Brand Guidelines
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Guidelines for tone of voice allow us to achieve consistency across Go Construct's communications so that we are more effective in building relationships with our audiences and connecting them with our messages.
Expressing core messages

Our brand’s core messages present an attractive and inspiring vision of a very modern construction industry. These messages should be kept top of mind when creating any expression of the Go Construct brand – they are the north star for how Go Construct looks, feels, sounds and behaves.

We innovate.  
We pioneer new tech and practices as we evolve to meet future needs.

We offer a variety of roles.  
Our sector is huge, offering real opportunities to advance in many ways.

We reward expertise.  
We value the highly skilled individuals who drive our success.

We welcome all.  
We work together and we thrive when everyone contributes their best.

We champion independence.  
We are always open and there are many ways to work beyond the 9-5.
Tone of Voice

Striking the right tone

Our key audiences span many age ranges – while our activity must engage early ages with an inspirational and exciting vision of careers in construction, it must also communicate with authority and credibility to older career changers who are transferring their skills and experience into a new sector. This is about striking the right note of excitement and positivity without straying into hyperbole.

How we write our content and how it is received are guided by the rational and emotional traits of our brand.

How we speak/write (rational traits):
Go Construct is Simple, Clear, Accurate, Rewarding, Relevant, Useful.

How we want our audience to feel (emotional traits):
Go Construct makes me feel Connected, Inspired, Excited, Valued. I Trust Go Construct.

Why we do what we do (our purpose):
Go Construct exists to shed light on the construction industry, to showcase and celebrate the exciting and rewarding opportunities it offers for everyone. Go Construct offers access to boundless opportunity.
Our master logo is the embodiment of the Go Construct brand, tying its historic brand equity with the present across all branded applications.
Master logo

The master logo is the preferred brand marque to use on all applications.
Logo variants

Stacked and monogram logos should be used in circumstances where sizing or space restrictions inhibit the use of the master logo.

The single colour variant should be used on all third party assets, this ensures legibility and removes likelihood of colour clashes.
Clear space

A minimum area of clear space around the logo is applied to protect the clarity and visual integrity of the marque. Clear space can be measured by using the spacing in the centre of the logo (A) and the difference in height of ‘Go’ and ‘Construct’ (B).
Minimum size

For ease of recognition, we have set a minimum size for reproduction of the logo in any media.

Minimum size:
- 200px or 53mm wide
- 150px or 42mm wide
- 100px or 26mm wide
- 50px or 13mm wide
Colours

Each logo can be used on either white, amber or charcoal. The correct colours to use for each logo are detailed on the right.
Logo

Positioning in print

The logo should be situated in the top left or right of the document where possible.
Positioning in digital

The logo should predominantly appear in the top left when displayed with other content, and centred on charcoal where the brand is the main focus, such as endframes.
Partner logos

Partner logos can be locked up using the clear space grid.

Where Go Construct is the main brand the partner logo should appear on the right, and where the partner brand is dominant it can appear larger on the left.

The single colour logo variant should be used on all third party assets, this ensures legibility and removes likelihood of colour clashes.
Hero logo usage

For specific campaigns (e.g. Pride month) the logo can be used to house either static or moving images. These should be time-limited executions – they should not become permanent assets that are used in place of the standard Go Construct logo set.

Only the stacked version of the logo should be used for this. Ideally, this usage should be confined to black or white backgrounds, avoid using it against the Go Construct Amber background unless there is a creative justification for doing so.

When using the hero logo, it must include a shadow set at 70% around the top of the ‘G’ and bottom of the ‘O’. These are linear gradients going from transparent to black, set loosely at around 30°.
Logo misuse

The Go Construct logo should not be altered or changed in any way. This ensures it is always consistent, recognisable and legible.

- Do not squash
- Do not squeeze
- Do not angle
- Do not rearrange
- Do not recolour
- Do not alter proportions
- Do not alter font or case
- Do not obscure
- Do not add a strapline
Typography

Our typeface is Matter, a grotesk sans-serif typeface. It is used for all typography in both print and web.
### Typography

#### Brand typeface

Matter is used for all brand communications in both print and web, and is used for both headlines and body copy.

The following weights are permitted:
- Matter Heavy
- Matter Bold
- Matter Light

The restricted variation of type weights is intended to ensure simple and clean typography which relies on pronounced size variation to provide visual hierarchy.

---

**Light**

```
ABCDEFghijklmnopqrstuvwxyz
0123456789!@%&*()_+
```

**Bold**

```
ABCDEFGHijklmnopqrstuvwxyz
0123456789!@%&*()_+
```

**Heavy**

```
ABCDEFGHijklmnopqrstuvwxyz
0123456789!@%&*()_+
```
Typography

Type usage

Matter Heavy is used as the headline font in the majority of applications.

Small headers can be set in Matter Bold, while body copy is always set in Matter Light.

In circumstances where a system font must be used, replace Matter with Tahoma.

Headlines – Matter Heavy

Amazingly few discotheques provide jukeboxes.

Small headers – Matter Bold

Amazingly few discotheques provide jukeboxes.

Body copy – Matter Light

Amazingly few discotheques provide jukeboxes. Grumpy wizards make a toxic brew for the jovial queen. All questions asked by five watched experts amaze the judge. My ex-pub quiz crowd gave joyful thanks.
Colours

Our brand palette infuses our communications with energy, dynamism and confidence.
The primary brand colour is amber. This is used on the majority of branded applications. To aid consistency and brand recognition, these are the only colours that should be used.

