

Case study

National Grid

Business Sector: Energy

Description: Internal communications, brand guidelines

National Grid is an energy distribution company that delivers gas and electricity to many millions of people across Great Britain and northeastern US.

We were approached to create a new visual identity to reflect the vision and values of the company. Working with the client we identified key company values and goals and produced a 50 page Visual Identity Guidelines document which covered brand personality, tone of voice, logo usage, colour palette and internal literature.

What the client said:

“Four-Letter Word is a small design company with knowledge and experience in branding that proves a point – that large corporations like National Grid can work with smaller agencies and not compromise results. The team is responsive, flexible, and has responded to the brief with cost effective, creative, confident and versatile visual solutions.”

Donald Johnson,

Head of Corporate Brand Strategy
National Grid plc

nationalgrid

THE POWER OF ACTION

Case study

National Grid

Visual Identity Guidelines



National Grid
Visual Identity Guidelines

Our personality 1.1

What is National Grid's tone and personality?

Far from the technical detail and in-depth analysis required for our work, our personality is vibrant, exciting, warm and confident. We convey this through clear, open and positive language: we have a can-do attitude. We understand the situations our stakeholders and partners face, listen to and empathise with them and provide solutions that are professional, relevant, innovative and practical.

Here are some key words that sum up the ethos of our company.

| | |
|------------------|--------------------------|
| Visionary | Committed |
| Exciting | Collaborative |
| Credible | Warm |
| Honest | Professional |
| Confident | Clear and concise |
| Resilient | Punchy |
| Concerned | Informative |

National Grid
Visual Identity Guidelines

Colour palette 1.3

The corporate colour is Pantone 300.

Supporting colours have been chosen that work in conjunction with and complement the main colour. The palette is bright and strong to reflect energy and confidence and the forward thinking, modern outlook of National Grid.

The palette is broad to work on a variety of internal literature and newsletters.

| Main colour | Secondary colours | |
|--|-------------------|----------|
| PMS 300 C100 M44 Y0 K0 R0 Q121 B193 | RHODAMINE RED | PMS 541 |
| | PMS 299 | PMS 485 |
| | PMS 390 | PMS 527 |
| | PMS 021 | PMS 377 |
| | PMS 200 | PMS 3115 |
| | PMS 2736 | PMS 7408 |
| | PMS 341 | PMS 409 |

Case study

National Grid



National Grid
Visual Identity Guidelines

Image and graphic 2.2

The panel is used over the image as a placeholder for type and can work either as a solid colour or a transparency, depending on the tonal values of the image (except on external document covers and posters when it is always a solid). The transparency is achieved by using the multiply tool in Adobe.

When overlaying the graphic on photography, take care to choose the best photography for the job. Do not block out key elements of the picture, or break up an important part of an image.

National Grid
Visual Identity Guidelines

Brochures – A4 portrait 4.1.1

External literature employs an overall image with the cover block which bleeds off the top side. This acts as a placeholder for the title of the document.

Typography should be carefully considered within the panel allowing the text to 'breathe'. The image must also be selected carefully given the position of the graphic and the placement of the logo over the image at top right.

Case study
National Grid

A4 Brochures



Gridline



THE POWER OF ACTION

The magazine for National Grid grantors Issue 12: May 2010



Dig for history
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Curabitur sed metus vulputate massa molestie.

Going wild
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Oiling the wheels
Lorem ipsum dolor sit amet, consectetur adipiscing elit.

Page 08
Master craftsman

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Quisque ultrices enim in metus molestie.



Page 09



Page 02



Page 06



Page 12

National Grid's Land and Development Group
Sed ante urna, eleifend ac, tempor et, tincidunt sed, urna. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Nulla

Electricity and gas
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Wayleave payments
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Electricity emergency
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Electric and magnetic fields
Donec est lectus, adipiscing id, bibendum et, fermentum ut, purus.

Gas emergency
Aliquam dapibus nulla ac nibh. Praesent vel justo adipiscing nunc.

