



kilvington



Who we are.

Kilvington is a trusted and experienced Father and Daughter run design agency, based in Cheltenham.

Established for over 20 years, the company launched Range Rover in North America, rebranded Triumph Motorcycles and developed a global brand identity for Massey Ferguson. More recently, Kilvington has become a major player in the education sector, working with

over 300 of the UK's leading independent schools. Projects over the past three years include a brand identity for the world's largest payment provider, a new lifestyle brand, the re launch of two automotive companies and a brand campaign for a Cotswold town.

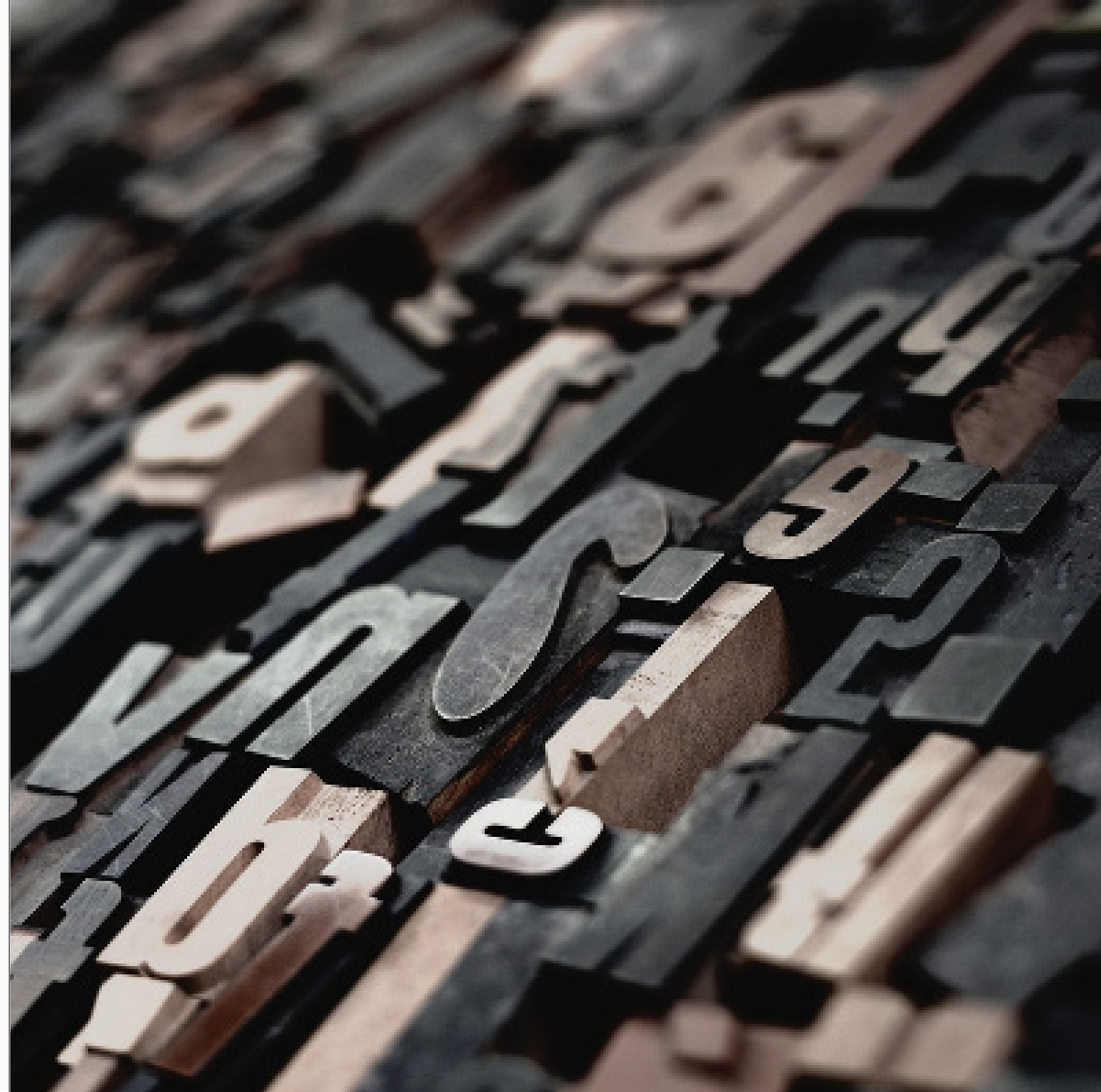
Your Brand.

