SPRA
Single Ply Roofing Association

BRAND
Guidelines

The SPRA brand
and how it works

EDUCATING, INFLUENCING and **SUPPORTING**
we've got it covered all under one roof

THE IMPORTANCE
OF OUR BRAND

The purpose of this guideline is to explain the use of the SPRA, SIngle Ply Roofing Association, brand style and to reinforce consistent application of the visual elements in all communications. This includes logos, typefaces and other marketing materials both online and offline.

Your corporate identity is the face and personality presented to the global community and it is as important as the products and services you provide. Your identity is the total effect of your logos, products, brand names, trademarks, advertising, brochures and presentations - everything that represents you.

Because the brand cannot be compromised, we've created this guide to provide all the pertinent specifications you need to maintain its integrity. The guidelines set in this document are not meant to inhibit, but to improve the creative process. By following these guidelines the materials you create will represent your company cohesively to the outside world.

Our members and stakeholders will beable to understand who we are, what we do and what we stand within the single ply industry.

CONTENT

WHO WE ARE AND WHAT WE DO

The Single Ply Roofing Association (SPRA) is the trade association representing the UK's single ply roofing industry.

SPRA members are actively involved in the monitoring, development and reporting of cutting-edge technologies to improve single ply products, installations and aftercare. Access our Technical Resources. SPRA members also believe that quality comes through knowledge and skills. Members are working hard to improve training accessibility and affordability.

Our membership covers the whole supply chain from manufacturers, distributors, specialist contractors and individuals. All our members are independently audited annually against rigorous quality criteria from manufacture to project completion.

SPRA
Single Ply Roofing Association

SPRA'S KEY OBJECTIVES

- Promoting single ply roofing systems as roofing of first choice.
- Ensuring standards of products and application are optimal to insure the long term sustainability of the sector.
- That membership is as wide as possible based on its product and application standards.
- Providing help and guidance to all users and specifiers of single ply roofing systems.
- Co-operating with other trade bodies to the overall betterment of the UK roofing industry.
- Promoting employment and training opportunities including apprenticeships.
- Promoting export of its members products and services.

SPRA BRAND INDENTITY GUIDELINES

To communicate the SPRA brand, we need to create, deploy and consistently maintain many elements. These include our name, logo, strapline, colour palette, typography and imaginery. These elements form the basis of our brand identity.

OUR LOGO

The logo consists of the SPRA name, the curved line and the name of the association in full. This is a unique piece of artwork that has been designed specifically for our brand.

It is our primary brand identifier and where possible it must appear in every SPRA communication.

The SPRA logo is a specially drawn logo, consisting of a red curved line with the word 'SPRA' in blue - the font used in the logo is Futura.

The logo should only be reproduced from master artwork files and should not be redrawn or altered in any way.

The full name of the association 'Single Ply Roofing Association' is used under the SPRA. This is printed in SPRA Blue using Futura Book font and sits always range right aligned with the bottom of the A.

There is a mono version of the logo which is permissible in instances where only one colour is available, but this version of the logo should only ever be used when restrictions apply. Every effort should be made to reproduce the colour version of the logo.

The logo should only be reproduced from master artwork files and should not be redrawn or altered in any way.

LOGO exclusion zone restrictions

CLEAR SPACE AND MINIMUM SIZE
(print and on-line)

Maintaining a clean and uncluttered space around the SPRA logo maximizes the visual impact of this key brand elements. Setting a minimum size helps to ensure that the logo is always easy to read.

DOs

• Always maintain a minimum clear space between the logo and the edge of a page, package or colour field.

• Always position the logo away from other text, graphics and other design elements, especially other trademarks and service marks.

30mm /1.18 inches
minimum size

DON'T

• Do not use less than the minimum clear space.

• To ensure legibility, do not reproduce the logo smaller than 30mm (1.18 inches).

DOs

- Always reproduce the logo in the colours (shown on the colour specification) on a white background.

- When production constraints do not allow the use of the full version colour version, always use the black version or white out version of the logo.

- For photographs and other internet overlays of the logo use a watermark of the white logo.

- For members logos please see members section. The SPRA logo can be used by all members of the Single Ply Roofing Association but these brand guidelines must be followed to keep the brand to be recognised clearly.

DON'T

The Business Hub brand logo must always be used consistently because incorrect use damages the brand integrity.

- Do not reproduce the logo in colours other than those specified in this document.

- Do not place the colour logo on a patterned background which impairs readability.

- Do not attempt to recreate any portion of the logo.

- Do not separate the letters from the logo).

- Do not rotate, skew, re-proportion or distort the logo

X DO NOT STRETCH

X DO NOT RECOLOUR

X DO NOT CHANGE ORIENTATION

X DO NOT USE DIFFERENT FONTS OR INCORRECT SPACING

COLOURS

Colour is a critical component of SPRA brand image. For the best print quality reproduction, if printing 4 colour process CMYK colour palette. For digital format i.e. computer, social media etc. use RGB colour palette. For web please use hex colour code.

