



PART OF THE METROPOLIS GROUP

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# BRAND GUIDELINES

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V03



# COMPANY INTRODUCTION.

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## BRAND GUIDELINES

These guidelines describe the visual and verbal elements that represent emap's corporate identity.

This includes our name, logo and other elements such as colour palette, typography and other assets.

Sending a consistent and controlled message of who we are is essential for presenting a strong, cohesive image of our company.

Each of us is responsible for protecting the company's interests by preventing unauthorised or incorrect use of the emap name or branding.

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# 01 BRAND HISTORY.

emap is a company with an incredibly rich and proud history spanning back over 100 years.

It is important as we go through these day-to-day business practices, we respect and remember the history emap was built on.

emap was founded in 1887 by Sir Richard Winfrey, as a collection of newspaper and magazine titles in the Midlands, initially named 'East Midlands Allied Press'. A distinguished history, the next thirty years would see the brand encompass media brands from across the UK, and the name 'emap' adopted in 1947.

In 2017, emap was purchased by Metropolis International.

Metropolis specialises in business and consumer media, and operates its main operations under two names:

1. emap - the name given for its collection of B2B brands and;
2. Diamond - the name given to the division responsible for its niche B2C media collection

Metropolis was established in 1994 and started with a handful of entrepreneurs working from a room in West London. Now, it is one of the UK's leading niche media owners and employs over 450 people. The business has offices in West and Central London, Croydon, Bolton, Dublin, and Chester.

## OUR BRANDS

Our unrivalled relationships with key decision makers give our customers essential access, insight and recognition. All our brands hold unique positions in the heart of influential communities.

44

B2B and B2C brands

112

industry awards and conferences each year

32m

users visit our websites each year

71m

e-newsletters are opened each year

190

magazine, conference and award websites

£80k +

raised for charity per year through our events

3.3m+

social media followers across all brands

## 02 MISSION & VALUES.

The mission of emap clearly communicates our purpose and objectives in the media industry as well as how we plan to serve our audience.

Our values underpin everything that we do. It is important these values are represented in our work, through our brands, and in our people.

### MISSION

Our mission within media is to engage deeply with our niche industry communities across multiple platforms, serving our audiences with insightful journalism, great events, and the information, intelligence and networking connections with peers and suppliers to enable them to successfully develop their businesses and careers.

### VALUES

emap is a B2B content, subscription & networking business. We connect influential people and organisations to a high-value network of decision-makers, data and ideas through our industry-leading portfolio of brands. We pride ourselves on 4 main points:



#### COLLABORATIVE AND BRAND FOCUSED

Collaborative and focused on brand, we work together across disciplines in empowered teams.



#### COMMITTED TO EQUAL OPPORTUNITY

emap fosters diversity, fairness, mutual respect and is committed to providing equal career development opportunities to all.



#### EFFICIENT

We work with people who like getting things done, who are straightforward, non-political, not afraid of the details, and who roll their sleeves up.



#### ENTREPRENEURIAL

To us this means innovative, profit-orientated and non-bureaucratic. We value people who want to make a difference - and encourage them to do just that.

# 03 VISION.

The vision of emap refers to the ideas behind the brand that help guide our future.

It is essentially what we do today and what we are going to do tomorrow to help shape emap as a company.

emap's vision is, quite simply, to create long-term profitable futures for the fantastic range of B2B brands we own. We aim to:

- Engage deeply with our niche industry communities across multiple platforms.
- Serve our audiences with insightful journalism, great events and intelligence.
- Provide networking for our communities to enable them to successfully develop their businesses and careers.



# 04 COLOUR PALETTE.

Colour plays an important role in emap’s corporate identity. The primary red colour is our signature, and represents the brand everywhere.

Consistent use of these colours contributes to the cohesive and harmonious look of the emap brand identity across all media and it is vital we stick to this.

R237 G39 B36	R88 G88 B90	R0 G0 B0	R237 G237 B237
CMYK 0.97.100.0	CMYK 0.0.0.80	CMYK 20.20.20.100	CMYK 0.0.0.10
HEX EC2624	HEX 585859	HEX 000000	HEX EDEDED
RED PRIMARY	GREY SECONDARY	RICH BLACK PRINT	LIGHT GREY BACKGROUND

# 05 TYPOGRAPHY.

Typography is a primary form of branding that our customers will see on everything emap and its important we keep this consistent.

There is a typographical hierarchy that we need to stick to, ensuring the most important words are displayed with the most impact for the user.

When using the word ‘emap’ anywhere, you must **always** type the whole name in lowercase. Under no circumstance should it ever be in all capitals or have a capital at the start. If you are typing out the full name of the company, it would be emap Publishing Limited.

- ✗ EMAP
- ✗ Emap

## Swiss 721 Heavy BT

This font is only ever used in the emap logo and should not be used in any other form of communication.

