



# BRAND GUIDELINES

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PART ONE

# THE BRAND

SQP

CANARY WHARF



# NEW POSITIONING

The updated positioning for SQP aligns the themes of playfulness and luxury hotels, with the waterside location of Canary Wharf.





What makes SQP different?

The positioning statement for SQP helps to align the marketing strategies with its brand identity and value proposition, providing a baseline for comparison.

The positioning statement is for internal use only and is not customer facing.

# WHERE JET-SETTERS LAND

People who buy in Canary Wharf are not there to retreat; they’re constantly advancing, capitalising, and maximising on life’s exciting opportunities.

SQP caters to these maximalist lifestyles. Its vast suite of amenities, popping social scene, and location in one of the world’s leading business districts make it a truly tantalising place to land.

Here, the city is our residents’ playground. With City airport around the corner, a world of quayside amenities on the doorstep, and luxury, hotel-style living behind closed doors.

It is a resort residence with a difference. Not quite a hotel, yet so much more than just a home.

Why work, rest and play, when you can just play?



The tone of voice encapsulates the SQP language, attitude, and personality. It defines how the SQP interacts with its audience, conveying its values, culture, and overall identity through written and spoken expressions.

## SOUTH QUAY PLAZA’S TONE OF VOICE IS...

### POWERFUL

Status is no longer about the price tag – it’s all about how your lifestyle makes you feel. And at SQP, you feel on top of the world.

‘An address that makes you feel unstoppable.’ language that evokes power and ambition | bold headings | references Canary Wharf’s impressive credentials.

### TANTALISING

Admired by many, home to a select few. What does this glittering lifestyle look like behind closed doors? Now is your chance to step inside and find out.

‘Imagine having one of world’s leading business districts at your feet.’ invites the reader in with a direct ‘you’ | language of possibility and aspiration.

### PLAYFUL

This is where Canary Wharf goes out of office to put ‘play’ back in work and play.

‘It’s time for a new work-play balance.’

Leisure takes centre stage | conversational language | work lingo playfully reinvented.



## 2 TONE OF VOICE BRAND NARRATIVE

When the tone of voice is fused with the positioning statement it results in the creation of a customer-facing message that resonates with the target audience. This harmonious combination ensures that the brand's identity, values, and key messaging are effectively communicated to customers.

**WITH FIVE STAR FACILITIES, LONDON ON YOUR  
DOORSTEP AND EVERY CONVENIENCE MOMENTS AWAY.  
YES IT'S LUXURY,  
BUT LUXURY HAS BECOME ORDINARY.  
WE ALL EXPECT MORE. MORE FUN, MORE LIFE , MORE  
CONNECTIONS, MORE MOMENTS OF THE UNEXPECTED.  
WE KNOW IT'S OUT THERE WE JUST NEED ACCESS.  
LIVING AT SQP YOU CAN...**



**2      TONE OF VOICE**  
**2.1    BRAND NARRATIVE - STRAPLINE**

When the tone of voice is fused with the positioning statement it results in the creation of a customer-facing message that resonates with the target audience. This harmonious combination ensures that the brand's identity, values, and key messaging are effectively communicated to customers.

# UNLOCK THE UNORDINARY



# BRAND HIERARCHY

The SQP master logo is a key part of our brand identity and establishes it as a trusted mark that represents Berkeley quality.

The master logo should not be altered. It has been carefully designed to retain the brand integrity across different media and applications.



