



FIFTH  RING

Brand guidelines

Fifth Ring Brand Guidelines

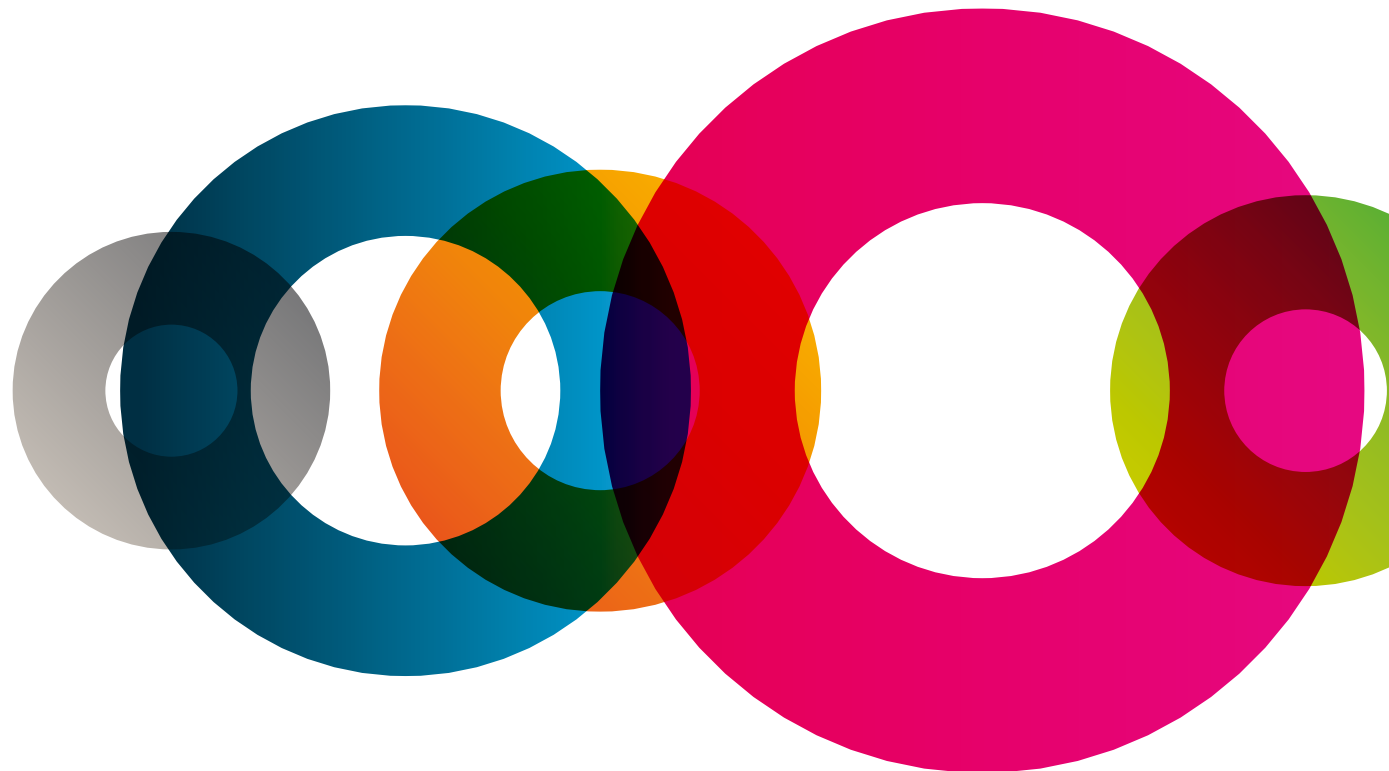
These guidelines should be followed with due care, to preserve the integrity of the Fifth Ring identity and maintain a consistent brand image.

The success and strength of the Fifth Ring brand depends on a consistent look across every item we produce. This guide has been produced to provide clear instructions on how to use our identity correctly. These guidelines must be followed and adhered to by all of us.

By co-operating in the use of these guidelines, you will reinforce the positive image of our company we communicate to our customers, business partners and not least, ourselves.

This guide will help as an aid when working on any Fifth Ring marketing collateral or when instructing commercial partners who may also be required to produce items using this identity.

For guidance of brand implementation and for branding and design services, please contact
Fifth Ring UK: +44 1224 626288.





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The name

Fifth Ring derives its name from Miyamoto Musashi's 'The Book of Five Rings'.

