

Our Brand Book

Latest Edition: 2022



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Welcome to JustOne's Brand Book where you will discover more about who we are and details about key elements of our brand.

We would love to hear from if you have any thoughts or questions you'd like to share with us. Get in touch by emailing hello@justone.uk

BRAND NARRATIVE *



Our purpose is to spark positive change.

We are a passionate sustainability consultancy on a mission to transform the world, one business at a time.

Our vision is that by 2025 we will be an exemplar business by continually pushing the boundaries of sustainability; empowering others to learn, transform and thrive.



Sustainability creates value through solving some of the world's biggest problems. To create a sustainable world we have to be bold.

We believe businesses and individuals are key to driving positive change.

We know every business and individual can and should be a force for good. We can help you understand how to take action where it matters most.

We make sustainability simple by creating bespoke solutions for our changemakers. Through our purpose-led approach, we create industry leading sustainability strategies that enable businesses, people and the planet to thrive.



How we work

We believe in sharing our knowledge and the world-changing ideas we discover with everyone.

We co-create solutions in a way that is tailored to the businesses we support. Our holistic approach uses collaboration, creativity and strategic thinking to build total value for people, planet and prosperity.

To solve some of the world's biggest problems, we foster collaboration among competitors, across sectors, and among sustainability professionals. We collaborate with those that share our purpose and use our influence to change the world for the better.

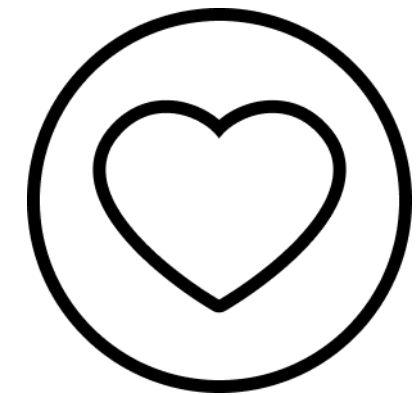
We are led by Our Values

We are:



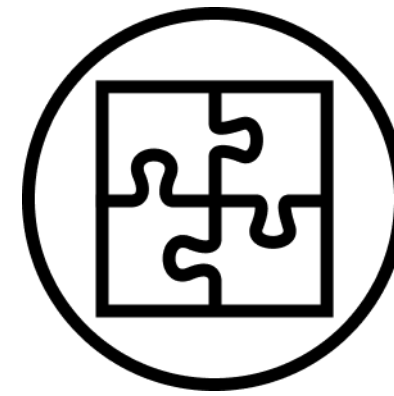
Real

What you see is what you get. We are unapologetically authentic because it brings happiness, promotes humility, and lets us focus on what matters most.



Empathetic

We believe empathy breeds effective collaboration. The ability to understand what others feel allows us to be open, honest, and act with compassion.



Challenging

Big ambitions require constant evolution. We challenge everything to continually do better and we do it with the utmost respect for each other.



Creative

Creativity has the power to connect everyone. It helps us see the big picture, find innovative solutions, and communicate with passion.



Joyful

Sparking positive change is fun! We're a friendly bunch who laugh a lot together. We actively cultivate joy because joy makes life worth living.

Our tone of voice

Our tone of voice conveys our personality. It guides how we express ourselves in terms of our brand and our communications with our clients, collaborators and partners. It also shapes how we communicate as a team to one another.

Supportive

We are always supportive and believe we can achieve more if we work together and combine our strengths. Our tone of voice is welcoming, reassuring and enabling of others to achieve positive change in their business.

Positive

Delivering a better world for people and planet is undoubtedly a challenge, but we are positive and optimistic about our collective ability to deliver a sustainable future. Our tone of voice reflects this positivity.

Daring

We are confident enough in our capabilities not to mince our words. While we are careful to speak with tact and are never brazen, we ensure we communicate boldly and clearly, and are never afraid to speak our minds. We embrace challenges and do not back down in the face of resistance. We aim to keep pushing boundaries for the greater good of people and our planet through thought-provoking speech.

Purposeful

We are a purpose-driven company. Our purpose is to spark positive change. The tone of our communications is equally purpose-driven. We use active language and calls to action that demonstrate what can be achieved when we collaborate and progress our businesses together.

Energetic

We bring energy and commitment to every project we work on and this shapes our tone of voice. We believe less is more when it comes to our use of words, we keep things concise, impactful and are not afraid to be emotive. We use phrases that help energise and motivate your team to do more.

Our sustainability strategy

We are here to spark positive change with every person and business we encounter. That's our purpose, plain and simple. Every business decision we make is put through this lens.

We believe business holds the answer to not only solving the world's biggest problems but to realise human potential. Business has the reach, influence, structure, agility, resources, will and longevity to achieve this where other structures and organisations, such as governments, do not.

At JustOne, we have the opportunity to showcase what a purpose-led company can do. JustOne is a company run on empathy and creativity. We put people and planet at the heart of everything we do. We want to empower other businesses to do the same.

EMPOWER 
2 0 2 5

By 2025 we will be an exemplar business by continually pushing the boundaries of sustainability; empowering others to learn, transform and thrive.

A sustainable business does not separate sustainability from the rest of the business. At JustOne we are adopting one core strategy, Empower 2025, that will address environmental, social and economic considerations. This will enable us to achieve consistent progress for people, planet, and prosperity for all.

To enable us to do this, we have four core areas of focus:



EXEMPLIFYING CHANGE

We strive to lead by example, remaining accountable to our goals and exemplifying best practice. We will report transparently on actions we've taken, the challenges we've faced, and the achievements we've made.



ENRICHING LIVES

We recognise that every person is different, with unique circumstances and lived experiences. We will enrich the lives of our people by addressing the needs of each individual in a bespoke way, while nurturing an inclusive, purpose-led culture where they can thrive.



ENCOURAGING COLLABORATION

We encourage collaboration over competition by establishing relationships based on empathy, trust, and honest communication, so that together we can solve some of the world's biggest problems.