Master brand

HARCOURT  
GARDENS

Phase

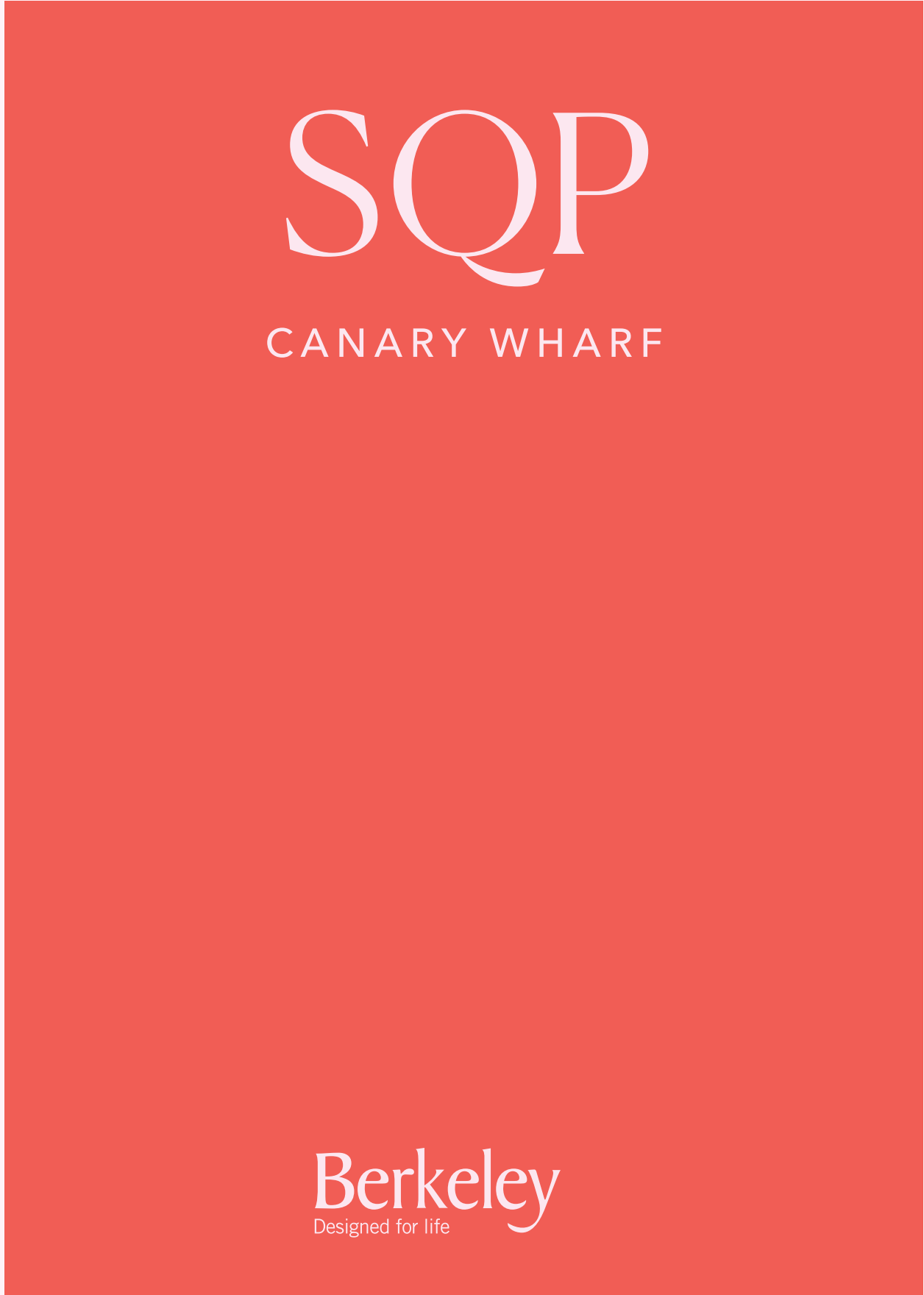


# BRAND HIERARCHY

When talking about SQP the Mater brand should take priority on collateral.

When talking about a Phase, the Phase name should take priority with the Master brand and Berkeley logos acting as endorsers.

MASTER BRAND FIRST HIERARCHY



PHASE FIRST HIERARCHY





PART TWO

# SQP GUIDELINES

SQP

CANARY WHARF



# LOGOS

MASTER LOGO - VERMILLION

The master logo will be used across all brand materials such as the website, flyers, business cards and letterheads.