Contents

News

04_ Praesent vel justo adipiscing nunc hendrerit

05_ Praesent vel justo adipiscing nunc hendrerit aliquam.

Features

06_ Praesent vel justo adipiscing nunc hendrerit

10_ Praesent vel justo adipiscing nunc hendrerit aliquam. consectetur felis. Sed eu elit eu tosed sed, gravida nec, eros.

12_ Praesent vel justo

15_ Praesent vel justo adipiscing nunc hendrerit aliquam. consectetur felis. Sed eu elit eu tosed sed, gravida nec, eros.

Grantor profiles

16_ Praesent vel justo adipiscing nunc hendrerit

18_ Praesent vel justo adipiscing nunc hendrerit aliquam.

Competition page

20_ Praesent vel justo adipiscing nunc hendrerit aliquam. consectetur felis. Sed eu elit eu tosed sed, gravida nec, eros.

02 | Gridline



Congratulations to Suzanne Baker, praesent vel justo adipiscing nunc hendrerit aliquam.

Last issue's handicam winner is from Buckinghamshire:
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Get in touch: elementum sit amet, tempor sed, gravida nec, eros. Donec massa dui, ullamcorper ut, porttitor in, porttitor eget, velit. Donec rhoncus porta dui. Nam varius ultrices judolor sit amet, consectetur felis. Sed eu elit eu tosed.

Welcome to Gridline

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Praesent vel justo adipiscing nunc hendrerit aliquam. Sed ante urna, eleifend ac, tempor et, tincidunt sed, urna. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Nulla risus tellus, mattis ac, ultrices sit amet, pellentesque vitae, quam.

Nulla metus dolor, elementum sit amet, tempor sed, gravida nec, eros. Donec massa dui, ullamcorper ut, porttitor in, porttitor eget, velit. Donec rhoncus porta dui. Nam varius ultrices judolor sit amet, consectetur felis. Sed eu elit eu tosed

Nam varius ultrices judolor sit amet, consectetur felis. Sed imperdiet. Donec est lectus, adipiscing id, bibendum et, fermentum ut, purus. Aliquam dapibus nulla ac nibh. Praesent vel justo adipiscing nunc hendrerit aliquam morbi tristique senectus et.


Claire White
 Editor, Gridline

Got a story?

Sed ante urna, eleifend ac, tempor et, tincidunt sed, urna. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas.



Case study

National Grid

Internal Literature – Various.