EMPOWERING OUR CHANGEMAKERS

We empower changemakers by innovating our services and how we do business, evolving as the world and companies need us to.

MATERIAL ISSUES

Climate Action

Governance & Accountability

Reporting & Transparency

Social Justice

Health & Wellbeing

Sustainable Careers

Culture & Inclusion

Communications &
Thought Leadership

Partnerships

Sustainability Services

THE LOGO*

Logo and spark

The spark plays an important and upfront part in our brand through the way it is positioned and the way we use it to emphasis key words. The spark has different sized prongs to symbolise the journey that different companies are on to create sustainable and positive impacts.

The logo is made from the font Avenir Next Condensed.



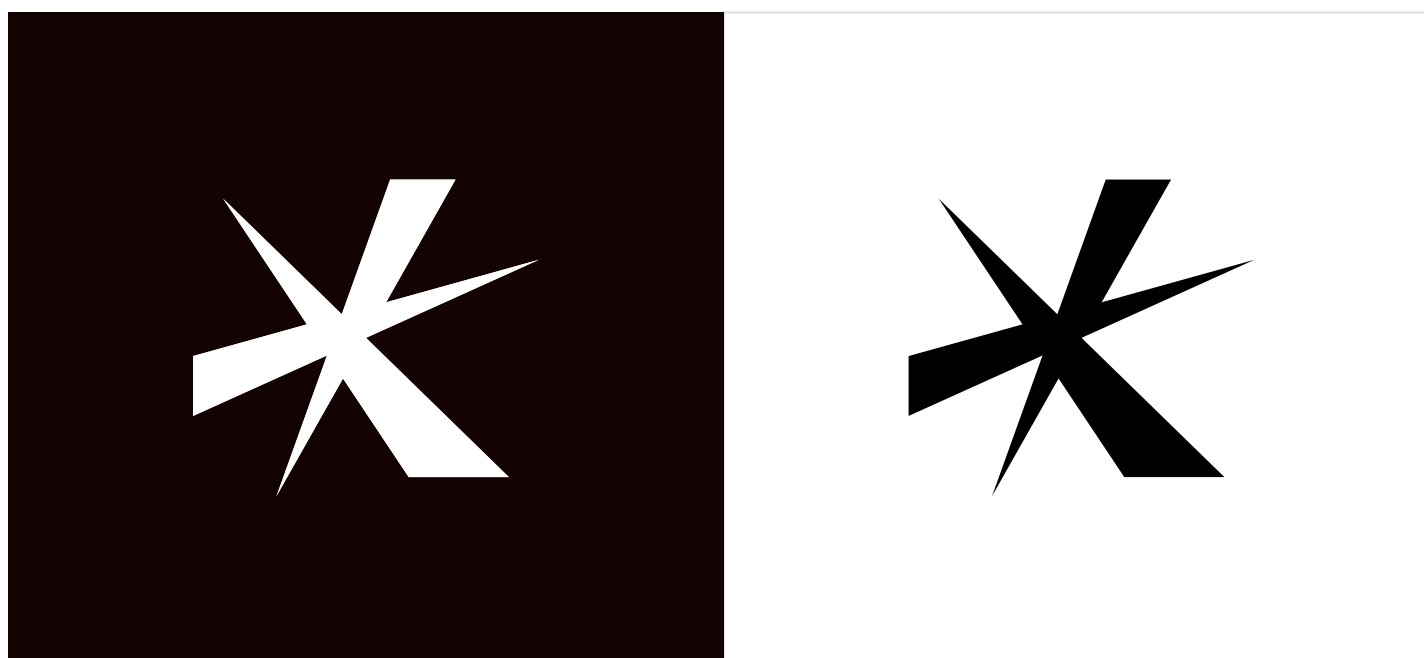
The spark

This is our spark.

There are many like it but this one is ours.

It is used within the logo and can be paired with the display font to highlight a word.

It can be used creatively to be part of a background.



