BRAND GUIDELINES

TOBACCO WAREHOUSE

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THE STORY

The Tobacco Warehouse was built in 1901, the biggest building in a network of docks that put Liverpool at the centre of world trade.

It is an iconic building, an emblem of what makes the city and its people special: vision, ambition and honest hard work.

But in the 1980s, the Tobacco Warehouse fell into disuse and disrepair. It has lain empty every since, neglected and unloved by the city it once helped to make great.

Now Tobacco Warehouse is being restored to its former glory, a building that the people of Liverpool will be proud of. It is at the centre of the city's most ambitious regeneration programme, transformed and reborn as 500 modern homes.

The Tobacco Warehouse will once again be an icon of the city, providing homes and an exciting new community for people to enjoy.
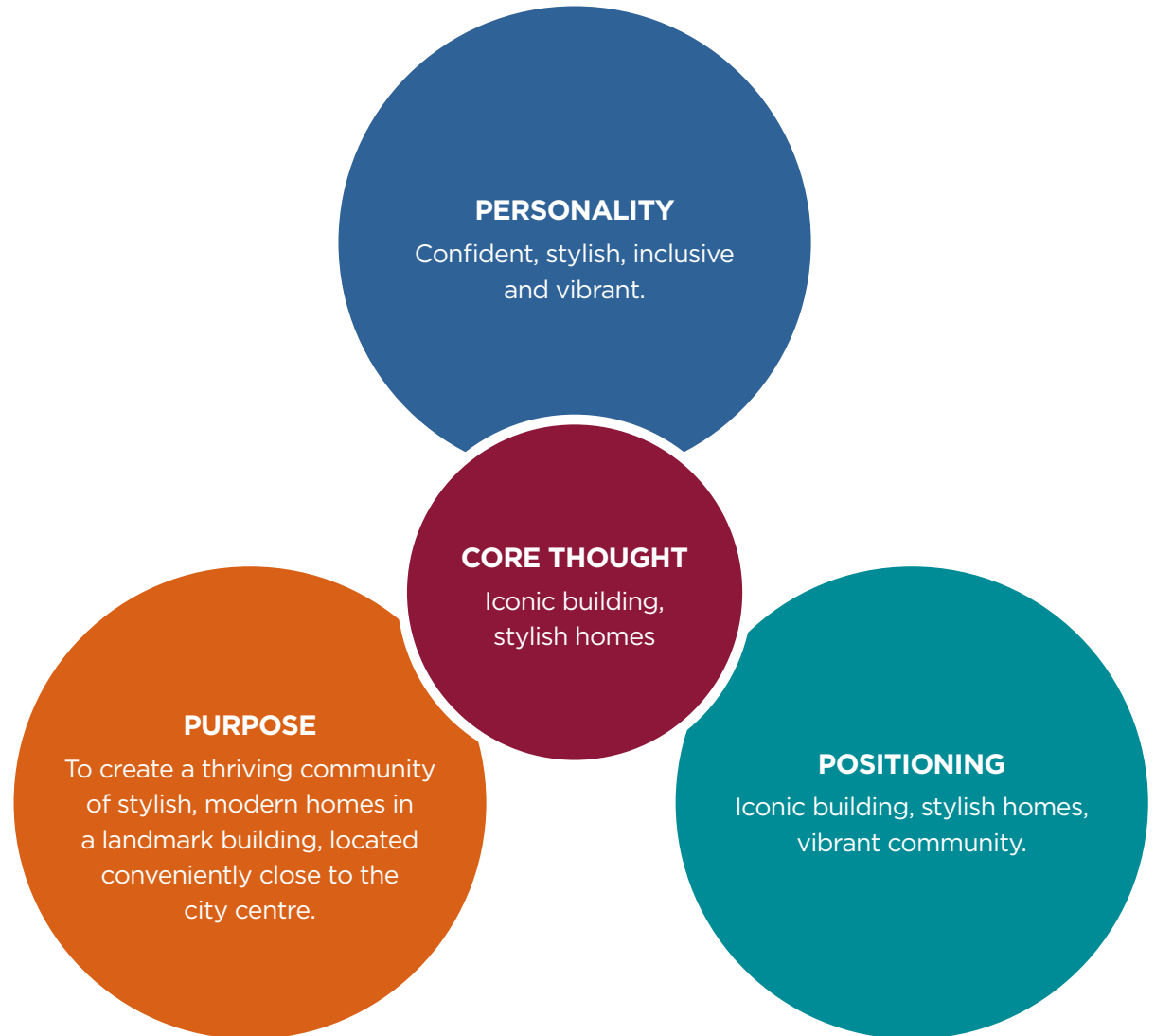
Brand positioning

