

Visit us at Booth No. **4010S, Hall 4**

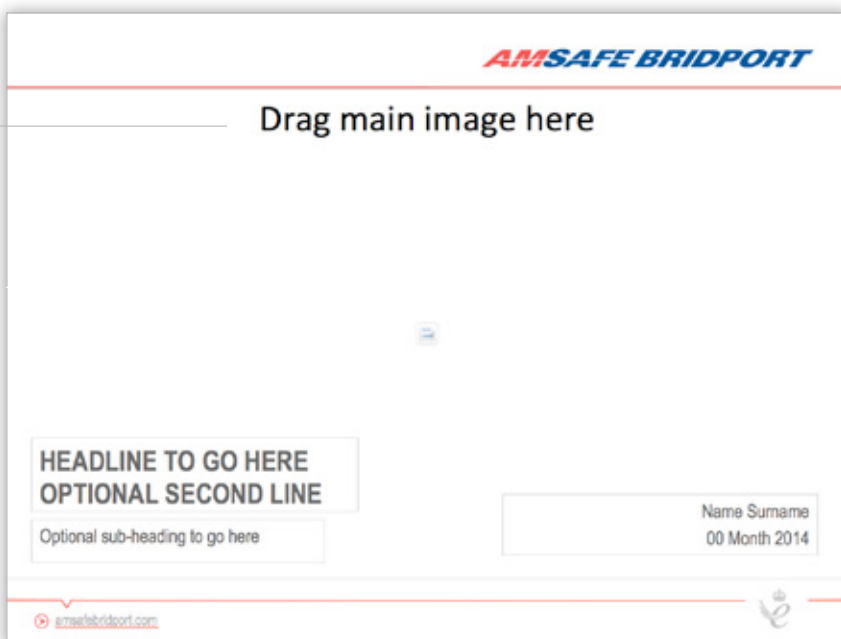
DSA, Putra World Trade Centre, Kula Lumpur, Malaysia



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Template A – Full-page Image

Utilise this 'Group' holding page template if you wish to present a single, impactful image at the start or finish of your presentation.

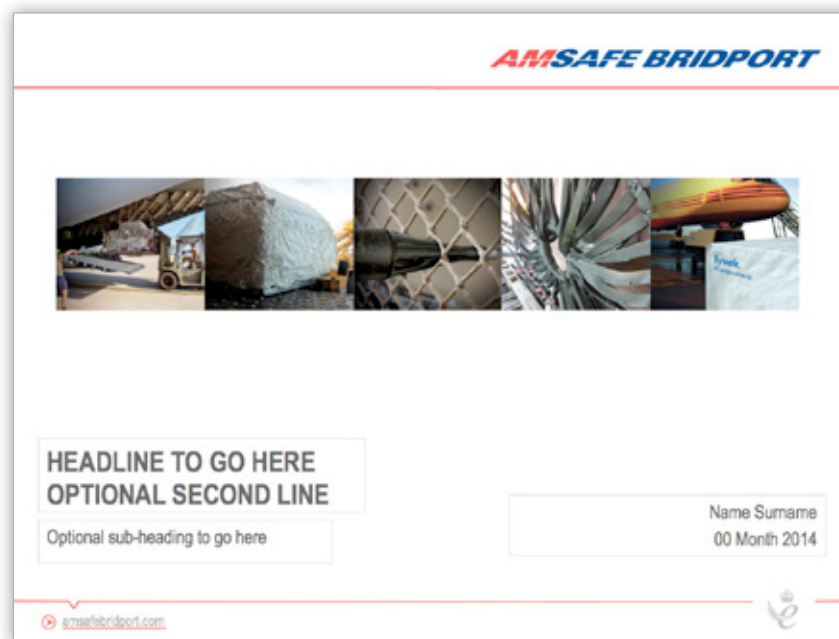


Choose a template

Choose template A or B for AmSafe Bridport 'Group' presentations.

Template B – 5 Smaller Images

This is an alternative 'Group' holding page template, presenting 5 relevant images to your presentation.