JustOne_Spark_White

JustOne_Spark_Black

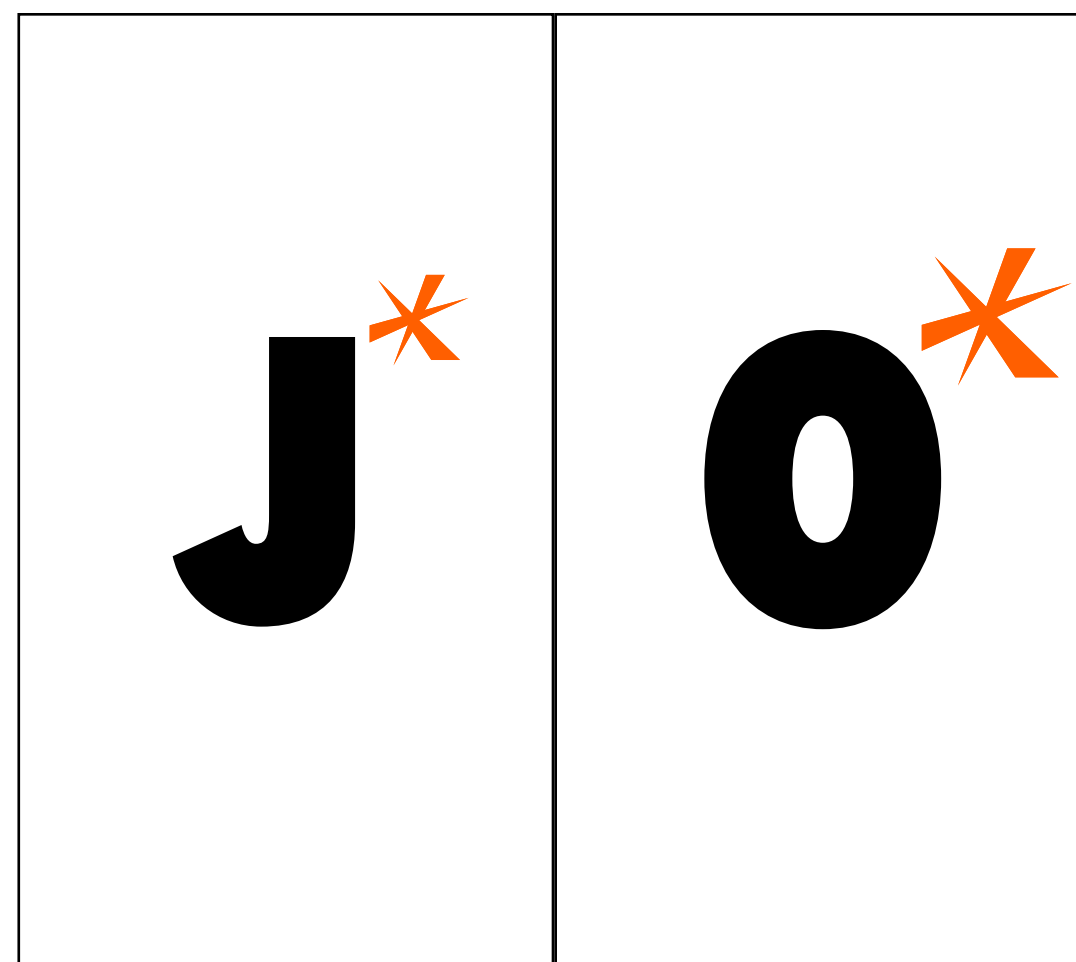


JustOne_Spark_Colour

Spark a word

The spark can be a feature to highlight a word when paired with the display font.

Manually placed in the top right of a chosen word, we pick key words that give the most impact. Use common sense when placing, examples of its use can be found in this guidelines.



As a rough guide, Spark size between 1/2 and 1/3 of the letter height.

SPARK
POSITIVE ✱
CHANGE



***JUST
ONE.UK**

Variations

Colour logo

The primary logo is available in black and orange or white and orange.

Mono logo

A black and a white version has been provided for use when colour reproduction is not available, when a higher contrast is needed, or for use on partner materials.