THE STRATEGY

Tobacco Warehouse presents 500 modern homes in an iconic building at the heart of Liverpool's historic docks. From stylish city studios to spacious family homes, Tobacco Warehouse is at the centre of the city's most ambitious regeneration programme, transformed into a working, living, thriving community.

CORE THOUGHT

Iconic building, stylish homes.

PERSONALITY
Confident, stylish, inclusive and vibrant.

CORE THOUGHT
Iconic building, stylish homes

PURPOSE
To create a thriving community of stylish, modern homes in a landmark building, located conveniently close to the city centre.

POSITIONING
Iconic building, stylish homes, vibrant community.

COMMUNICATING THE BRAND

Logo

PRIMARY LOGO

Our logo is strong, stylish and confident. It has an aspirational quality whilst also referencing the history of the docks with a superscripted 'O' letter in 'warehouse', similar to the period signage on site.

Our logo is a key representation of our brand, so must always be used in the correct way. Even minor variations will undermine and compromise the image of the branding.

The logo should appear on all Tobacco Warehouse material.

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Logo

SECONDARY LOGO

A secondary logo lock up has been designed with the icon to the left. In can be used in place of the primary logo when it better suits the layout of collateral.

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Logo

COLOURWAYS

There are alternative colourways available for use on different backgrounds:

1. Primary logo
For use on white backgrounds to convey the brand colours - the most commonly used variation of the logo.

2. Reversed logo
To be used when there is a requirement for the text to be visible against a solid colour, black or dark background.

3. Mono
To be used on white or light backgrounds where the use of colour is not possible or appropriate.

4. Reversed mono
To be used on dark grey or black backgrounds where the use of colour is not possible or appropriate.

1

2

3

4

Logo

CLEAR SPACE

To enable the logo to have the most impact, it must be given sufficient clear space. We also have a minimum size at which the logo can be used, to avoid loss of legibility and to ensure brand recognition.

Exclusion Zone

The marked space (the 'T' from the name) is our recommended exclusion zone, which should be scaled proportionately to the size of the logo. This should always be maintained to let the logo breathe, free from distraction.

Make sure that text or other design elements do not encroach upon the logo.

Minimum logo size

A minimum size must be adhered to so that legibility is retained.

In circumstances where space is critical the secondary logo can be used and in certain circumstances just the icon. For example, within a Tobacco Warehouse branded document that already has the full logo at a larger scale.

21mm/80px

25mm/94px

Logo

USAGE

Incorrect usage

The logo should not be used in such a way that it becomes distorted from its designed aspect ratio, stretching or squashing the shape and text.

If space is restrictive, the scale of the logo (not the dimensions) must be adjusted to fit.

Correct usage

The logo's shape is consistent with the initial design, retaining balance and legibility.

Logo

Incorrect usage

The backdrop for the logo's placement is too similar to the colours in the logo - it lacks visibility and contrast.

Correct usage

The white version of the logo should be used on coloured backgrounds.

Logo

Incorrect usage

Important elements within the logo have been distorted, enlarged or shrunk, affecting the balance and design.

A consistent layout is essential across all media, and hanging key elements will introduce confusion to the brand.

Correct usage

The logo has been used in the fashion it was designed. Consistency is imperative.

Logo

Incorrect usage

A colour outside of the selected brand colour scheme has been used. This is not recommended as it creates an inconsistent representation of the brand.

The typeface should never be replaced with alternatives. The selected typeface should be used at all times.

TOBACCO WAREHOUSE
LIVERPOOL

Correct usage

The logo is presented using its primary colourway.
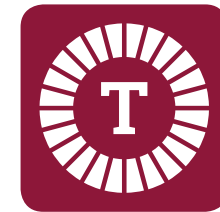
TOBACCO WAREHOUSE
LIVERPOOL

Icon

The logo's roundel can be used separately as an icon to represent Tobacco Warehouse where the primary logo cannot be used due to size restrictions, for example in social media environments.
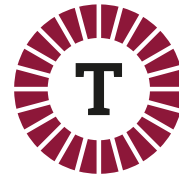
Standard version

Reversed option

30px

30px

30px

30px

Minimum size

Minimum size

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Icon

Elements from the logo icon can be used in collateral that need enriching graphically.