Case study

National Grid

Business Sector: Energy

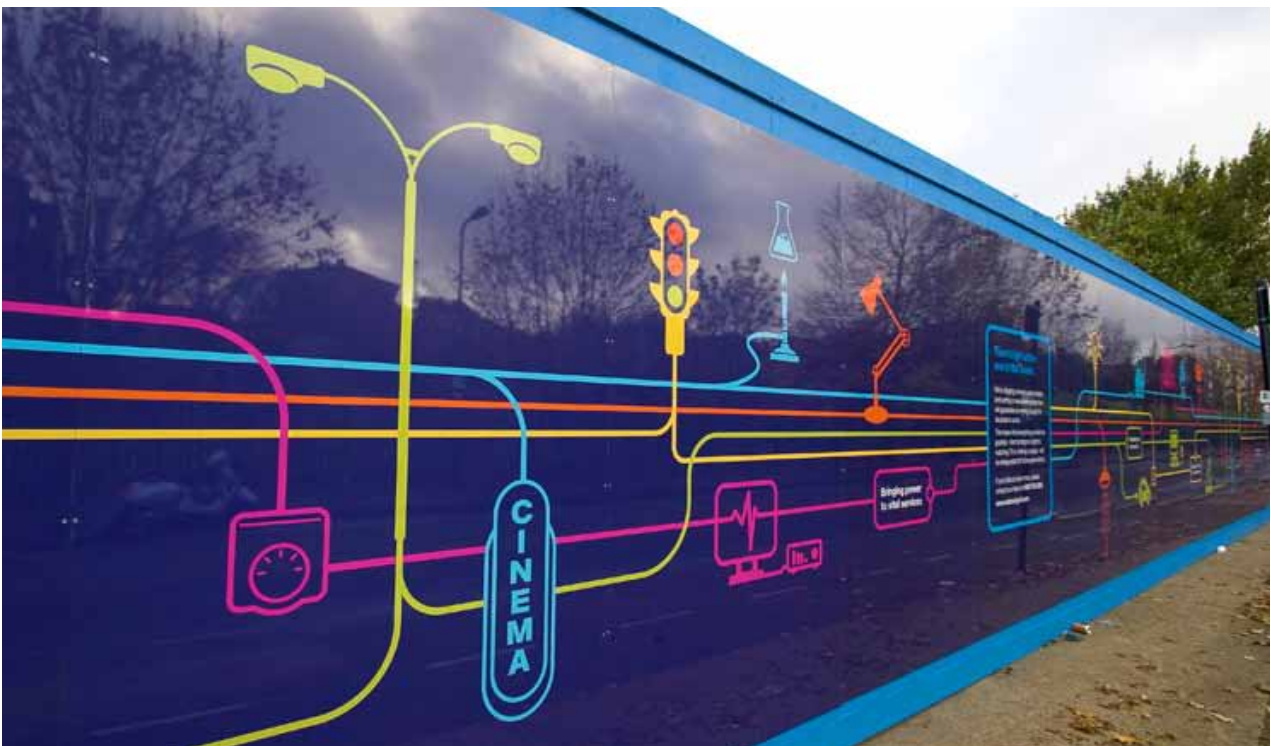
Description: Construction signage system

We were asked to create a signage system for National Grid to inform the public of the essential work of replacing old gas and electricity pipes. The new system will guarantee our energy supply for up to 80 years. The design focused on the key role National Grid plays in bringing energy to homes and businesses and depicts icons of everyday objects to remind people how energy is essential for everyone's lives.



Case study
National Grid

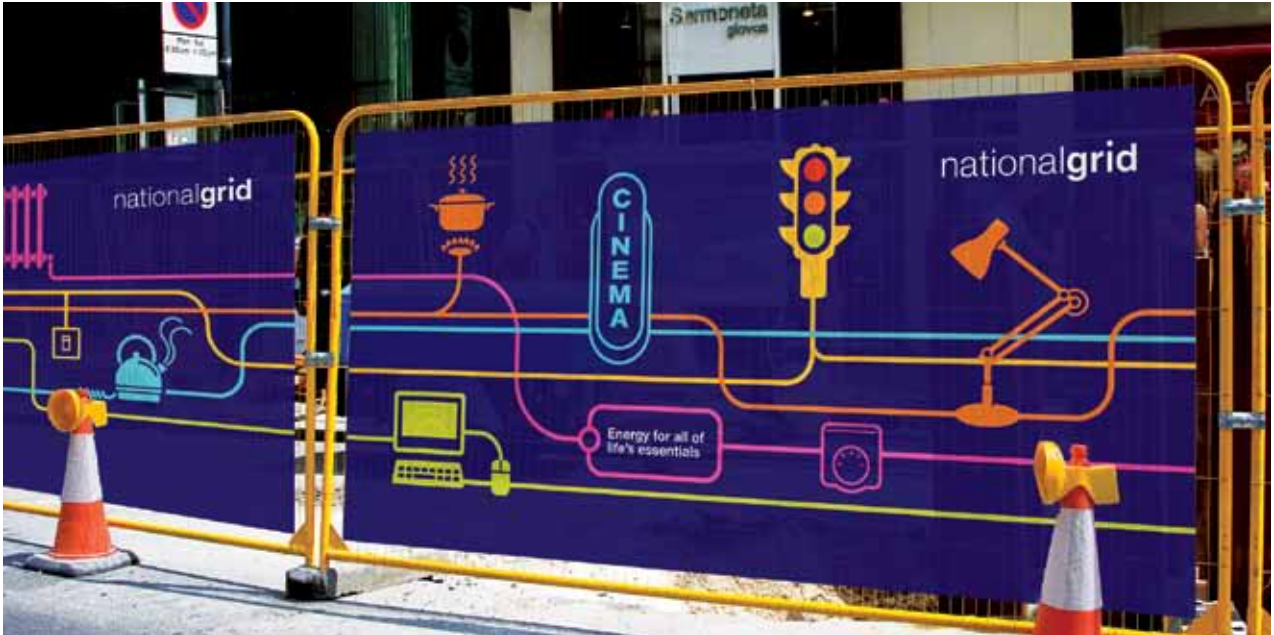
Application of graphic to London Tunnels Project