The master logo should not be altered. It has been carefully designed to retain the brand integrity across different media and applications.

SQP  
CANARY WHARF



# LOGOS

**MASTER LOGO - PINK PUTTY**

The master logo will be used across all brand materials such as the website, flyers, business cards and letterheads.

The master logo should not be altered. It has been carefully designed to retain the brand integrity across different media and applications.

SQP  
CANARY WHARF

# VARIATIONS

There are different versions of the logo.

**UK MASTER LOGO 1**

Where the audience is familiar with the SQP brand the UK master logo 1 should be used.

**UK LOGO 2**

In the UK where the audience is less familiar with the brand UK logo 2 should be used.

**ONSITE LOGO**

For use onsite only.

**INTERNATIONAL LOGO**

For overseas use the International logo.

SQP

CANARY WHARF

UK Master logo 1

SQP

CANARY WHARF  
LONDON

UK logo 2

SQP

Onsite logo

SQP

SOUTH QUAY PLAZA  
CANARY WHARF

International logo



# CLEAR SPACE

The SQP logo must always have an exclusion zone to allow the logo space.

No other imagery, copy or brand elements should be positioned within these parameters, to allow the logo the space to stand out as a key brand signpost.

The parameters of the exclusion zone are defined by the S of the 'SQP logo'.



# BRAND & DIGITAL

The master logo should not be altered. It has been carefully designed to retain the brand integrity across different media and applications.

The colourways here show versions suitable across digital and print. Additional versions are available for print usage and shown on the following page.



Pink Putty + Vermilion



Vermilion + Pink Putty



Vermilion + white



Pink Putty + black



PRINT  
ONLY

These additional colourways should be used on print materials only. The use of the gold foil and gold ink is restricted to certain high value print items in order to elevate appropriate\* collateral.

Monochrome logos may be used when printing can only be produced in black and white.

\*Gold foil should never be visualised as faux metallic (for example, in print advertising)



Gold + imagery



Gold + putty pink



Gold + white



Gold + black



White + black



Black + white

# PLEASE DON'T

The master logo should not be altered. It has been carefully designed to retain the brand integrity across different media and applications.

Although not an exhaustive list, the examples here show what not to do are simply examples and not an exhaustive list.

- 1 DON'T change the brand colours
- 2 DON'T use the logo in keyline
- 3 DON'T distort the logo's proportions
- 4 DON'T use the logo with drop shadow



1



2



3



4



# PHASE BRAND

The Phase brand logo should not be altered. It is based on Founders Grotesk Regular set to 100 tracking.

When collateral is Phase specific, the Phase logo should take priority over the SQP logo.

Do not use the gold version online, ensure that when using the gold version it is in either metallic ink or foiled.

HARCOURT  
GARDENS

black + vermillion

HARCOURT  
GARDENS

White + black

Vermilion + pink putty

HARCOURT  
GARDENS

Gold + white

HARCOURT  
GARDENS

HIGHLIGHT COLOUR

METALLIC GOLD

PMS 871C METALLIC  
FOILCO 6123 COASTAL GOLD

SECONDARY COLOUR

VELVET

PMS 4695C(90%)  
CMYK C17 / M67 / Y71 / K59  
RGB R253 / G236 / B245  
DIBOND ONLY - CMYK C36 / M73 / Y100 / K67

SECONDARY COLOUR

MOSS

PMS 7483C (90%)  
CMYK C70 / M10 / Y76 / K49  
RGB R51 / G106 / B61  
DIBOND ONLY - CMYK C72 / M42 / Y100 / K39

PRIMARY COLOUR

WHITE

PRIMARY COLOUR

BLACK

PMS BLACK 6C  
CMYK C100 / M1 / Y2 / K6  
RGB R6 / G5 / B3

PRIMARY COLOUR

PINK PUTTY

PMS 705C (90%)  
CMYK C0 / M11 / Y0 / K0  
RGB R114 / G60 / B39  
DIBOND ONLY - CMYK C0 / M12 / Y0 / K0

PRIMARY COLOUR

VERMILION

PMS 4057C  
CMYK C0 / M79 / Y65 / K0  
RGB R241 / G93 / B85  
RAL 030 50 50



# TYPEFACES

The SQP fonts are a contemporary sans serif and serif font that, when used together, communicate the “unlock the unordinary” concept.