JustOne_Logo_Black_Colour



JustOne_Logo_White_Colour



JustOne_Logo_Black

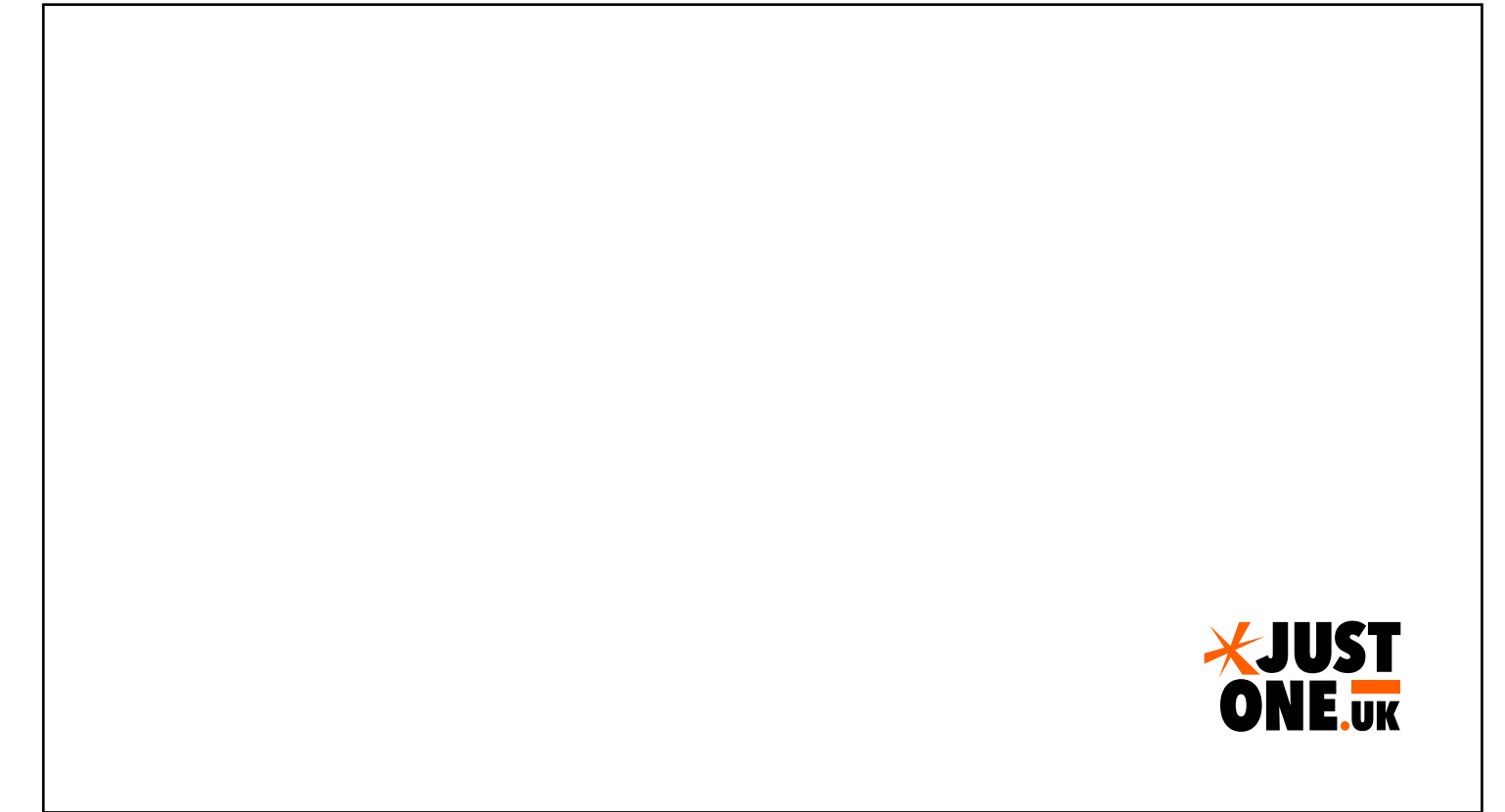


JustOne_Logo_White

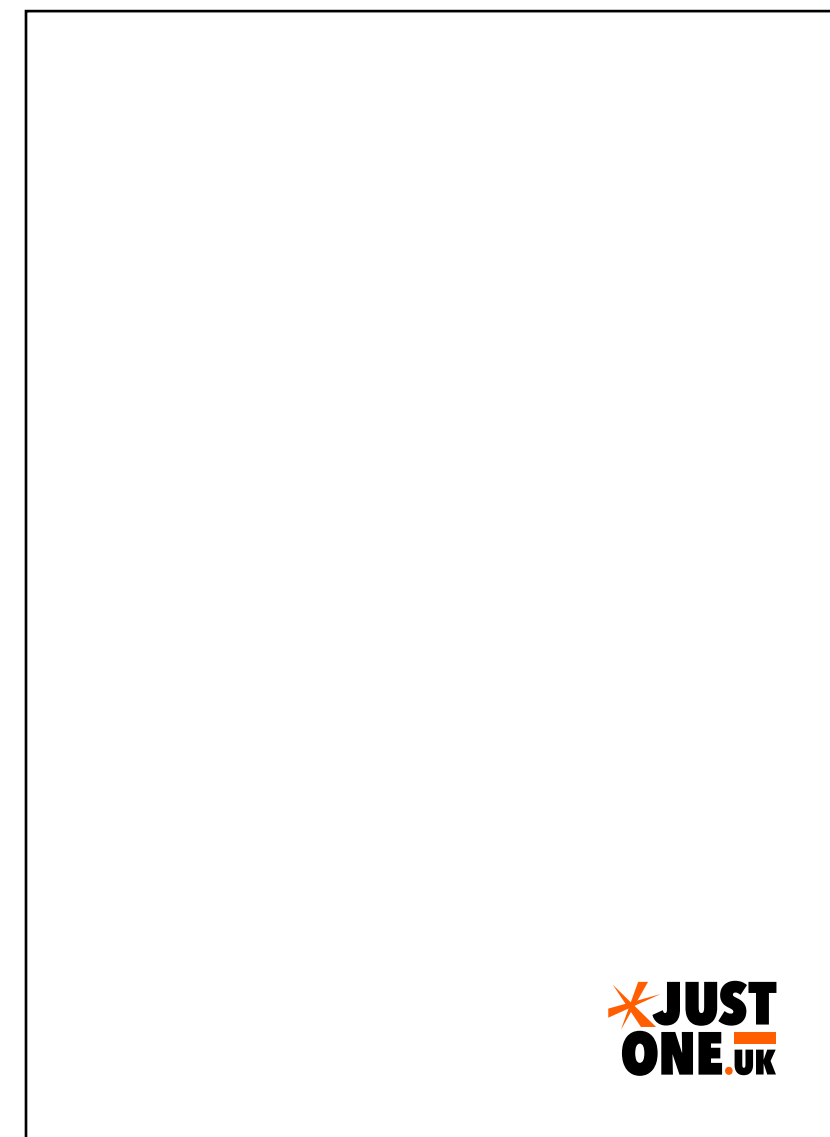
Position



Centrally positioned example on 16:9 frame



Lower right example on 16:9 frame



Lower right positioning on A4 frame



OUR TYPEFACES*

Display font

Overview

The display font is used to show short distinct phrases echoing the values and characteristics of JustOne as a company.

It is also used as the logo font. Using both on a page creates a visual link between the message and logo.

**AVENIR NEXT
CONDENSED HEAVY**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 .?!"/&%**

**THE QUICK BROWN FOX
JUMPS OVER THE LAZY DOG**

Display font

Avenir in use

- Used for large text, short statements only
- Spark 1/3 to 1/2 of text height
- Optical or manual kerning
- Centrally aligned
- All Caps
- Leading set to be the same as font size
- One weight only