The colours are intended to be used at their full intensity, and should not be reproduced as tints.
Colours

Colour usage

Use of Amber with charcoal and white is the primary brand palette and should be used on the majority of all brand applications.

In some circumstances it is acceptable to use a single colour from the secondary palette to replace the amber. In these applications it is important the rest of the brand look and feel is consistent.

In more complex applications where a more diverse colour palette is needed (such as wayfinding or information with numerous separate categories) it is acceptable to use the secondary palette alongside the Amber, however amber should remain dominant.
Iconography

Our iconography style is not overtly branded – icons should be used sparingly where needed and not overwhelm the already graphic nature of the brand's look and feel.
Iconography

Icon style

Our icon style is simple and effective, with consistent line weight and characterful touches.

When used on charcoal the icons should be reversed rather than just recoloured.
Photography

Our photography style is one of the main ways people identify with our brand. We strike a balance between candid, honest portraits and inspirational shots highlighting the varied nature of the industry.
Photography style

Photography includes a mix of inspirational images which showcase the breadth and scale of the industry and individuals performing their roles. The individuals are pictured within their environment, giving a sense of scale and importance.
Inspirational & aspirational

Headline images should include inspirational images which showcase the breadth and scale of the industry. These images should emphasise the importance of the work that we do, they should take the breath away.
Candid and human

Where portraits are used they should be candid, honest and relatable. The subject should exist with their authentic work environment to highlight the variety of roles that make up construction and emphasise the uniqueness of the industry. It’s not enough to show a hard hat and high vis – that’s not all construction is about.
Motion graphics

Motion graphics will make up a large proportion of the Go Construct brand touchpoints, featuring heavily on digital, video and social content.
Motion graphics can be a great way to symbolise the variety of job roles available in the construction industry.

On the right, where motion representations of construction processes are applied to type to add visual excitement.

Click to play see example
Motion graphics

Building blocks

As outlined on page 36 the 'building blocks' are a key feature of the brands visual identity. These can be integrated into video content in the form of title labels and end frames.
Audio

Consistent audio treatments for Go Construct assets support our brand messages while, over time and repeated exposure, acquiring familiarity which can drive recognition.
Audio sting

Audio stings can supplement Go Construct visual branding to bookend motion assets. They should be distinctive – i.e. not easy to confuse with other construction or career brand audio assets – and the creative brief should encourage the audio to express our core messages (e.g. to have a modern feel to support our vision of construction as an innovative sector).
Block device

The graphic block device acts as a frame for images, creating more ownable assets without abstracting the image or the message.
Usage

The block device acts as a frame for images. In smaller applications it can also act a holding device for copy on top of an image.

It always sits on the bottom of the page, to give a sense of upward momentum, reminiscent of building.
When constructing a block device, an important consideration here is to ask ourselves – does this shape look like a solid and trustworthy structure, or does it look like it could fall over?! (Aim for the former.)

On large digital and print applications the short edge should consist of 20 square blocks.

Smaller applications should use 10 square blocks along the shortest edge.
Application examples

The following design examples show key applications that adhere to these brand guidelines. Please refer to this document when creating new artwork.
Construct

Find your perfect role.

Search all the roles that construction has to offer

Careers A-Z

Educational Resources

Apprenticeships

Diversity in construction

What are my options?

Apprenticeships

Breaking down the misconceptions about the construction industry

Help young people start their career in construction

A day in the life of...

Meet the real people behind the UK’s varied construction roles

Skillbuild

Why choose construction?

Educational resources

Apprenticeships

What are my options?

Careers A-Z

Find out which construction roles are most suited to your interests, skills and qualifications.
Bricklayer

Bricklayers lay bricks, pre-cut stone and concrete blocks in mortar. They construct, extend and repair domestic and commercial buildings, and other structures such as foundations, walls, chimneys or decorative masonry work. Bricklaying offers a real sense of achievement. At the end of a project, you’ll see the results and be able to say “I built that”.

Average salary between

£17,000 – £40,000

Typical hours a week

42 – 44

Number employed in the UK

72,240
Build the impossible.

If you’ve already taken your #GOResults and not sure what’s next, we’ve linked to our Career Explorer tool in our bio.

Match your skills and interests to your ideal job in construction. From Riveters and Kiln operators to Welders and Riggers, try it out and comment below with your results.
Ask an expert...

What are my options?

Luke McGray
Apprenticeship Officer
Be a part of something big.

Embrace the cutting edge.

Protect what matters.

Earn whilst you learn with 100s of different apprenticeships from plastering and flooring, to technical or supervisory roles.

goconstruct.org/apprentice
Perfect your craft.

Find your balance.

Make a difference.

Earn whilst you learn with 100s of different apprenticeships from plastering and flooring to technical or supervisory roles.
goconstruct.org/apprentice
Routes into Construction

Decide which route into construction is best for you.
Over 100 careers including
Archaeologist / Planner / Crane operator / Bricklayer / Architect
Shop fitter / Civil engineer / Scaffolder
Plasterer / Site manager / Tunnelling section engineer / Plant mechanic
Land buyer / Highways control manager
Welding fabricator / Surveyor
Demolition operative / Town planner
Steeplejack / Sustainability specialist
Hydrographic surveyor / BIM technician
Stonemason / Ecologist
Forklift driver / Heritage consultant

A career where you can specialise in the areas you’re passionate about.

To learn more about the range of roles and opportunities available in the construction industry, visit goconstruct.org/apprentice

Open Doors Week:
Visit real sites, talk to real people, see real careers.
Annual event, every March. Find out more online at opendoors.construction
If you require any further advice or assets please contact helen.sutton@citb.co.uk