For example, the circle of bricks can be used as a background graphical element in an area of white (see opposite). The mono version of the icon should be used at 4% opacity. Text must remain legible if it runs over the icon.

Alternately, the circle of bricks can be used on a red background at 15% opacity with a multiply effect.

The 'T' from the logo can also be used as a 4% tint of black to sit behind text or images.

These graphical elements are intended to be subtle and used sparingly. As such they must not dominate a page or advert.

Circle of bricks at 4%   'T' icon at 4%

A place you'll be proud to call home

The regeneration of Tobacco Warehouse and Stanley Dock is attracting a new community of creatives, entrepreneurs and start-up businesses.

Step out from the ground floor of Tobacco Warehouse and you will be amongst the vibrant cafés, restaurants and retailers of Stanley Dock. Bristling with ideas, enthusiasm and energy, this iconic corner of Liverpool will be the perfect place to relax and socialise.

Already home to one of Britain's finest hotels, Stanley Dock boasts the award-winning Titanic Hotel Liverpool. This bustling, boutique hotel has a late-night bar and underground wellness centre.

"The Tobacco Warehouse at Stanley Dock was the biggest, most ornate & most valuable warehouse on the whole dock estate. After its innovative restoration, this sleeping giant has awoken to offer unique apartments within Liverpool's next upcoming regeneration area."

John Hinchliffe, Former World Heritage Officer

10   11

Pages from brochure showing the icon as a background graphic device.

Iconic building, stylish homes

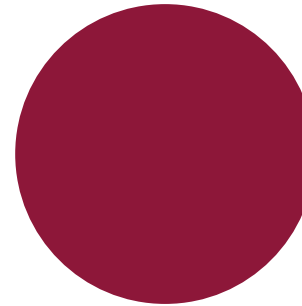Title section from website showing the icon as a background graphic device.

Colour palette

PRIMARY BRAND COLOURS

Accurate reproduction of the brand colour scheme is essential in communicating a clear and consistent message about the company image.
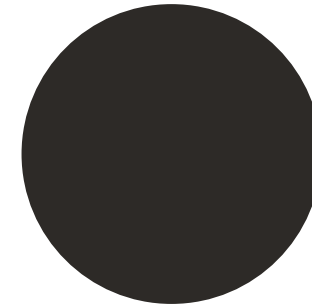
This palette should be used in all occasions for marketing communications.

The Pantone colours should be used wherever possible, with CMYK / RGB being matched as closely as possible depending on the materials and print process.

RED
Pantone	1955 C / 1955 U
RGB	138 21 56
HEX/HTML	#8A1538
CMYK	9 100 54 43

BLACK
|	
Pantone	Pantone Process Black
RGB	0 0 0
HEX/HTML	#000000
CMYK	0 0 0 100

Colour palette

SECONDARY BRAND COLOURS

Accurate reproduction of the brand colour scheme is essential in communicating a clear and consistent message about the company image.
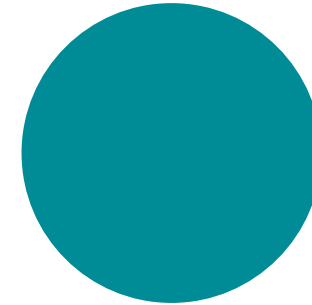
This palette should be used in all occasions for marketing communications.

The Pantone colours should be used wherever possible, with CMYK / RGB being matched as closely as possible depending on the materials and print process.
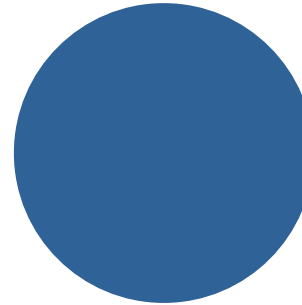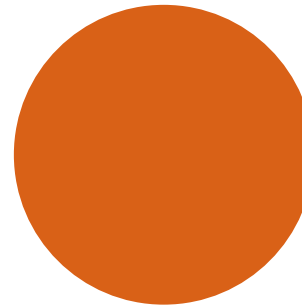
BLUE
Pantone	653 C / 653 U
RGB	50 98 149
HEX/HTML	#326295
CMYK	94 57 4 18