A booklet explaining Musahi's philosophy is available from Fifth Ring and is also explained on our website:

<https://www.fiftring.com/about-us>

Fifth Ring



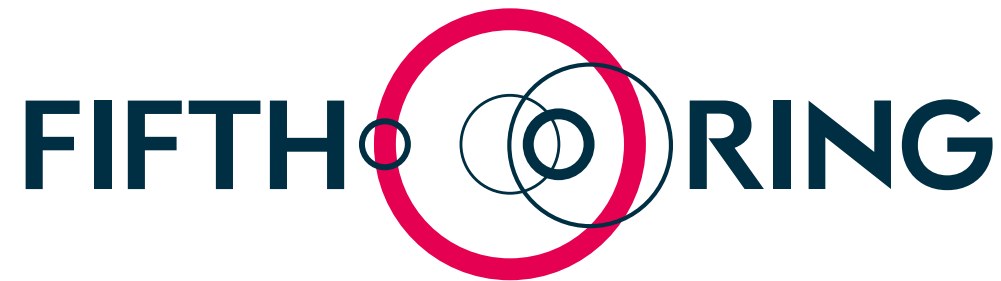
The logo

The Fifth Ring logo is a critical element that represents the company, and may not be altered or distorted in any way.

Please follow these guidelines closely when applying the logo to all forms of communication, internally and externally.

The logo should be reproduced in colour where possible, and should appear as a positive version on a white background.

Always ensure you are using the correct master logo files.



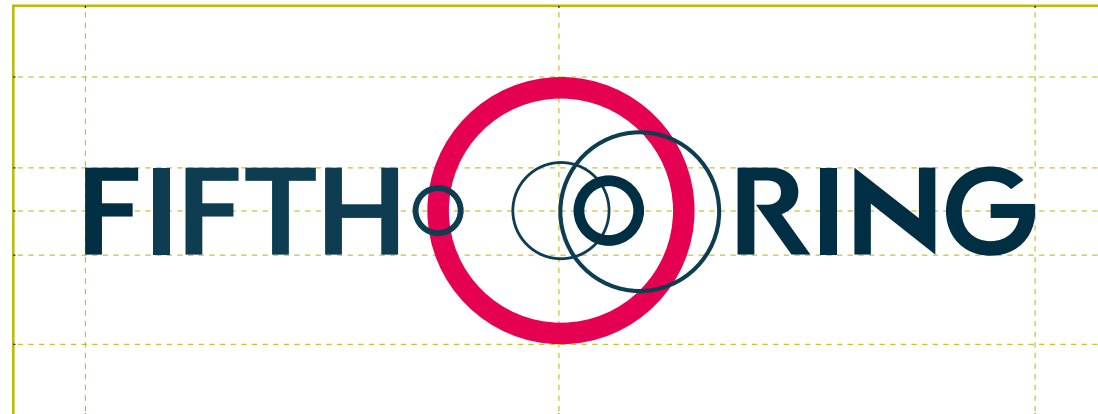
The logo

Clear space and minimum size for logo

The logo must always have a reasonable amount of white space around it in order to avoid visual conflict and interference from other graphic elements. The free space area is defined by using the cap-height of the word 'Fifth Ring' as a fixed measurement.

The minimum size permitted offline for all printed communication is 30mm wide.

For all online and digital screen-based applications, the minimum size of the logo is 150 pixels wide.



For Print: 30mm wide



For Screen: 150 pixels wide

The logo

The logo on a background

The logo may appear on a light or dark background, however the reverse version of the logo should be used when appearing on a dark background.

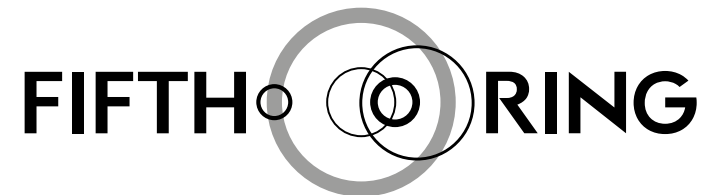
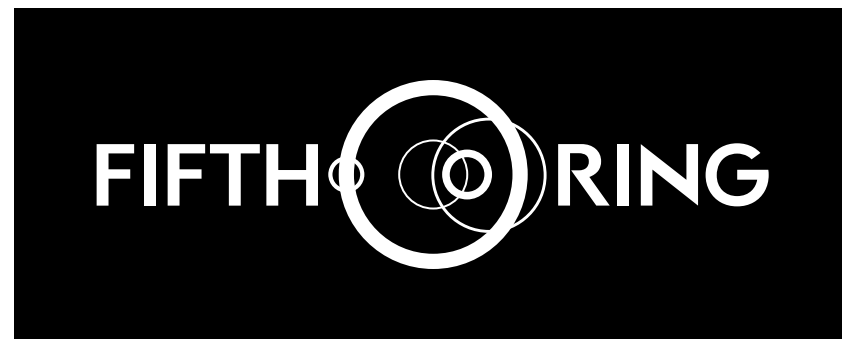
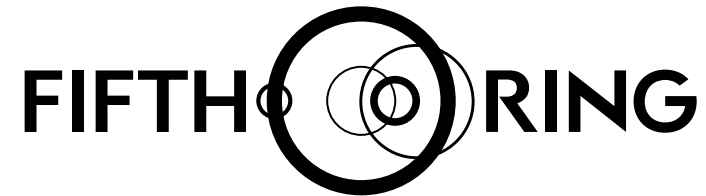
If the logo appears against a coloured background that is not dark, an all-white version of the logo should be used.