Your brand is in effect your reputation. Branding is the management of your reputation and the thinking behind your identity and image.

Your brand identity is the articulation of this thinking.

Your brand strategy should work in parallel with your business plan and always answer a business requirement. Branding is a culmination of knowledge, research, learning and brainstorming that allows a clear strategic direction for your brand to be developed. This strategic direction will ensure long-term development and consistency of your brand.

A brand consists of a philosophy, values, vision, mission, rational and emotional reasons to believe and a personality that reflects your business. It is your uniqueness, your point of difference. It is about how you look, feel, sound, taste and even smell. Our creative work captures this through nomenclature, structure, colour, graphics and images. This is managed by comprehensive Brand Guidelines detailing assets and applications, defining your brand identity.





Our Brand.

We specialise in strategic brand consultancy, research, brand identity, prospectuses, websites and film.

We have created highly successful brands for many businesses and independent schools for over 20 years and consequently have gained an enormous amount of experience and expertise. Our approach is strategically lead, innovative and highly creative in its execution. Our work is absolutely bespoke for each individual client.

On the next page are testimonials from some of the businesses we have worked with.

We would like them to tell you about us! Our own values are best summarised in four words: Creativity, Reliability, Honesty and Integrity.

We believe in building strong teams, with designers working very closely with our clients, rather than through account handlers, developing solutions that create strong and powerful brands that differentiate and add value to our clients' business for the long term.

Testimonials.

“Quite remarkable really how well we’ve stayed on track with such a big project – and that is down to your **major hard work and brilliance** so I’m incredibly grateful.”

“The new brand had settled in fantastically well and you have successfully **captured the ethos of the business.**”

“You took the time to get to know the people and the business and **we are thrilled** with the results.”

“There is not a hint of ‘one size- fits-all’ about Kilvington.”

“We are all **smiling!** Thank you for your **inspiration.**”

“The outcome has been **contemporary and dynamic**, whilst reflecting the ethos of the business.”

“If you are prepared to **be brave** and allow Kilvington to be creative in their design, **you won’t be disappointed.**”

“There was **meticulous planning**, in which we were fully consulted and totally involved.”