**SMALL
CHANGES
BIG IMPACT**



SPARK*
POSITIVE
CHANGE

SPARK*
POSITIVE
CHANGE

SPARK*
POSITIVE
CHANGE

Headline font

Overview

- Used for headings
- Sentence case

Source Sans Pro Bold

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789 .?!”/ & %

**The quick brown fox
jumps over the lazy dog**

Body font

Overview

- Used for general paragraph copy

Source Sans Pro Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 .?!”/ & %

The quick brown fox
jumps over the lazy dog

OUR COLOURS*

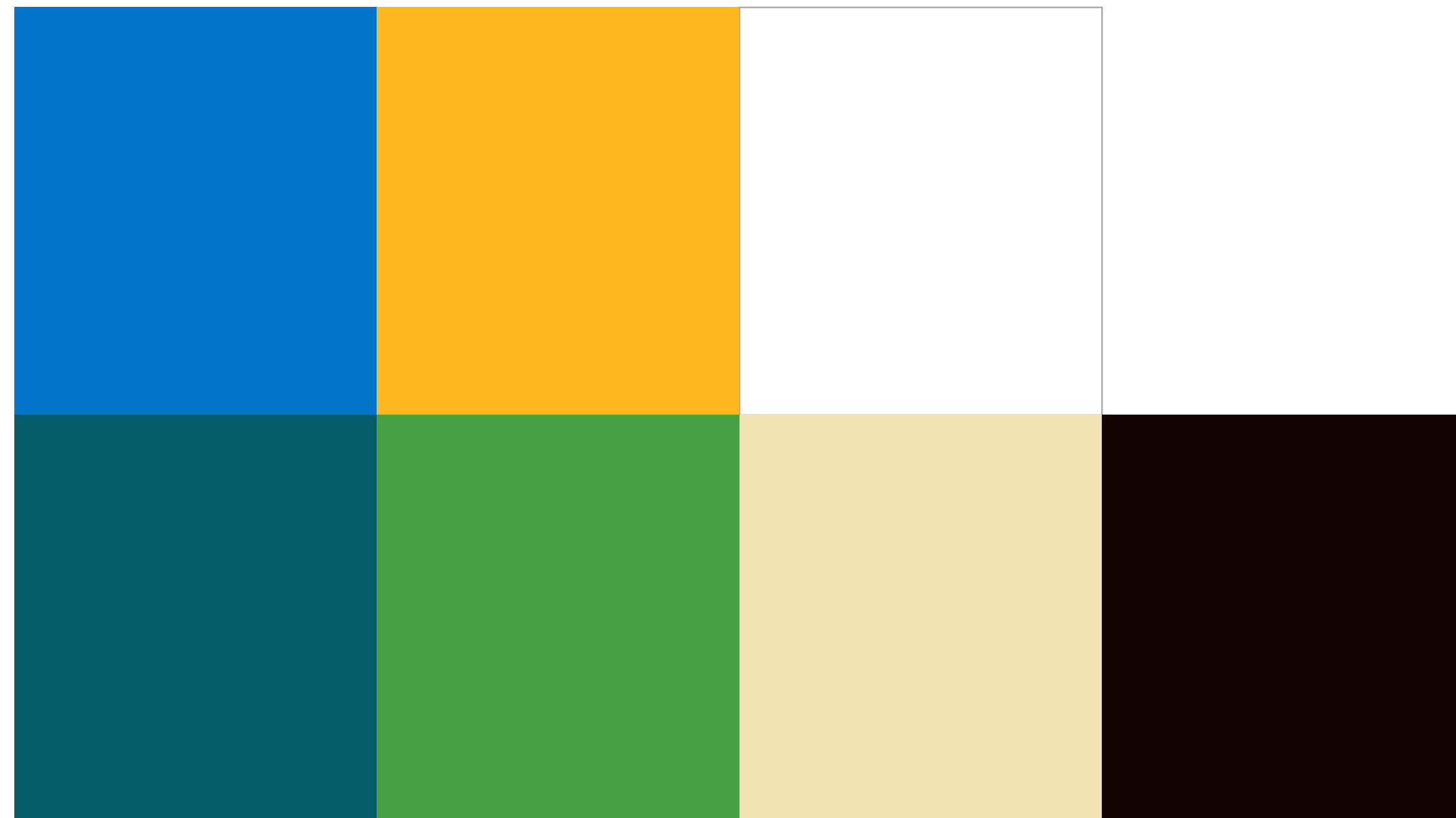
Colour Palette

We want to be bold and stand out from the crowd and we believe our colours do just that. Since JustOne's beginning orange has played an important part of our brand complimented by our secondary colours. We use these colours to strengthen the messages we are sharing, and where necessary we use specific combinations to catch a reader off guard.

Lead Colour



Secondary



Colour Palette

Breakdown

Blue

Pantone 3005 c

CMYK
100/40/0/0

RGB
0/117/201

#0075C9

Orange

Bright Orange c

CMYK
0/72/100/0

RGB
255/95/0

#FF5F00

Yellow

Pantone 1235c

CMYK
0/33/88/0

RGB
255/183/27

#FFB71B

White

CMYK
0/0/0/0

RGB
255/255/255

#FFFFFF

Jade

Pantone 5473 c

CMYK
88/41/45/32

RGB
3/92/103

#035C67

Green

Pantone 7738 c

CMYK
74/10/94/0

RGB
69/160/65

#45A041

Cream

Pantone 1235c

CMYK
8/9/38/0

RGB
241/228/178

#F1E4B2

Black

CMYK
40/60/40/100

RGB
0/0/0

#000000

Colour Palette

Accessible type colour for each background

Blue

Large type

Large type

Small type

Orange

Large type

Large type

Small type

Yellow

Large type

Small type

White

Large type



Small type



Jade

Large type

Small type

Green

Large type

Large type

Small type

Cream

Large type

Small type

Black

Large type



Small type



Colour Palette

Logo variations for each background colour.