Both fonts have been chosen for its clarity, reflecting honest, approachable and a clear tone of voice in communications.

## FOUNDERS GROTESK

Light  
ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
abcdefghijklmn  
opqrstuvwxyz  
1234567890

Medium  
**ABCDEFGHIJKLMN**  
**OPQRSTUVWXYZ**  
**abcdefghijklmn**  
**opqrstuvwxyz**  
**1234567890**

Semi Bold  
**ABCDEFGHIJKLMN**  
**OPQRSTUVWXYZ**  
**abcdefghijklmn**  
**opqrstuvwxyz**  
**1234567890**

ELGOC  
Medium  
ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
abcdefghijklmn  
opqrstuvwxyz  
1234567890

UNLOCK THE  
UNORDINARY

# TYPOGRAPHY

The SQP fonts are designed to be used together to create unusual and exciting typographic layouts.

When creating headlines the individual letters of each word can be randomly changed between Founders Grotesk Regular and Elgoc Medium to create interest.

DISPLAY COPY

Founders Grotesk Regular  
and Elgoc Medium

All caps

Tracking - 100

Leading - adjustable

A NEW ERA OF  
HIGH-  
END  
LIVING

BODY COPY &  
SUB HEADLINES

Founders Grotesk Regular  
& Medium

Sub headlines

Founders Grotesk Medium

All caps

Tracking - +75

Body copy

Founders Grotesk Regular

Tracking - 00

10 / 12 pt

SUB HEADLINE

With remarkable facilities, London at your feet, and every convenience moments away – yes, this is luxury. But it comes with a delightful twist.

SQP is a home for those who expect more. More excitement. More connections. More moments of the unexpected. When you live here, you truly unlock the unordinary.

So, come on in. It's more fun over here.

10 / 17 pt

SUB HEADLINE

With remarkable facilities, London at your feet, and every convenience moments away – yes, this is luxury. But it comes with a delightful twist.

SQP is a home for those who expect more. More excitement. More connections. More moments of the unexpected. When you live here, you truly unlock the unordinary.

So, come on in. It's more fun over here.

16 / 20 pt

SUB HEADLINE

With remarkable facilities, London at your feet, and every convenience moments away – yes, this is luxury. But it comes with a delightful twist.

SQP is a home for those who expect more. More excitement. More connections. More moments of the unexpected. When you live here, you truly unlock the unordinary.

So, come on in. It's more fun over here.



# UNLOCK THE UNORDINARY

# HERO MESSAGING

The hero messages are crafted to promote the distinct USPs of SQP, employing the SQP tone of voice that resonates with the customer.

GREEN SPACES/NATURE

UNIQUE ACCESS  
TO AN URBAN EDEN

GENERIC FACILITIES

WHERE INDULGENCE  
REIGNS SUPREME

DINING

FOR CONNOISSEURS  
OF FINE LIVING

POOL

DIVE INTO SERENITY  
  
THE ULTIMATE LEISURE  
EXPERIENCE

GYM

WHERE RISE AND  
SHINE MEETS GET  
UP AND GO

HOMES/INTERIORS

THE COMPOSITION  
FOR BEAUTIFUL LIVING  
  
YOUR SHADE OF PERFECT  
  
A NEW ERA OF HIGH-END  
LIVING

ELEVATED

A NEW PERSPECTIVE  
ON SKYLINE LIVING  
  
DISCOVER SKYLINE  
LIVING  
  
AN ELEVATED LIFESTYLE

HOTEL QUALITY/CONCIERGE

EXCEPTIONAL IS  
JUST THE BEGINNING

GENERAL

YOUR CITY  
PLAYGROUND  
  
A NEW ERA OF  
HIGH-END LIVING



# HERO MESSAGING

The hero messages are crafted to promote the distinct USPs of SQP, employing the SQP tone of voice that resonates with the customer.