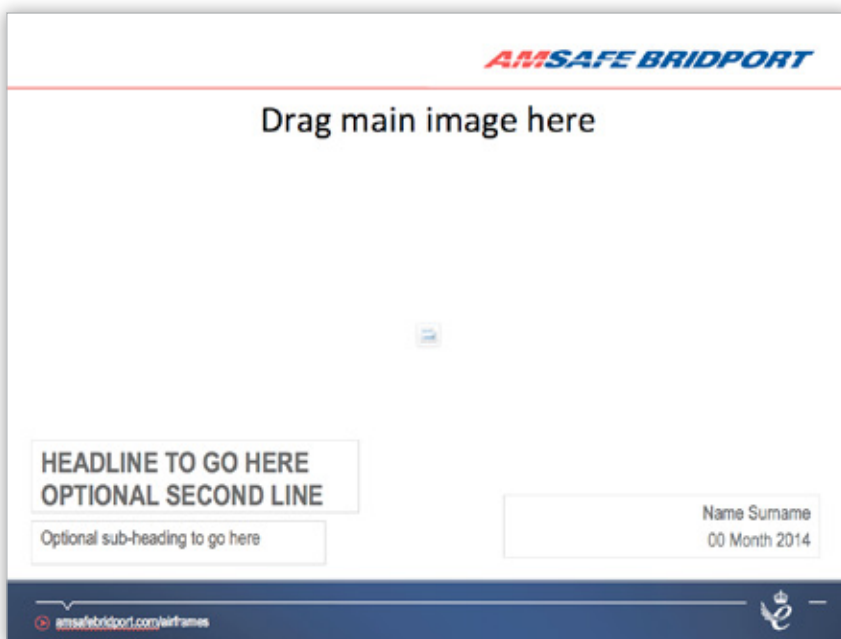


Note: To insert an image into the cover slide 'drag and drop' the image onto the text area.

All templates can be accessed from the 'slide master' drop-down in PowerPoint.

Template A – Full-page Image

Utilise this 'Product Line' specific holding page template if you wish to present a single, impactful image at the start or finish of your presentation.

**Choose a template**

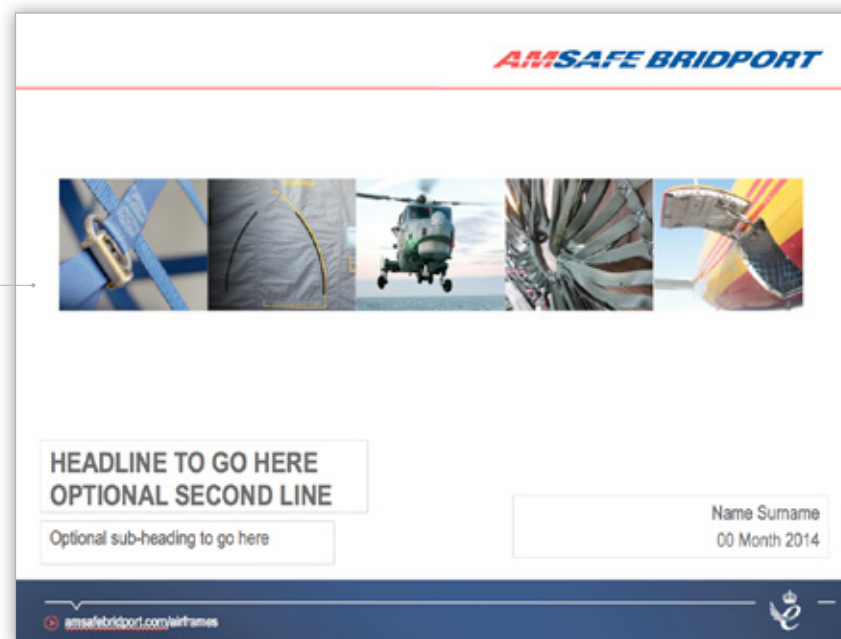
Choose template A or B for AmSafe Bridport 'Product Line' specific presentations.

Preset Images

Five images representing the chosen Product Line have been pre-selected. They can be edited on the master slides if need be.

Template B – 5 Smaller Images

This is an alternative 'Product Line' specific holding page template, presenting 5 relevant images to your presentation.



 *Note: Each Product Line (i.e. Airframes, Cargo and RPG Protection) have different coloured footer elements. The templates have been set-up for use, so do not need to be created. For information on the colours see p12.*

This is the master continuation slide template for all AmSafe Bridport presentations. There is a preset header and footer with predetermined elements that can be modified to suit the presentation.