*JUST
ONE.UK



*JUST
ONE.UK



*JUST
ONE.UK



*JUST
ONE.UK



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ONE.UK



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OUR GRAPHIC* DEVICES

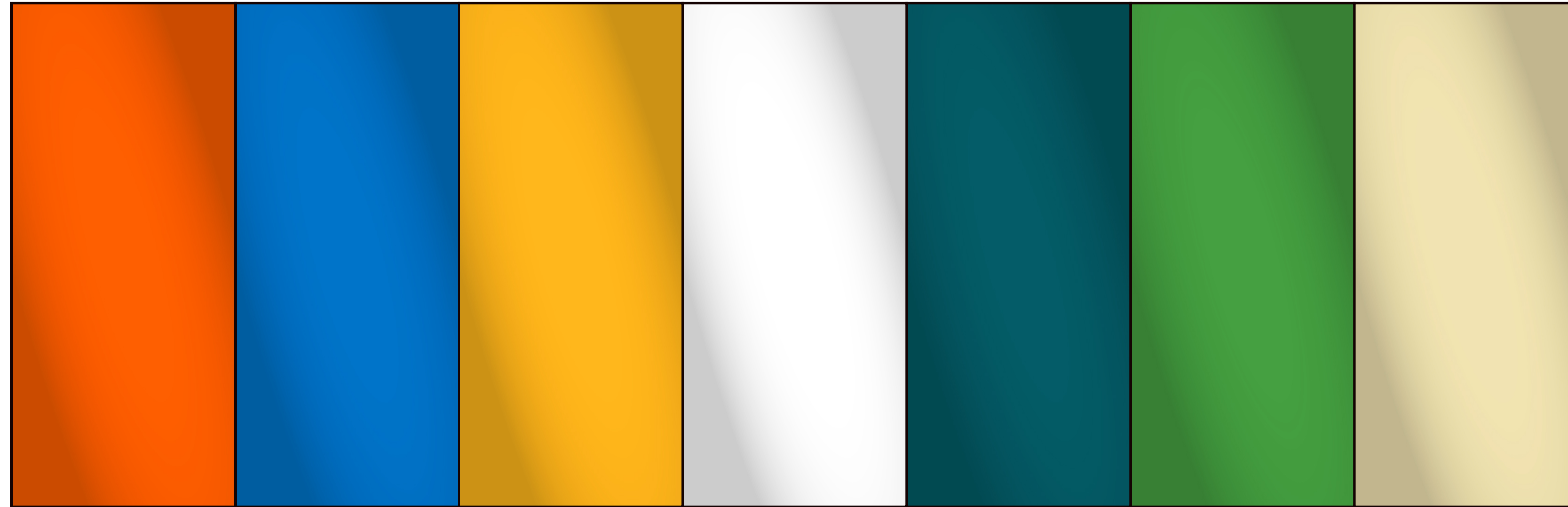
Gradients

Overview

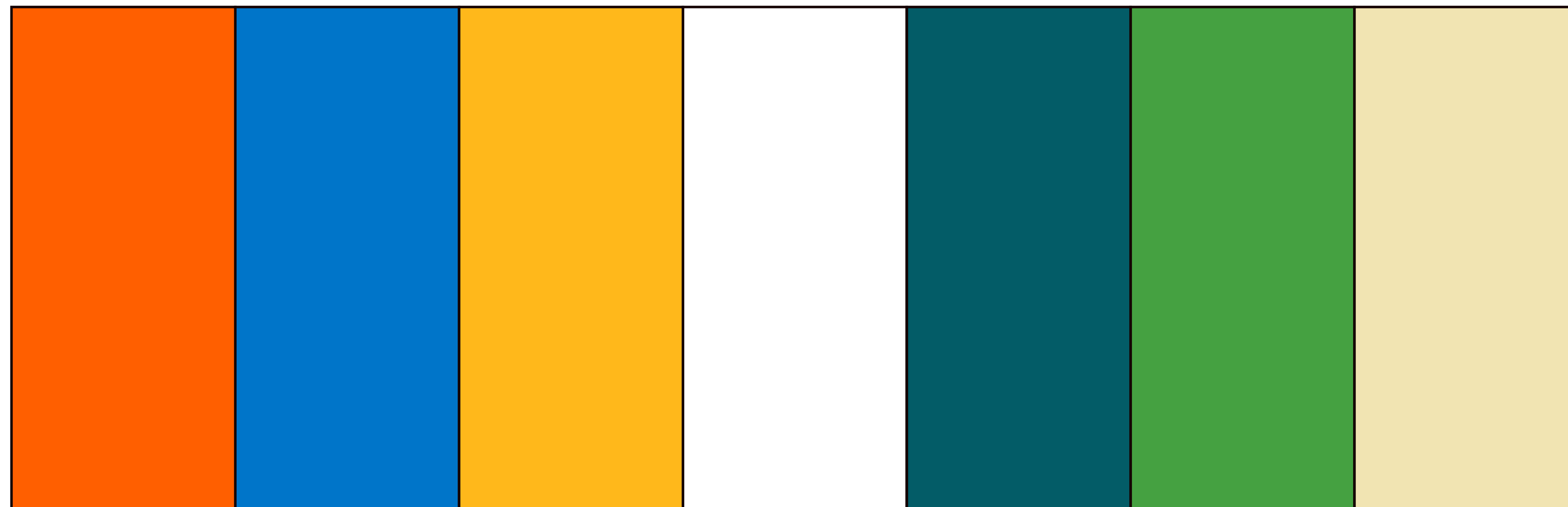
Gradients can be used to add depth to coloured backgrounds and to create more dynamic layouts. They are optional and should be used selectively to add emphasis. Less is sometimes more and using gradients for cover slides, report covers or chapters headers will have more impact than using on every page.

The brand blocks in the colours shown here can be used with or without the gradients.