GREEN
Pantone	321 C / 321 U
RGB	0 140 149
HEX/HTML	#008C93
CMYK	96 3 35 12

ORANGE
Pantone	1675 C / 1675 U
RGB	216 96 24
HEX/HTML	#D86018
CMYK	0 71 100 3
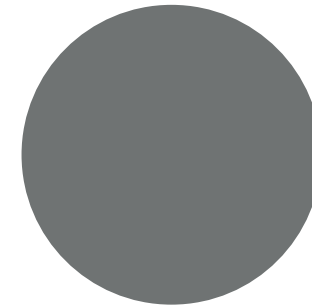
GREY
Pantone	424 C / 424 U
RGB	112 115 114
HEX/HTML	#707372
CMYK	30 20 19 58

Typography

PRIMARY TYPEFACE

The primary typeface is **Roboto Slab**, it should be used for headings and titles. All variants of Roboto Slab can be used.

It has been carefully selected to best represent the brand image, and must be used to retain consistency.

Replacing this typeface with alternatives should not be done under any circumstances.

Roboto Slab Light

abcdefghijklmnopqrstuvwxyz
1234567890

Roboto Slab Regular

abcdefghijklmnopqrstuvwxyz
1234567890

SECONDARY TYPEFACE

The secondary typeface is **Gotham**, it should be used for body text.

It has been carefully selected to best represent the brand image, and must be used to retain consistency.

Replacing this typeface with alternatives should not be done under any circumstances.

Gotham Light

abcdefghijklmnopqrstuvwxyz
1234567890

Gotham Regular

abcdefghijklmnopqrstuvwxyz
1234567890

Typography

This is one example of typographic application for our core typefaces. Other weights can also be used, as long as a clear hierarchy of information is always achieved. Please note that typesetting specifications are a guide only, and should be adjusted accordingly per application.

Type size helps guide the eye through levels of information. Titles should be more prominent than body text.

Every effort must be made for the typography to appear in an elegant way to reflect the core brand thought and position. The visual opposite is purely a guide - text weight and sizes can adapt according to the size and orientation of the collateral being produced.

Roboto Slab Regular should be used for titles

Gotham should be used for introductory text. Pidi veliquias alique consequodis eum et ma nonsequ iassin proreti ruptat beosam.

Gotham should be used for body text everem porese veruntibus estiati ut milias nonseque consed magnatum atur alitas et quibea nia consequ ibusantis magnate nissitas dus event, officiandi temos ulparum, aliam faccumqui bearciis rest, ulluptat.

Liquam cuptatur soloribus sitaesto beat et etusdae pariae sectuste perchic toremporem volore dolor aute neculles dolestrum alit alignis et doluptur aut earchitat pro quo est.

Subheader text can be Roboto Slab

Illendeniet audande eatum re, que venis earcia sum ini aut officiatem cum que nost evelign atempori voluptati comnihi citasi cum fuga. Rorit archita cuptatq uidunt, asperaectur? Quid quunt laut repellab ilit alit ad ma volenimet dis que elecusc...

Writing style and tone

INSPIRE AND INFORM

Tobacco Warehouse's copy should always INSPIRE and INFORM. But the balance will vary from one form of communication to the next, depending on audience and aim.

For content that requires an inspirational tone - such as a magazine advertisement for Tobacco Warehouse - the copy will seek to predominantly INSPIRE, while INFORM would be a secondary aim.

For content that needs to provide more information - such as a page in a brochure with information about a specific apartment - the copy will seek to predominantly INFORM.

Considering what balance of INSPIRE and INFORM is required is a useful way to plan all content.

Imagery

There are two libraries of imagery approved for use in relation to Tobacco Warehouse:

1. A library of site photography
2. A library of CGI images

To view and download high resolution images, please visit www.tobaccowarehouse.co.uk/media-library or click the button below.

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1. Site photography: used to show the building, its location and the historical context.

2. CGI images: used to convey an impression of the finished development, including apartment interiors.

Applications

Branding style applied in brochure mockup.

Applications

Example of logo in use on
business card mockup.

TOBACCO WAREHOUSE