The logo

Mono logo

If colour is unavailable the monochrome version is to be used. The logo can also appear reversed out white of a solid monochrome background. It may also be used as a greyscale where good reproduction quality is possible.



The logo

Logo misuse



✘ DO NOT use the incorrect logo type for its application (depending on its background colour).



✘ DO NOT stretch or distort the logo disproportionately.



✘ DO NOT alter, apply effects or add new elements to the logo for any reason.



✘ DO NOT place the logo against a part of an image with complex details.



✘ DO NOT crowd the logo. Always respect the clear space zone around the logo and keep it clear of text or images.

Colour

Primary colours

The Fifth Ring colour palette is drawn from the Book of Five Rings and provides a set of colours that can be used in a wide range of combinations to support our visual image in a way that is consistent but flexible. Our core colour has been retained as the representation of Fifth Ring: Intuition. Each of the other four colours aligns to the remaining four rings: learning, creativity, energy and analysis.



LEARNING

PMS 7744 C

C=18, M=0, Y=98, K=10

R=186, G=188, B=22

Hex BABC16



CREATIVITY

PMS 3035 C

C=100, M=30, Y=19,

K=76 R=0, G=62, B=81

Hex 003E51



ENERGY

PMS 130 C

C=0, M=32, Y=100, K=0

R=242, G=169, B=0

Hex F2A900



ANALYSIS

PMS Warm Gray 2 C

C=6, M=7, Y=10, K=11

R=203, G=196, B=188

Hex CBC4BC



INTUITION

PMS 206 C

C=0, M=100, Y=50, K=0

R=206, G=0, B=55

Hex CE0037

Gradients

Colour gradients may be used in conjunction with our 'ring' graphic device. These can then be combined together in layers using the 'multiply' filter to create striking colour combinations and enliven our corporate identity. Always use the correct colour breakdowns to create any gradients.



Colour 1:



C=18, M=0, Y=98, K=10
R=186, G=188, B=22
Hex BABC16



C=100, M=30, Y=19, K=76
R=0, G=62, B=81
Hex 003E51



C=0, M=32, Y=100, K=0
R=242, G=169, B=0
Hex F2A900



C=6, M=7, Y=10, K=11
R=203, G=196, B=188
Hex CBC4BC



C=0, M=100, Y=50, K=0
R=206, G=0, B=55
Hex CE0037

Colour 2:



C=72, M=0, Y=88, K=0
R=59, G=178, B=75
Hex 3BB24B



C=73, M=14, Y=0, K=0
R=9, G=168, B=226
Hex 09A8E2



C=0, M=76, Y=87, K=0
R=237, G=90, B=41
Hex ED5A29

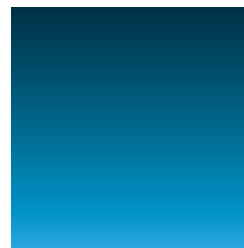


C=55, M=44, Y=41, K=27
R=109, G=110, B=113
Hex 6D6E71



C=5, M=92, Y=0, K=0
R=240, G=1, B=148
Hex F00194

Resulting gradient:



Typefaces

Primary typeface

The Area Normal family is the primary typeface, to be used for all forms of external business communications. The Area Normal font is available on Adobe Fonts via an Adobe Creative Cloud subscription.

Area Normal Thin

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 0123456789

Area Normal Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 0123456789

Area Normal Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 0123456789

Area Normal Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 0123456789

Area Normal Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 0123456789

Area Normal Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 0123456789

Area Normal Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 0123456789

Typefaces

Substitute typeface - Aptos (Microsoft)

If the Area Normal font is not available for any reason, Aptos should be used. Aptos has been selected as a universally available substitute. Please use the Aptos font for all internally produced communications. Typically these will be created in-house using software such as Word™ and Power Point™.

Substitute typeface - Red Hat Display (Canva)

Red Hat Display should only be used in Canva, where both Area Normal and Aptos are not available to be used.