With gradients



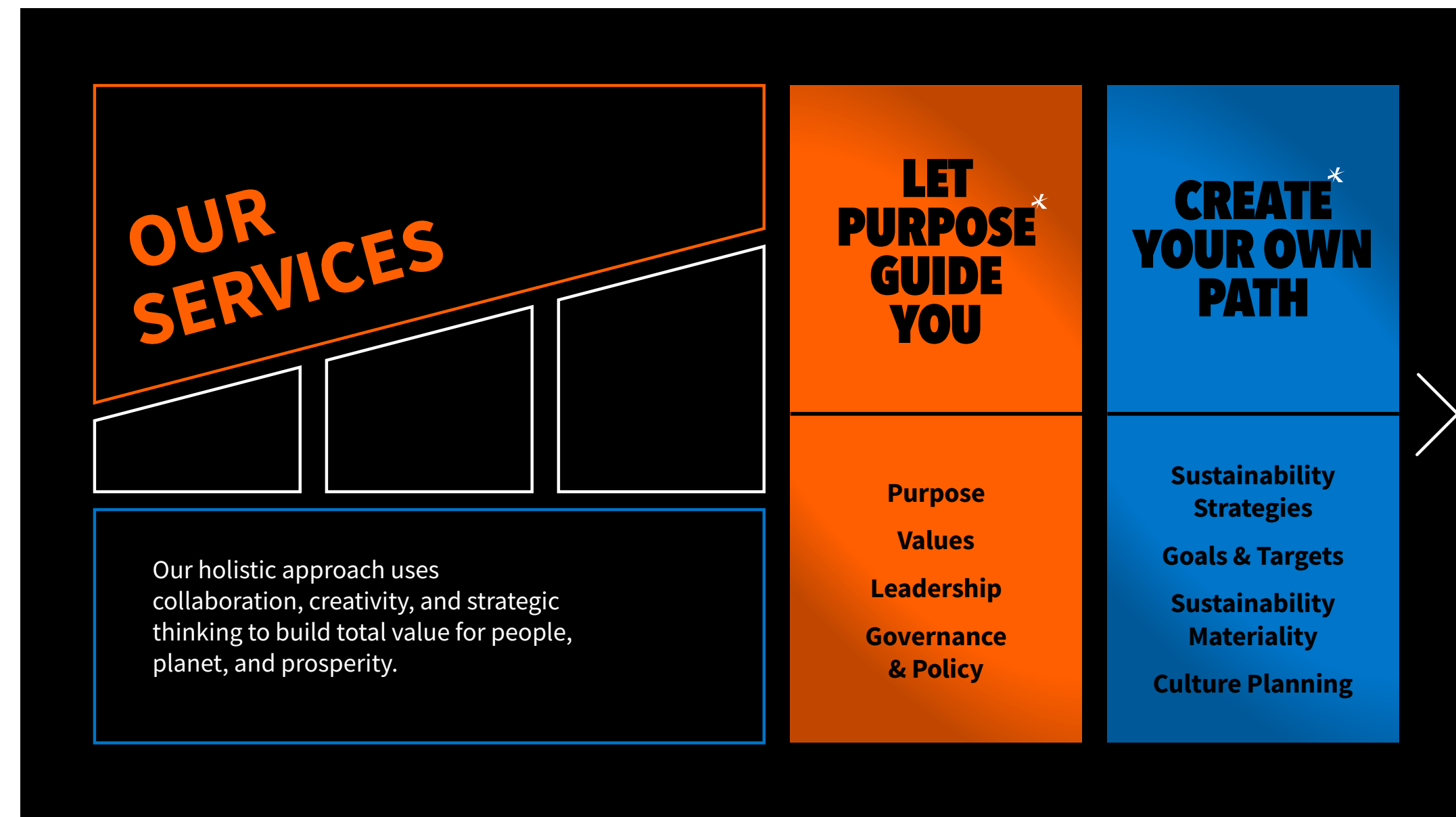
Without gradients



Frame Lines

Overview

The JustOne brand takes influence from comic books. To add a subtle reference to this structural lines can be used. Here are a couple of examples. One is using thin lines around the edges to contain the page and the other shows an angled grid to mimic panels in a comic book.



Frame black borders

Coloured blocks can be used to create different layouts. Black border lines are used to echo the panels of comic books.

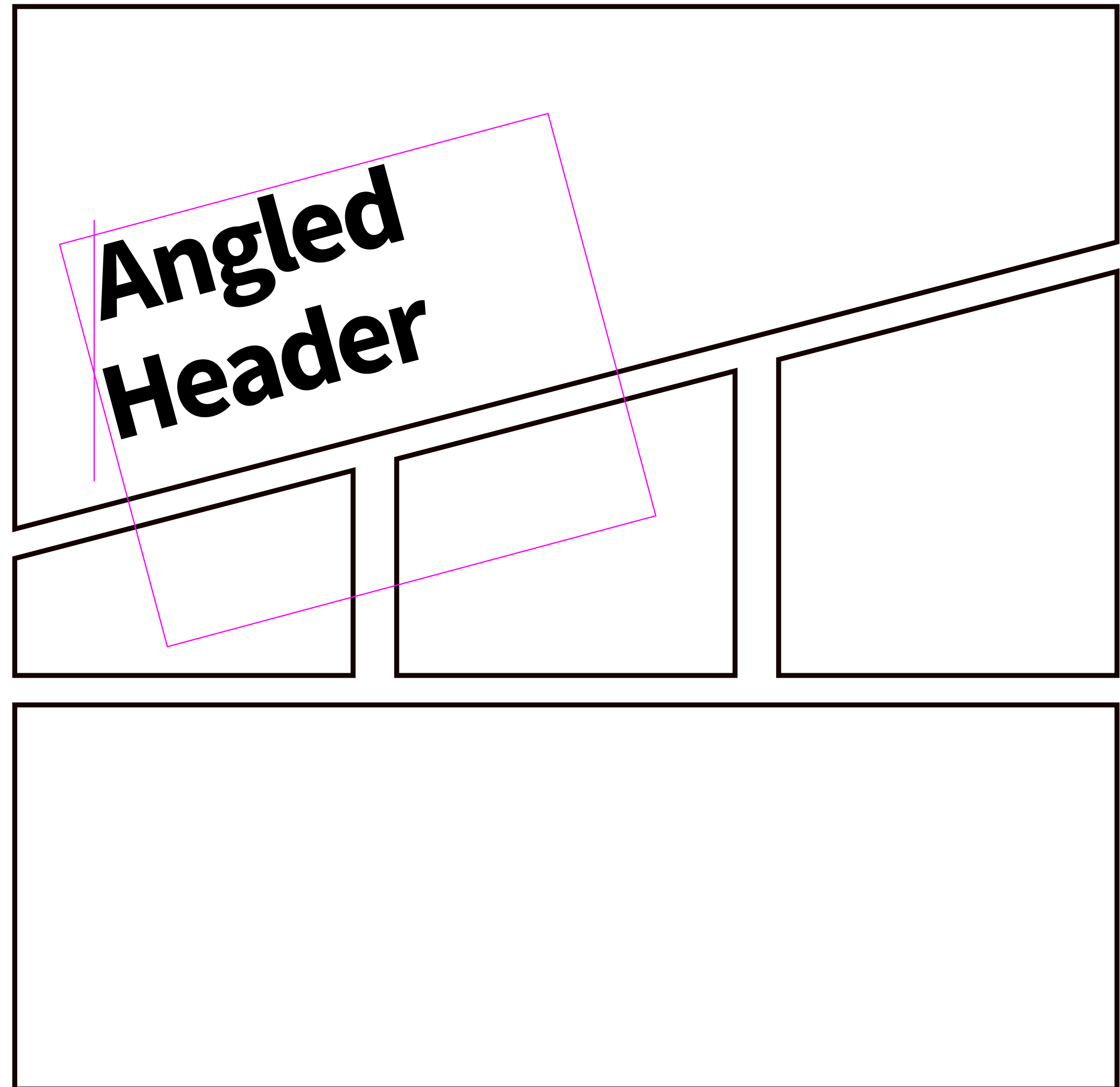


Angled Headers

Angled headers are used to create more dynamic, surprising and engaging layouts. Using the angled headers is optional and using them selectively on certain pages or slides will give additional impact to the brand design.