This is the SPRA Red for the curve of the logo and is used for background heading

CMYK	C15 M100 Y89 K10
RGB	R190 G22 B34
HTML (hex)	#be1622

PANTONE 711

This is the SPRA blue to be used for the SPRA and the Single Ply Roofing Association

CMYK	C100 M100 Y25 K25
RGB	R41 G35 B92
HTML (hex)	#29235c

PANTONE 274

Pantone 711

SPRA

Single Ply Roofing Association

Pantone 274
Font: Futura Medium

Pantone 274
Font: Futura Book

For all customer facing published material - leaflets, data sheets, brochures, stationery, advertising, signage, packaging and promotional items the corporate identity Futura should be used wherever possible - to maintain a consistent brand image.

For the SPRA **Futura Medium** is always used.

SPRA is always seen in copy as all uppercase.

For main text for all copy use Futura Book. Heading use Futura Medium. (This is all professionally designed documentation)

PLEASE NOTE:
Where the corporate identity fonts are not available when producing 'in-house' or members documents, powerpoint presentations etc., the **Arial font** should be used.

Futura Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

Futura Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

Futura Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

For use only for in-house microsoft word documents
Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

OUR MEMBERS LOGOS

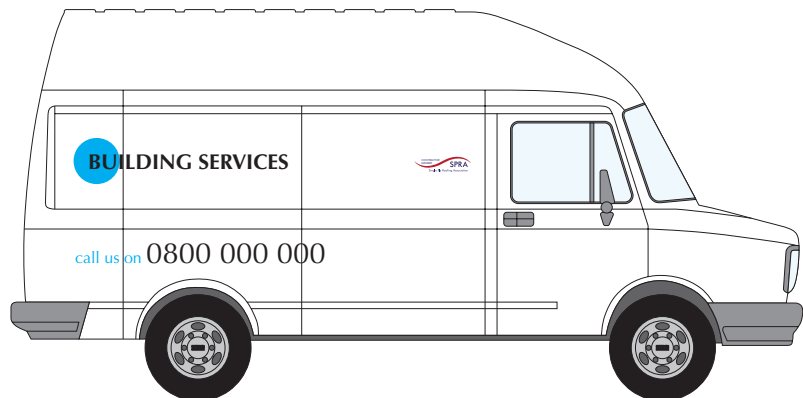SPRA has three types of member logo:

• Contractor Member
• Membrane Member
• Associate Member

Organisations may only use (display) the logo that defines their membership status. They never redraw or attempt to alter these logos in any way. They may display the appropriate logo on any communication or promotional materials including liveries and clothing.

Contact us at enquiries@spra.co.uk for:

• the supply of member logo artwork files

• help and advice on applying the member logos correctly

• approval of proofs

Incorrect application or deployment of the SPRA member logos may compromise our brand.

CONTRACTOR MEMBER
SPRA
Single Ply Roofing Association

MEMBRANE MEMBER
SPRA
Single Ply Roofing Association

ASSOCIATE MEMBER
SPRA
Single Ply Roofing Association

BUILDING SERVICES
call us on
0800 000 000

BUILDING SERVICES
call us on 0800 000 000

COLOURS to be used for presentations, literature

Colour is a critical component of SPRA brand image. For the best print quality reproduction, if printing 4 colour process CMYK colour palette. For digital format i.e. computer, social media etc. use RGB colour palette. For web please use hex colour code.

FIRST COLOURS

	CMYK	C15 M100 Y89 K10
	RGB	R190 G22 B34
	HTML (hex)	#be1622

PANTONE 711

	CMYK	C100 M100 Y25 K25
	RGB	R41 G35 B92
	HTML (hex)	#29235c

PANTONE 274

SECONDARY COLOURS

	CMYK	C85 M33 Y44 K21
	RGB	R6 G112 B120
	HTML (hex)	#067078

PANTONE 5473

	CMYK	C75 M9 Y19 K0
	RGB	R0 G170 B200
	HTML (hex)	#00aa08

PANTONE 631

	CMYK	C43 M0 Y10 K0
	RGB	R154 G213 B230
	HTML (hex)	#9ad5e6

PANTONE 2975

Secondary COLOURS
to be used for presentations, literature continued

	CMYK	C62 M0 Y32 K0
	RGB	R94 G119 B187
	HTML (hex)	#5ebfbb

PANTONE 1742

	CMYK	C80 M22 Y93 K6
	RGB	R53 G138 B64
	HTML (hex)	#358a40

PANTONE 7740

	CMYK	C0 M0 Y0 K60
	RGB	R135 G135 B135
	HTML (hex)	#878787

PANTONE 423

| | CMYK | C0 M0 Y0 K100 |

BLACK

For more information on our brand identity or to request further assistance, please contact

Cathie Clarke CEO
Single Ply Roofing Association
Unit 26 Coney Green Business Centre
Wingfield View, Clay Cross, Derbyshire,
S45 9JW
Mobile 07590 808060
Tel 0845 1547188
Email cathie.clarke@spra.co.uk
or
Lisa Clunie (marketing & pr)
Mobile 07890 732395
Tel 01252 852000
Email lisa.clunie@spra.co.uk

www.spra.co.uk

THRIVESTUDIOS
branding • design • marketing

www.thrivestudios.co.uk

SPRA

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EDUCATING, INFLUENCING and **SUPPORTING**
we've got it covered all under one roof