These messages can be further expanded on with additional copy.

GREEN SPACES/NATURE

## UNIQUE ACCESS TO AN URBAN EDEN

With the waterfront of South Dock as a glittering backdrop and sweeping views, the rooftop terrace takes London living to a new level.

UNLOCK THE UNORDINARY

GENERIC FACILITIES

## TIP THE WORK-PLAY BALANCE.

Step into a world of indulgence at The Quay Club.

UNLOCK THE UNORDINARY

DINING

## FOR CONNOISSEURS OF FINE LIVING

Impress friends in the residents private dining room, part of The Quay Club.

UNLOCK THE UNORDINARY

GYM

## WHERE RISE AND SHINE MEETS GET UP AND GO

The facilities here will ensure a life well lived at SQP

UNLOCK THE UNORDINARY

ELEVATED

## A NEW PERSPECTIVE ON SKYLINE LIVING

Casually sitting under a tree 56 floors above the city.

UNLOCK THE UNORDINARY

HOMES/INTERIORS

## THE COMPOSITION FOR BEAUTIFUL LIVING

Immerse yourself in natural living, inside and out, with homes designed for beautiful lifestyles..

UNLOCK THE UNORDINARY



# HERO IMAGERY

The photography encapsulates the concept of "Unlock the Unordinary" with premium styling, playfulness and the unexpected, beckoning individuals to explore beyond the ordinary and indulge in the richness of unique experiences.





# CAMEO IMAGERY





# PHOTOGRAPHY STYLING

The photography styling should reflect the concept of "Unlock the Unordinary".

The success of the photography hinges on playfulness and the element of surprise. Models are to be adorned in high-end fashion garments, where the unexpected can take form in various ways: unconventional poses, high-end attire juxtaposed in peculiar settings, unusual objects integrated into the environment, and shots captured from unusual angles. Throughout, models must exude confidence and a bold demeanor, even amidst playful and unconventional scenarios.

If suitable, vermilion objects can be incorporated into the photography to reinforce the connection to the brand..

UNEXPECTED:

- Locations
- Positions
- Objects
- Angles



UNUSUAL LOCATIONS

UNUSUAL ANGLES



UNUSUAL OBJECTS

UNUSUAL POSITIONS



# MESSAGING & IMAGERY

To enhance interest further, when paired with SQP photography, SQP typography interacts with the subject matter depicted in the photograph, adding an additional layer of depth and engagement.



# YOUR CITY PLAYGROUND





WHERE  
RISE & SHINE  
MEETS  
GET UP & GO





DISCOVER  
SKYLINE  
LIVING



FOR  
CONNOISSEURS  
OF FINE  
LIVING







UNIQUE

ACCESS

TO AN URBAN

EDEN



THE  
COMPOSITION

FOR

BEAUTIFUL  
LIVING



# UNLOCK THE UNORDINARY







# YOUR CITY PLAYGROUND



# USING THE HERO IMAGERY

For the hero imagery to have the greatest effect, it's best to feature it prominently as the main focus on a page or in any collateral material. To optimise its impact, avoid placing any other images around the hero image. Headline typography can interact with the imagery, all other copy should appear as secondary on the page.