Swiss 721 Heavy BT

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

1234567890  
,.:”+ -\_@&%#

## Soho Gothic Pro Medium

This is the font we predominantly use for any emap communication, with the medium version being used for the header text.

Soho Gothic Pro Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

1234567890  
,.:”+ -\_@&%#

## Soho Gothic Pro Light

This should be used in the main body of text in anything coming from emap, unless it can’t be used on digital for example.

Soho Gothic Pro Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

1234567890  
,.:”+ -\_@&%#

# 06 COMPANY LOGO.

Our logo is the building block of our corporate identity, and is the primary visual element that represents us.

The logo is a combination of a shaped background with text for the company name. They are fixed together and should never be changed in any way.

## LOGO COLOURS

Red is the only colour variation of the logo.

If for some reason you cannot use colour in the print, then these two black and grey versions are acceptable to use.



When there is a red background, you should always use the white-out version of the logo.



When there is a black background, you should always use the white-out version of the logo.



**RED**  
CMYK - 0.97.100.0  
RGB - 237.39.36  
HEX - ec2624



**GREY**  
CMYK - 0.0.80.0  
RGB - 88.88.90  
HEX - 585859



**RICH BLACK**  
CMYK - 20.20.20.100  
RGB - 0.0.0  
HEX - 000000

## TYPES OF LOGO

### MAIN

This logo should be the main logo used company wide and by external agencies, some examples might be:

- Email Signatures
- Business Cards
- Marketing Materials
- Social Media

Print minimum size 5mm  
Digital minimum size 20mm

### STRAPLINE

This version of the logo should **only** be used in more corporate uses of the logo, for example:

- Official Documentation
- HR Documents
- Finance Documents
- Legal Documentation
- Letterheads
- Business Cards

Print minimum size 10mm  
Digital minimum size 40px



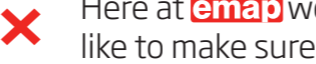
## INCORRECT USE OF LOGO



Do not distort or warp the logo in any way



Do not add any form of drop shadow to the logo



Do not use the logo in any body of text



Do not rearrange any part of the logo



Do not rotate the logo



Do not change the colours of the box



Do not change the colours of the text



Do not apply any form of gradient to the logo



Do not outline or create a keyline around the logo



Do not change the fonts used within the logo

## EXCLUSION ZONES

The logotypes should be surrounded by a minimum of space.

This area of isolation ensures that text or other visual elements do not encroach on the logo.

The area is defined by using the x height of the logo.



## EXCEPTIONS

The only time there may be exceptions to the rules for the emap logo is if we change it or create a new one to show our support for certain causes, religious holidays or global events.

If the logo is changed at all, it should always come internally from the emap marketing department. If you need a logo creating please email - [emapmarketing@emap.com](mailto:emapmarketing@emap.com).



# 07 EMAIL SIGNATURES.

There are various brands underneath the emap umbrella, but we still need to represent emap in the correct way.

When talking from a brand perspective, start off the signature with your brand as the leading logo, then have the default emap signature at the end.

## EMAIL - NON-BRAND SPECIFIC

Name, Title and Magazine should be set to:

Font Calibri  
Font Style Bold  
Colour Grey  
Size 11pt

XXXXXXXXXXXXXXXXXX,

XXXXXX

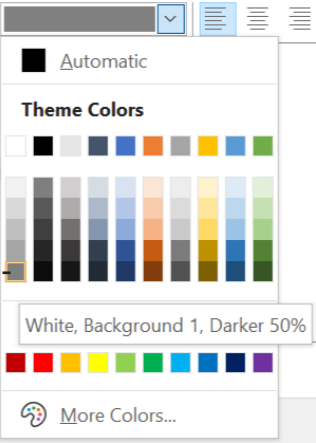


Name Surname | Job Title | Magazine  
emap | Address 1 | Address 2 | Address 3 | Address 4 | Postcode  
T: XXXXXXXXXXXXXXXXXXXX | M: XXXXXXXXXXXXXXXXXXXX  
E: [XXXXXXXXXXXXXXXXXX](#)

Contact details to be set to:

Font Calibri  
Font Style Regular  
Colour Grey  
Size 11pt

The colour of the footer text should always be this grey:  
White, Background 1, Darker 50%



Please contact [emapmarketing@emap.com](mailto:emapmarketing@emap.com) to get an email signature template to ensure these conform to the standard.



PART OF THE METROPOLIS GROUP

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13-15 Bouverie Street,  
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Croydon, CR0 1XG

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**Website**

[www.emap.com](http://www.emap.com)

**Twitter**

[@emapPublishing](https://twitter.com/emapPublishing)

**LinkedIn**

[www.linkedin.com/company/emap/](http://www.linkedin.com/company/emap/)