



Brand Guidelines

January 2022



Let's Join the Dots, get you connected and make your media **unstoppable**.



When we say we collaborate, we mean more than working side by side. We become a part of your team, integrating your values and passions because what matters to you, matters to us.

At Join the Dots we are innovation led, with sustainability at our core. Powered by data, driven by people. Empowering our clients by turning data into insight, simplifying to make it useful and useable. Delivering campaigns, the right way, not the easy way.



Logo

This is our primary identity locked up with The Salocin Group, our parent company.

[Download logos](#)



Primary logo
To be used on white backgrounds



Reverse logo
To be used on colourful backgrounds

Colour Palette

Primary colours

Taken from the primary identity, the primary colours act as an extension of the brand.

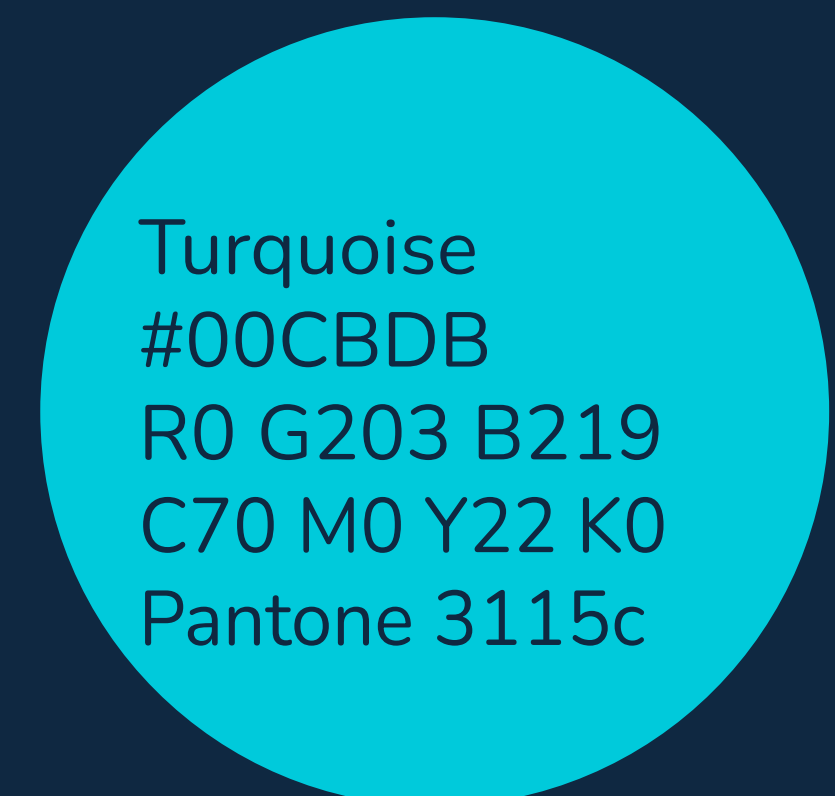
These colours have been chosen to pass accessibility guidelines. They can be used as background colours for white text and the white logo. The primary colours can also be used for headline text on a white background.



Secondary colours

These secondary colours act as support to the primary colours, offering colourways for graphical devices, shapes and highlights.

Note: Please limit the use of mint in pantone printing, the colour match is not as strong as the other 4 colours.



Accessibility

Please use this chart to determine which colour pairings pass accessibility guidance.

	White graphics/text	Navy graphics/text	Coral graphics/text	Mustard graphics/text	Turquoise graphics/text	Mint graphics/text
Navy background						
Coral background						
Mustard background						
Turquoise background						
Mint background						

Typography

Merriweather

[Download font](#)

Headline typeface

Merriweather

Weight: Regular

To be used for headline text.
Must be a larger font size than
the body copy.

Aa

AaBbCcDdEeFfGgHhIiJjKlLmMnNnOo

PpQqRrSsTtUuVvWwXxYyZz

0123456789 (&!/,,:;-_*")

Typography

Nunito

[Download font](#)

Body text typeface

Nunito

Weight: Regular and **bold**

Regular weight to be used for all body text.

Bold weight to be used for sub-headings.