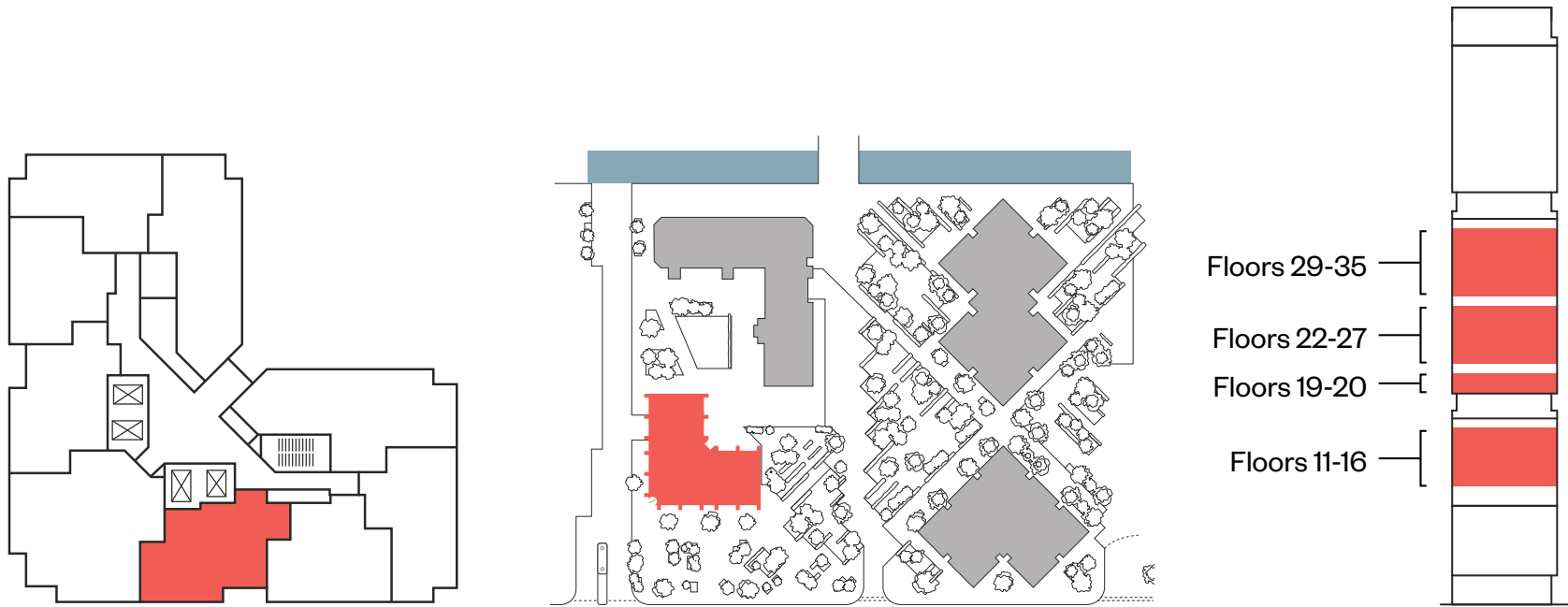
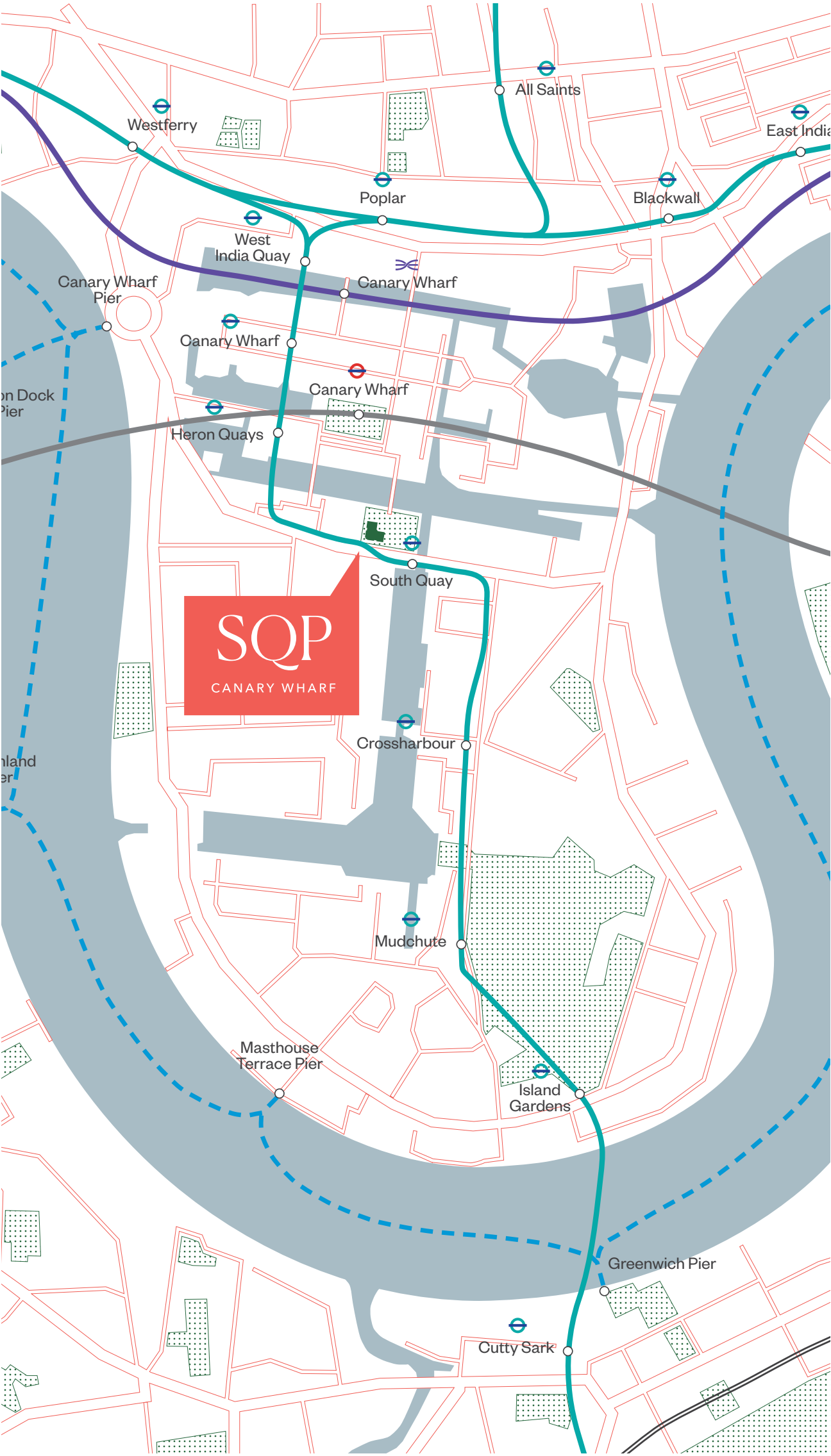
If additional imagery is necessary, ensure that the hero image remains the primary focus by making all other images smaller and secondary in nature, like cameo appearances, so that the hero maintains its maximum impact.

Examples from the brochure are shown to the right.





# GRAPHIC ELEMENTS

















# UNLOCK THE UNORDINARY



FIVE STARS FOR PINCH-ME MOMENTS.  
Casually sitting under a tree 56 floors above the city



WHERE RISE AND SHINE MEETS GET UP AND GO.  
The facilities here will ensure a life well lived at SQP

THE QUAY CLUB

FIND US MONDAY TO FRIDAY 10AM TO 10PM



TIP THE WORK-PLAY BALANCE.  
Step into a world of indulgence at The Quay Club















Any questions? Feel free to contact  
the brand guardians:

**Hunter Design**

Lisa Wyborn, Account Director

**E** [lisa.wyborn@hunter-design.co.uk](mailto:lisa.wyborn@hunter-design.co.uk)

**T** 01753 792999