*#@! four-letter word

Case study
National Grid

Heras fencing signage in situ



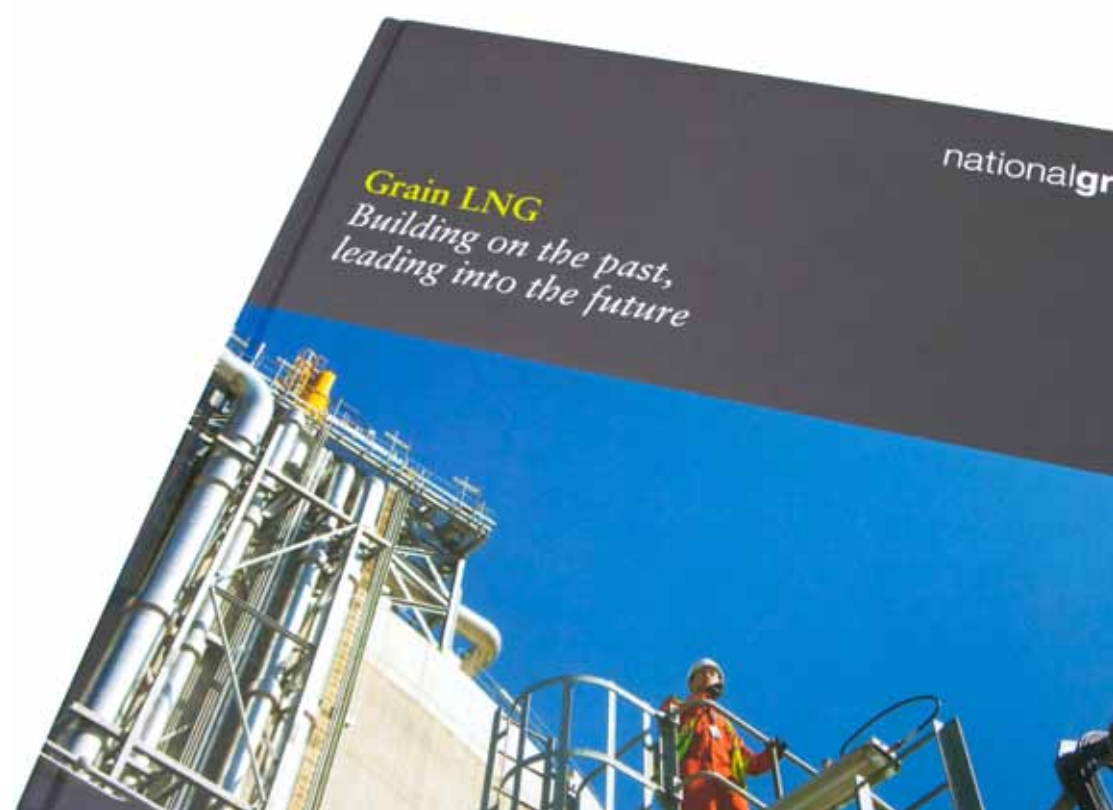
Folder and mouse mat



*#@! four-letter word

Case study
National Grid

Commemorative book



*#@! four-letter word

Case study
National Grid

Chairman's Awards programme



Case study
National Grid

Business Sector: Energy
Description: Pylon Design competition logo



Case study
National Grid

Business Sector: Energy
Description: Event graphics

Talking Networks is a series of events that consults with customers and stakeholders and invites their views regarding the Gas Distribution Price Control Review. Audiences include green groups, industry groups and government departments.