Angled type heading - 15 degrees

- Comic book reference
- Decorative element
- Use as a more dynamic header
- Can be used within the structural frame device



Spine header

The spine header graphic device provides an additional feature for use in reports, presentation and design layouts. The spine header is another nod to the comic book, headers are used here to function like the spine of a book.

2

OUR SERVICES

SPARK^{*}
POSITIVE
CHANGE

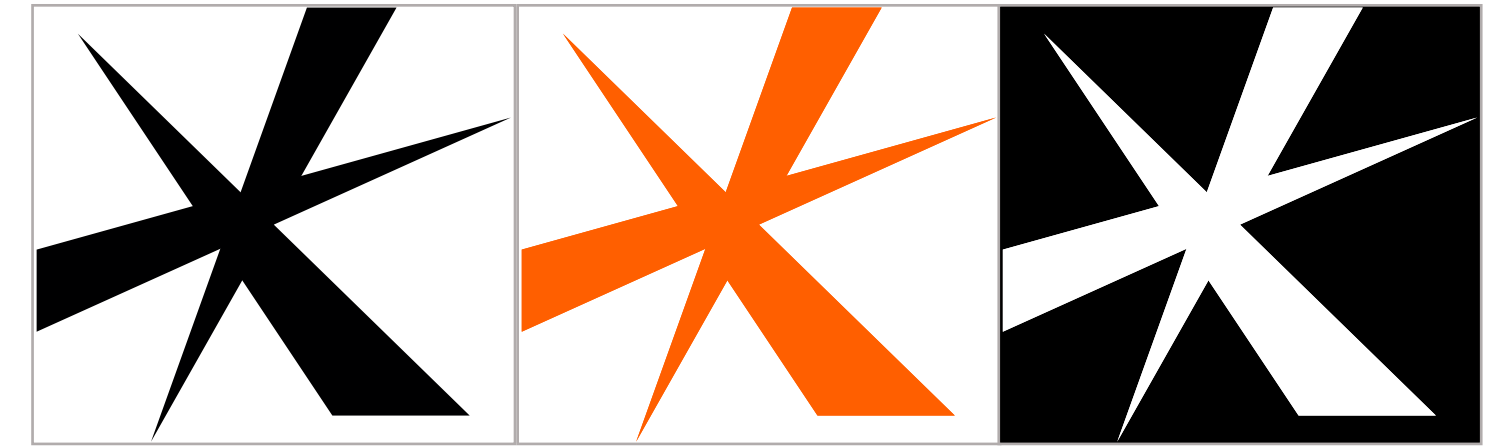
Spark as a background

The spark can be used as a decorative asset. Here it has been cropped and tinted as a shape within the background of the page.



BRAND ASSETS*

The logo without the spark can be used only if the spark features on the page as a separate element. The primary logo for use on covers and as a lead graphic is always the version with the spark.



Spark



Logo with Spark



Logo without Spark

With gradient

16:9
1920x1080px



Square
1080px

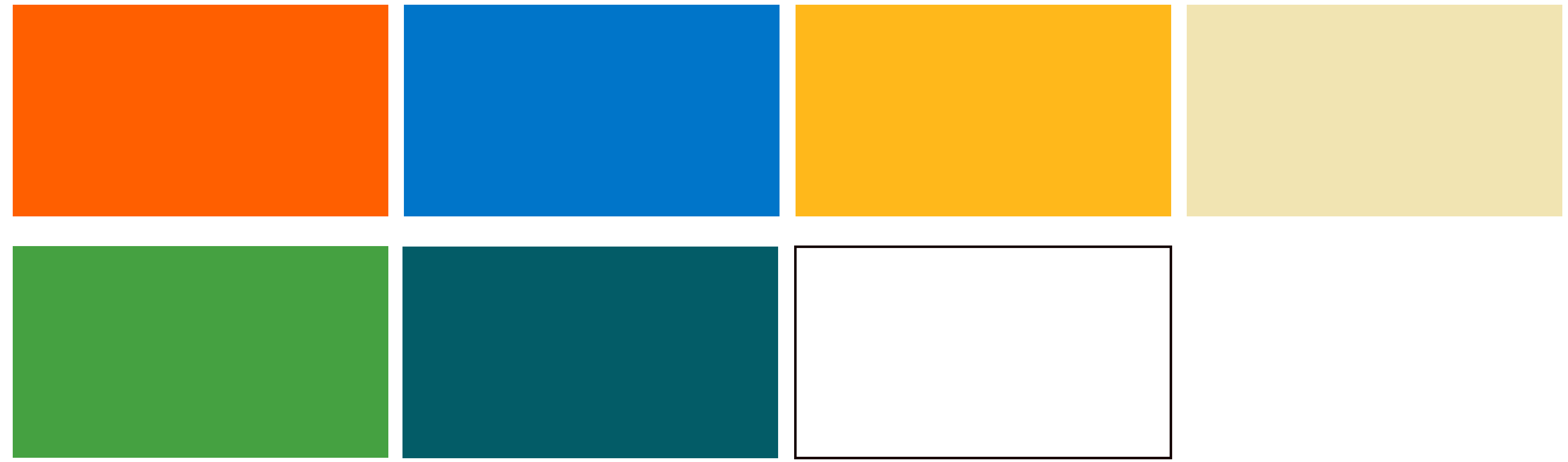


Column
480x1080px



Without gradient

16:9
1920x1080px



Square
1080px



Column
480x1080px



**THANK
YOU***

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