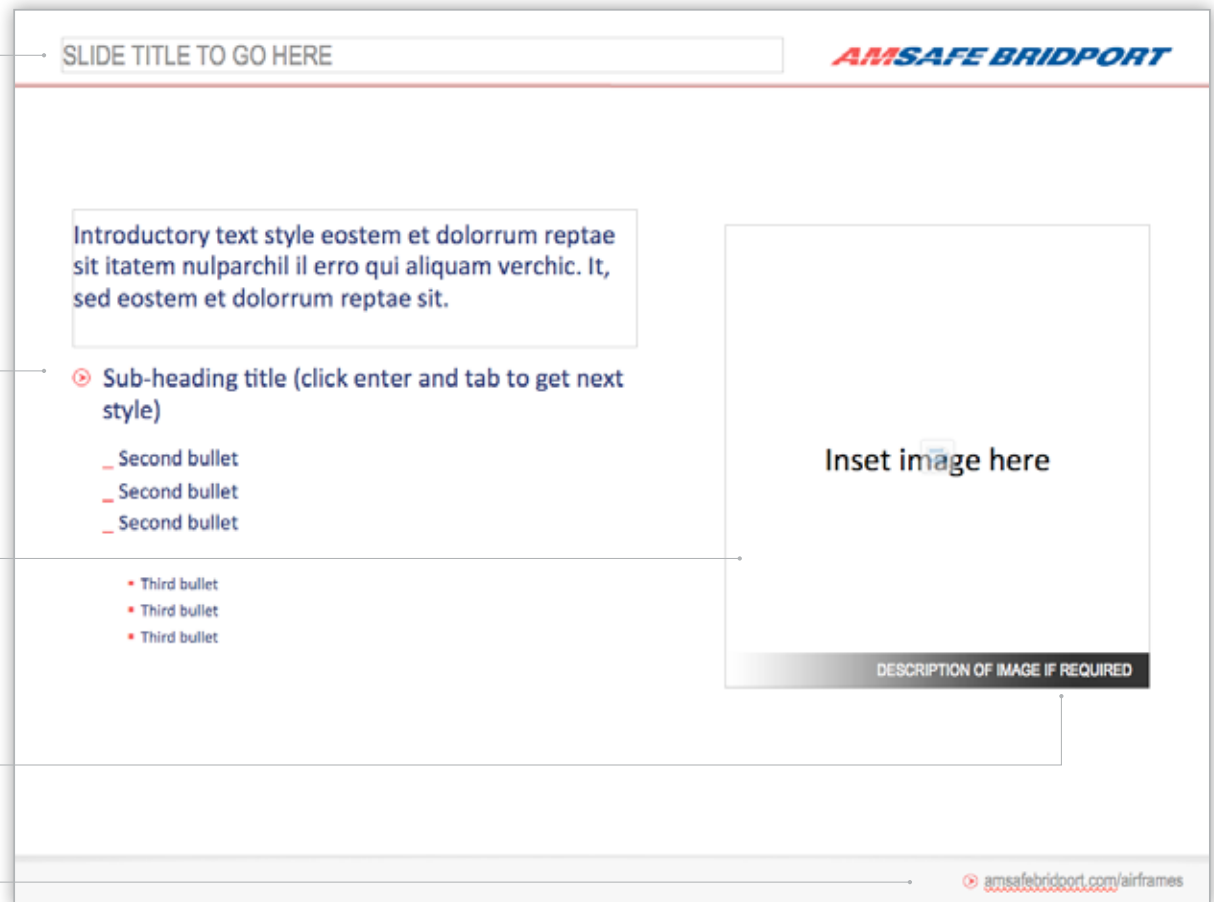
Slide title should be displayed in capital letters.

Up to three levels of bullet styles are available for use. Click the 'tab' key on the keyboard to use the next bullet style.

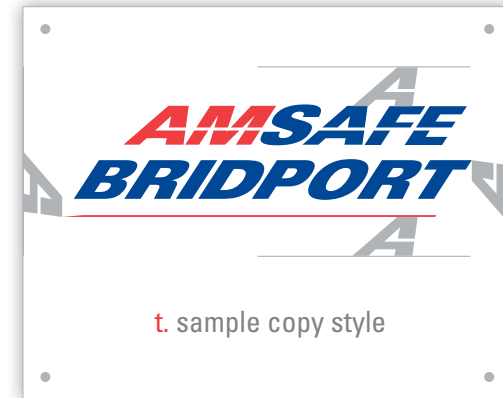
Image size and proportions can be adjusted to suit the content.

Picture annotations should be displayed in this style where applicable. They are not mandatory and can be deleted if necessary. Discretion should be used when using this device on smaller images. The gradient tint box will let the image partially show through.

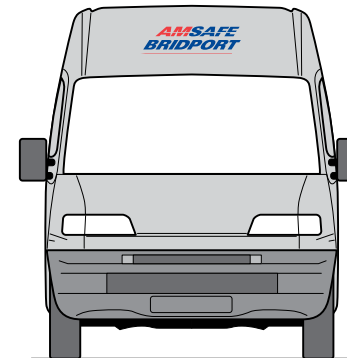
Product Line-specific web address.



You have a choice of either Logo A or C (see p8) for use on signage, depending on its size and extent. Please remember to adhere to the exclusion area (p5).



All vehicle livery graphics should utilise Logo C (see p8). Please remember to adhere to the exclusion area (p5).



FURTHER INFORMATION

If you need more information or have any questions about using these guidelines, please contact Emma Vagg on the details below.

EMMA VAGG

Sales & Marketing Co-ordinator

t. +44 (0) 1308 456666

t. +44 (0) 1308 426633 (direct)

m. +44 (0) 7809 311600

e. emma.vagg@amsafebp.com