Aptos Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 0123456789

Red Hat Display Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 0123456789

Red Hat Display Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 0123456789

Red Hat Display Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 0123456789

Red Hat Display Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 0123456789

Tone of voice

Here it is. The word according to Fifth Ring.

All copy written for Fifth Ring, including press releases, proposals, marketing collateral, the website, Frank and Five must be in line with this style guide.

American and UK English

Employ UK English rather than American English as the norm for all Fifth Ring corporate communications. However, American English is acceptable when it is suitable to the market you are operating in.

For example, Five magazine will always be written in UK English, but an American award entry can be written in American English.

When naming currency, use American dollars for international publications, expressed as US\$10, US\$10million.

Other currencies including UK pounds (£10, £10million) and Singapore dollars (SGD10, SGD10million) should be used when required, depending on the marketplace.

Tone of voice

The English language is continually evolving. What was frowned upon 10 years ago, is often acceptable today. It is fine to start a sentence with 'And'. The split infinitive has its place too. (Split infinitives happen when you put an adverb between to and a verb.)

For example:
She used to secretly admire him.
You have to really watch him.

If it makes sense, it's also acceptable to finish a sentence with a preposition: the people we were meeting with, instead of: the people with whom we were meeting.

Before writing, choose a tone appropriate to the channel and the audience, maintaining a professional and genuine quality throughout.

Measurements

Distance measures should be appropriate to the geographical location. Typically metric, with the exception of miles in the UK. Kilometres, metres and centimetres can simply be introduced as km, m and cm. Use closed-up to the figure, such as 10km, 10m, 10cm.

Weights should be used in metric, such as 10kg, 10g, 10 tonnes.

The energy industry has plenty of its own measures and there is not as much consistency as you might think. The golden rule is to keep it simple and spell out measurements with the acronym in brackets on first use, but use the acronym thereafter.

For example, million barrels of oil equivalent per day (mmboc/d).

Copy style

By following common style conventions we will ensure our writing is consistent across all our internal and external communications.

Numbers

Numbers 1-9 should be written as one to nine. From 10 upwards they should be written as 10, 11, 12, 13 and so on. However, sentence-initial numbers must always be written out in full.

Dates should always be expressed as 19 January 2010, except in the USA where the month should precede the date, for example January 19 2010.

Where possible do not use abbreviated versions of the date.

Names

Fifth Ring (and all other organisations) should always be referred to in the singular, for example 'Fifth Ring is' rather than 'Fifth Ring are'.

Where a person's name is introduced, use first name followed by surname (John Smith). Thereafter:

- In external communication use title and surname, except where the key media house style dictates otherwise. So, Ian Ord becomes Mr Ord. Avoid points between or after initials (JW Smith, not J.W. Smith)

- In internal or more informal external communication, use first name only (Ian). So Ian Ord becomes Ian.

Place-names are a sensitive subject. Try to use the local way rather than assume that the English way is correct. An example is Conwy (Welsh) versus Conway (English).

Capital letters are often over-used. They should be used for people's names, in some titles (see below), organisation names and places. Initial capital letters should not be used throughout a headline, nor when using common nouns.

'Fifth Ring copy style guide'

'We went to visit the Gordon Highlanders Museum on Tuesday'

'The cafe in the museum was very busy today'

Corporate titles such as chief executive officer (CEO), vice president (VP) and managing director (MD) are well enough known in the corporate world to be abbreviated. All other titles must be written in full, using lower case.

Government titles such as president, prime minister and energy minister should be in lower case, unless used in a title, for example President Biden.

Hereditary titles such as King, Queen and Prince must be capitalised.

In published copy, avoid short-forms such as i.e. and e.g. Instead use the full terms: 'that is', and 'for example'. Do not use etc/et cetera in a sentence, instead

use specifics. Short versions are only acceptable on internal documents such as contact reports.

The ampersand (&) should not be used unless specified in an organisation's name. The rules can be bent just once however, when describing the industry - oil & gas. But only do this if you really have to.

Use the % symbol instead of writing the word percentage.

Use either 'marketing communications' or 'marcomms', but not 'marcoms'.

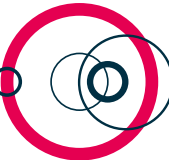
Short-Form

When an organisational name is routinely reduced to an acronym such as BBN, spell it out in full first followed by the acronym in brackets. For example Business-to-Business Network (BBN). Thereafter refer to as BBN.

Similarly, service units, names of processes and other similar industry terms should be written out in full the first time they are used; introduction with an acronym is not acceptable. As an example, Brand Asset Management (BAM) should be written out in full on its first usage.

Points presented in lists by bullet symbols should not have full stops at the end of each line.



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