CROPREDY

— EST.  1972 —



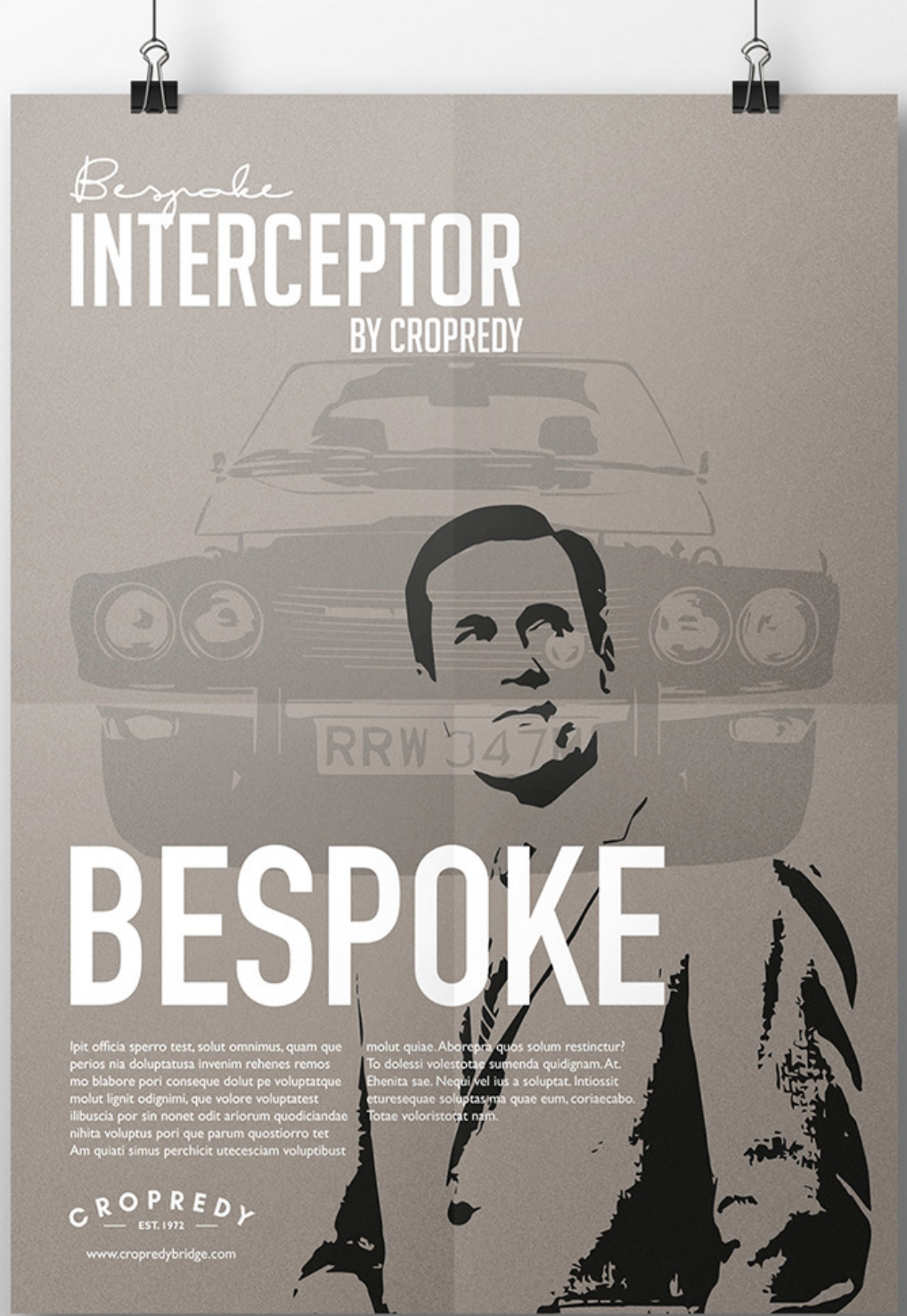
Original
INTERCEPTOR
BY CROPREDY

Bespoke
INTERCEPTOR
BY CROPREDY

Maintenance
INTERCEPTOR
BY CROPREDY