Aa

AaBbCcDdEeFfGgHhIiJjKlLmMnOo

PpQqRrSsTtUuVvWwXxYyZz

0123456789 (&!/,,:;-_*")

Sub-headings

Body text

Tone of Voice



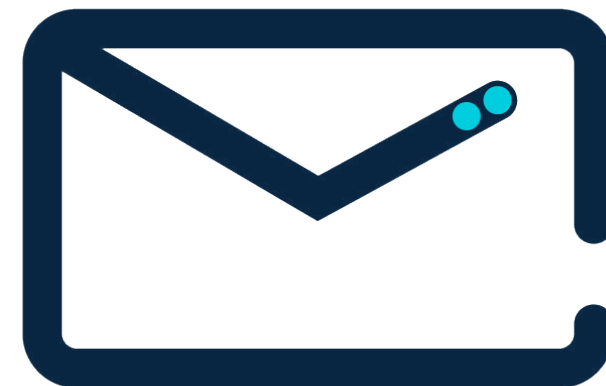
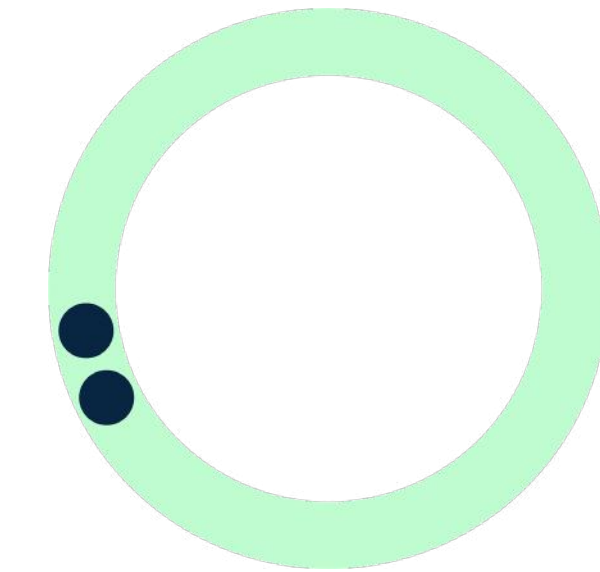
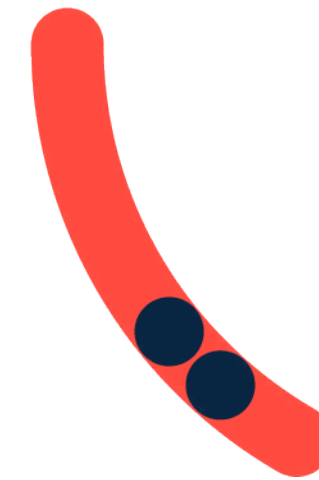
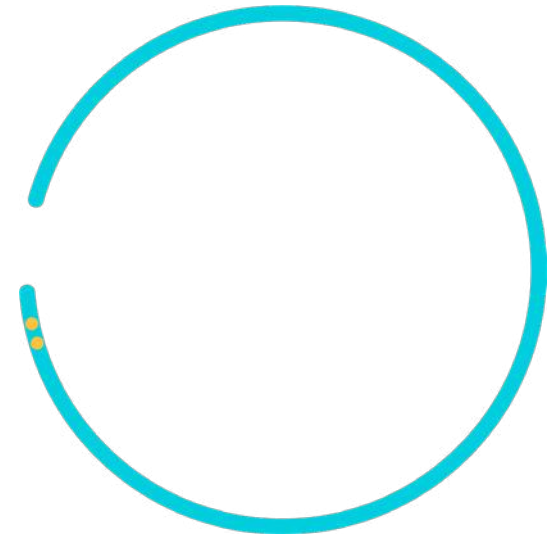
Acronyms

In light of keeping things simple, always use the full term first, with the acronym afterwards i.e. Door Drop (DD) or KPI (Key Performance Indicator)

Source

When citing a source, place it bottom right of the slide, font size 10 and font Nunito, weight regular.

Design Elements



Shapes

All shapes used should be rounded where possible, be in the brand colours and use the branded circle detailing where appropriate.

[Download graphics](#)



Examples

the Join Dots
— SALOCIN —

Headline Text

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the Join Dots
— SALOCIN —

Headline Text



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the Join Dots
— SALOCIN —

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xxxxxx
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20 Manvers Street,
Bath

the Join Dots
— SALOCIN —



Headline Text

Volorerem etur aut que verum, tem. Nam, con re rem di de reheni sundi- tat quibus arum et adist.

the Join Dots
— SALOCIN —

Headline Text

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Email Signature


Signatures are stored in the cloud and are automatically applied to any emails you send.