We created a look and feel for the events including a logo, visual language, banner stands, Powerpoint and supporting materials.



Talking Networks

- LISTEN
- DISCUSS
- ACT



Case study

National Grid

Business Sector: Energy

Description: Identity for Community investment scheme

'Bringing energy to life' is National Grid's new community investment programme. It is focussed on providing positive impacts for neighbourhoods affected by the construction of our infrastructure, necessary to provide the energy we all need in the future. We were tasked with creating a visual identity that was friendly, community orientated and cohesive within the National Grid overarching brand identity.

A bespoke illustration was created to represent community projects that National Grid invest in.

Deliverables included: A toolkit/guidelines document for National grid operatives to deliver the programme, templates, website, and promotional leaflets.



Case study
National Grid

Business Sector: Energy
Description: Recruitment Advertising Campaign

With an ongoing commitment to maintain and expand the energy distribution and transmission network across the UK, National Grid's aim is to expand their workforce and attract the best people across the business. We were tasked with devising a recruitment campaign which appealed to a variety of audiences and positioned National Grid as the leader in the energy sector.

Materials included: 3 visual styling options, templates and guidelines for application.

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Help us keep the lights on all over the UK.

Various Roles
Engineering ■ Finance ■ Procurement ■ Commercial
UK locations – Competitive salary + attractive benefits

At National Grid, innovation is everything. The largest utility business in the UK, and second largest in the north east US, we're constantly finding new ways to deliver power to millions of people. The work we do in renewable energies and modernisation makes an impact around the world. So there's no telling how far your career could go.

As you help us to deliver a range of exciting, challenging projects, you'll also be taking a leading role in shaping the energy landscape.

Whether you're leaving the forces after a few years service, or you've developed your engineering skills through a long military career, you'll be vitally important to our ongoing work, helping to prepare our business – and the environment – for the future.

The opportunity to work on innovative, high-profile projects isn't the only benefit we offer. There's also a competitive package, a supportive environment and the near-limitless potential for career development you'd expect from an international business like ours.

Please visit our website to find out more and apply.
www.nationalgridcareers.com

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Help us keep the wheels of industry turning.

Various Roles
Engineering ■ Finance ■ Procurement ■ Commercial
UK locations – Competitive salary + attractive benefits

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Help us build a sustainable future.

Various Roles
Engineering ■ Finance ■ Procurement
UK locations – Competitive salary + attractive benefits

An exciting opportunity to manage key resources and deliver crucial projects. We're looking for an experienced Technician to support the Overhead Lines Maintenance Team in ensuring the effective day-to-day utilisation of resources.

Environmental awareness is essential, together with skills in communication, leadership and planning, and you'll need a full driving licence along with a relevant B Tech 3 (ONC) or equivalent in Electrical Engineering.

Please visit our website to find out more
www.nationalgridcareers.com

Case study
National Grid

Business Sector: Energy
Description: Recruitment Advertising Campaign



Think big. We do.

Various Roles

Engineering ■ Finance ■ Procurement ■ Commercial
UK locations – Competitive salary + attractive benefits

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Please visit our website to find out more and apply.
www.nationalgridcareers.com



Think green. We do.

Various Roles

Engineering ■ Finance ■ Procurement ■ Commercial
UK locations – Competitive salary + attractive benefits

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Think big. We do.

- Advanced Apprenticeship
- Construction Engineer Training Programme
- Engineer Training Programme
- Students and Graduates
- Direct Entry

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Case study
National Grid

Business Sector: Energy
Description: Wall graphics for Gas Control Centre

The National Grid Gas Control Centre in Warrick plays an essential role in controlling the flow and distribution of Gas throughout the UK. We created a series of engaging wall graphics which 'told the story' and emphasised the national importance of the facility.

Wall graphic

