

# BRAND GUIDELINES



PAUL BRIDLE

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# I. INTRO - Why we need this document

This document will serve to consolidate Paul's visual identity and will be part of the story that is Paul Bridle. It's to ensure that his persona is consistent across all platforms, resulting in a structured set of guidelines, and enables all relevant persons to communicate on behalf of Paul Bridle.

Use the guidelines and examples given here to create new products/platforms and stories.

## 2. WHO IS PAUL BRIDLE?

I was born in Zimbabwe and raised in Southern Africa. I was brought up with a high work ethic and to be responsible for myself. I found that I enjoyed working for myself and started and ran a number of businesses. I was the youngest President of the Chamber of Commerce and was active in the community, but my passion was for business.

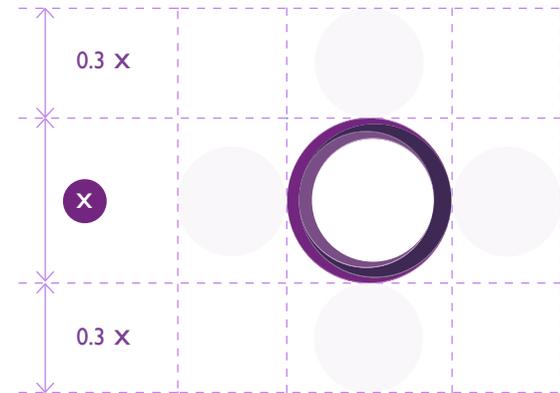
In the 1980's I sensed the way the world was changing. For nearly 30 years, I studied successful businesses and organisations, focusing on the people who lead them. My research has helped me determine the mindset—and methodology—required to become a successful leader.

I became a Professional Speaker and travelled the world talking about my research and experiences. People liked my global perspective, combined with personal research, which led to practical ideas people can actually use to improve their leadership and management skills.

In 2013 I was asked to conduct a turnaround of a failing business. Having been successful with this I was then enticed back into taking over and developing the business. I decided it was time for me to go back and put into practice all I had learned and been speaking about for nearly 30 years. I wanted to build a company that added value to its customers and where the people were proud to work for.

I became CEO of what is now known as the Excellence Squared Group of companies and have been building exciting businesses for the last five years. These days I still get asked to speak from time to time, but mostly about my experiences of engaging people, dealing with change and creating a structure that works.

### 3. LOGO - Design



## 3.1 LOGO - Use



PAUL BRIDLE



PAUL BRIDLE



PAUL BRIDLE



PAUL BRIDLE

## 3.2 LOGO - Colours

### PRIMARY COLOURS



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### SECONDARY COLOURS



# 4. TYPOGRAPHY - Gill Sans and Lato

## PRINT - Gill Sans

Aa Aa Aa Aa Aa Aa Aa Aa

Gill Sans Light  
*Gill Sans Light Italic*

Gill Sans Regular  
*Gill Sans Italic*

**Gill Sans Semi Bold**  
*Gill Sans Semi Bold Italic*

**Gill Sans Bold**  
*Gill Sans Bold Italic*

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## SCREEN - Lato

Aa Aa Aa Aa Aa Aa Aa Aa

Lato Light  
*Lato Light Italic*  
Lato Regular  
*Lato Italic*

Lato Medium  
*Lato Medium Italic*  
Lato Semi Bold  
*Lato Semi Bold Italic*

**Lato Bold**  
*Lato Bold Italic*  
**Lato Heavy**  
*Lato Heavy Italic*

**Lato Black**  
*Lato Black Italic*