The Join the Dots signature has been designed to represent the sustainable ethos of the brand, whilst visually representing 'joining the dots' through a gif underneath the logo.

To amend the signature design please contact IT or Marketing.

[Signature example](#)



 **Gemma Willmore** <gemma.willmore@edit.co.uk>
RE: Contact details

Dear Mr Jones,
My contact information is in my email signature below.
Regards,

Gemma Willmore
Marketing Design Executive

20 Manvers Street, Bath, BA1 1JW T: 01225 480 480



ISO/IEC 27001:2013 Certified IS 00024864
Disclaimer: The information transmitted in this email is intended for the recipient only and may contain proprietary, confidential and/or privileged material. If you have received this email in error, please contact Gemma Willmore by replying and delete this email so that it is not recoverable. Any opinions expressed in the email are those of the individual and not necessarily the company. Although this email and any attachments are believed to be free of any virus, or any other defect which might affect any computer or IT system into which they are received and opened, it is the responsibility of the recipient to ensure that they are virus free and no responsibility is accepted by Gemma Willmore for any loss or damage arising in any way from receipt or use thereof.

Join The Dots is a trading name of Edit Agency Ltd, part of The Salocin Group Ltd and registered in England and Wales, company no: 3624881. VAT no: 927458295. Registered office: 20 Manvers Street, Bath, England, BA1 1JW

Powerpoint Template

Agenda

- About Us
- Campaign Planning
- Prompt Strategy



You're probably getting tired of the stale way some media agencies claim to be different, we're not a dinner and drinks type agency, we're a night at The Crystal Maze, getting stuck into solving problems, collaborating, and having fun while doing it type of agency.



Real difference in approach, really different results.




We are going to keep adapting to the ever-changing media industry and evolve as an agency that turns our clients' goals into wins and successful campaigns through the power of connection. Simplifying the ever-growing pool of data points to grow our client's customer bases, sustainably, morally, and efficiently.



Our Pledge

We're immersive, our clients' needs are our needs, and we do everything for your gain first and foremost, not ours. No short cuts, no blueprinted plans, we'll be honest, and data led... Even if it's not what you want to hear! We will be ethical and sustainable throughout the process (not just production stage.)

We look to the future, not just the short term; we don't want to deliver a short burst of activity, but something sustainable with a positive long-term impact. Working with us will be different to what you're used to; we'll be fun and innovative; we love the hustle of media agency life, we don't sit still, and we won't play according to the rule book.



Click to add title

Mini case study. Replace with graph.

We are ready to tackle your challenges with our unbiased approach, let's **Join the Dots**, get you connected and **make your media unstoppable**.



THE TALK

“ Of all the other agencies & data platforms that we've worked with, none offer the same level of service or detail as Pura when it comes to working with our data. ”

Zara Grunewald
Direct Marketing Consultant, Legal & General



A template has been produced to guide your powerpoint decks. The logo should be bottom left, any partner/client logos can be placed bottom right or top right depending on the slide design. Only brand fonts and brand colours should be used.

[Download template](#)



Letterhead

The letterhead includes contact details, company information and awards/ accreditations.



[Download template](#)

Social Posts

Our top 5 things about things



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If you want to find out more about any of the information shared, or if you missed the event and would like to find out more, please get in touch via email or Linked In.

team@wejointhedots.co.uk



Myth:

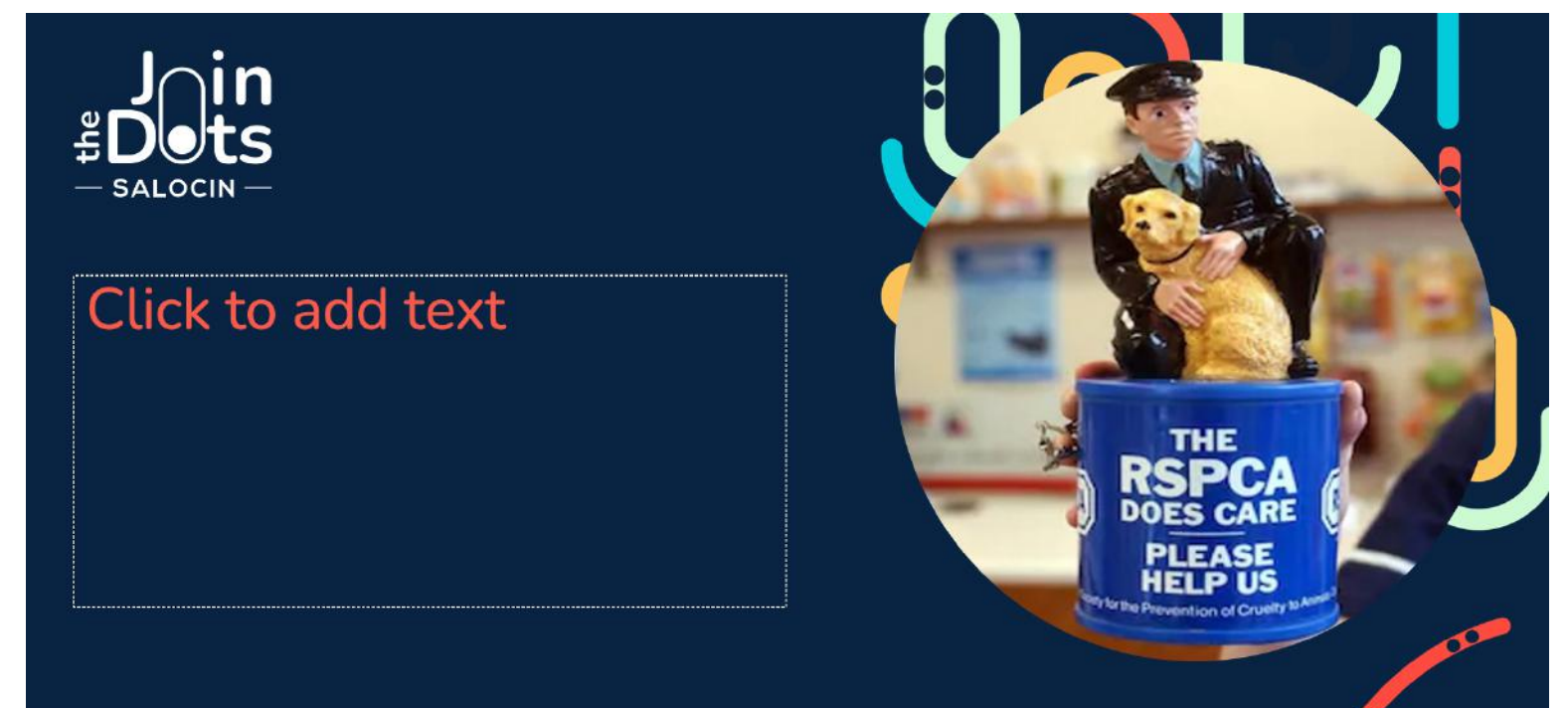
"Nulla mollis nulla nulla, sed aliquam lorem molestie vel. Mauris fermentum erat purus, non aliquet"

"Nulla mollis nulla nulla, sed aliqua m lorem molestie vel. Mauris fermentum erat purus, non aliquet"

team@wejointhedots.co.uk

Fact:

"Nulla mollis nulla nulla, sed aliquam lorem molestie vel. Mauris fermentum erat purus, non aliquet erat ultrices quis. Nulla mollis nulla nulla, sed aliquam lorem molestie vel. Mauris fermentum erat purus, non aliquet erat ultrices quis"



Creative of the month

team@wejointhedots.co.uk

Social visuals should be bright, engaging and represent the brand identity. Templates can be found in the powerpoint template from page [11](#), or on [Adobe Express](#). For guidance or assistance please get in touch with the marketing team.

Animated Logo

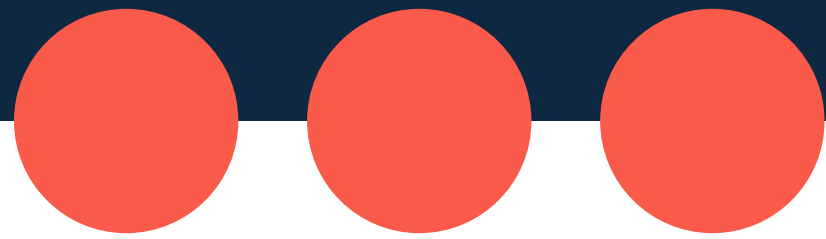
The Join the Dots animated logo can be used on social media, and to top and tail any video content.

[Download mp4](#)



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