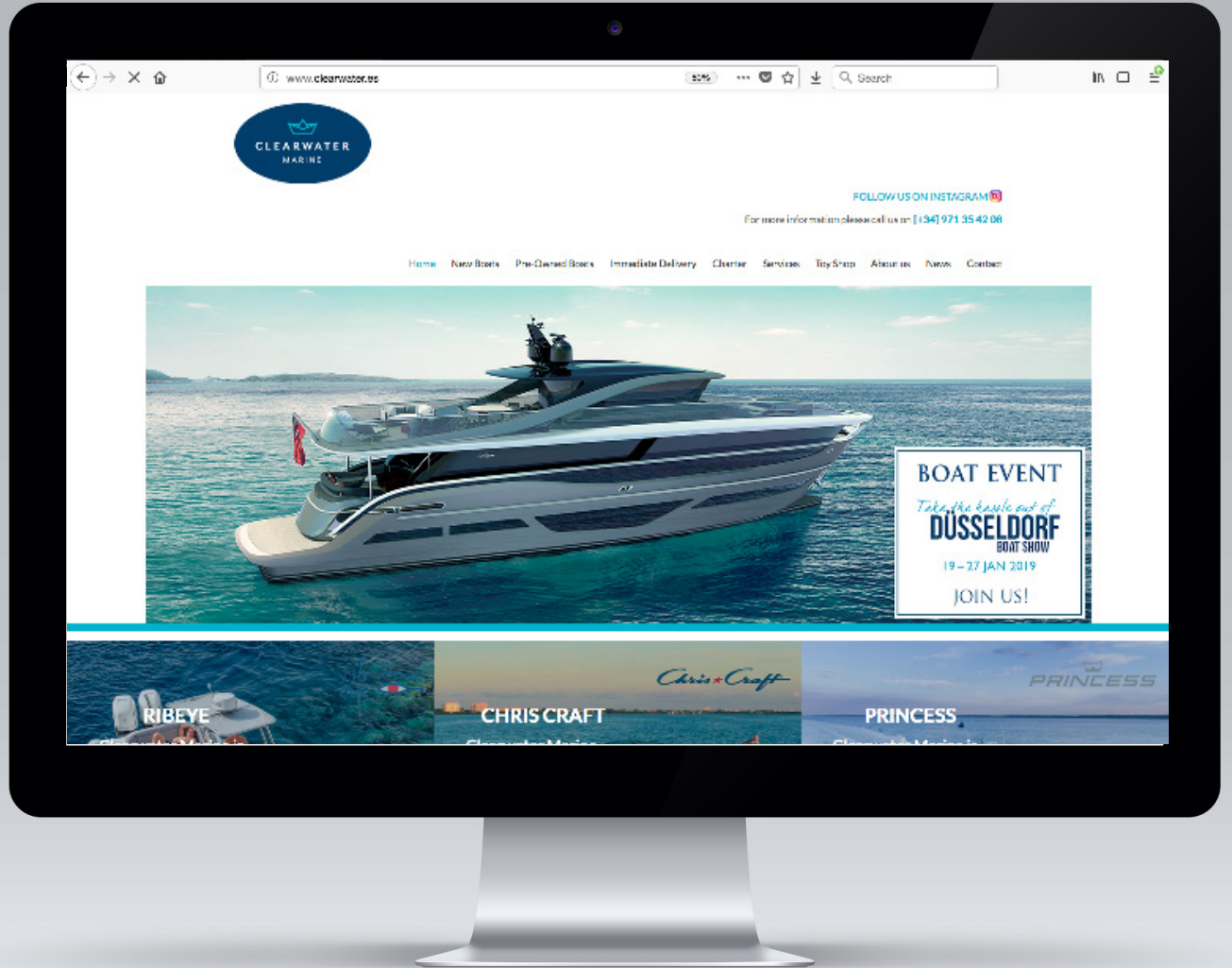
Rolling
INTERCEPTOR
BY CROPREDY

Premium
INTERCEPTOR
BY CROPREDY





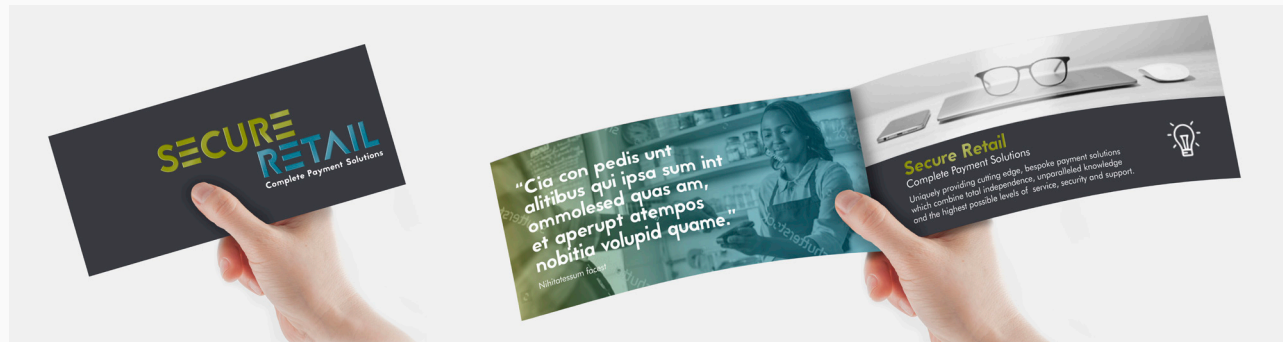
at **WAY**

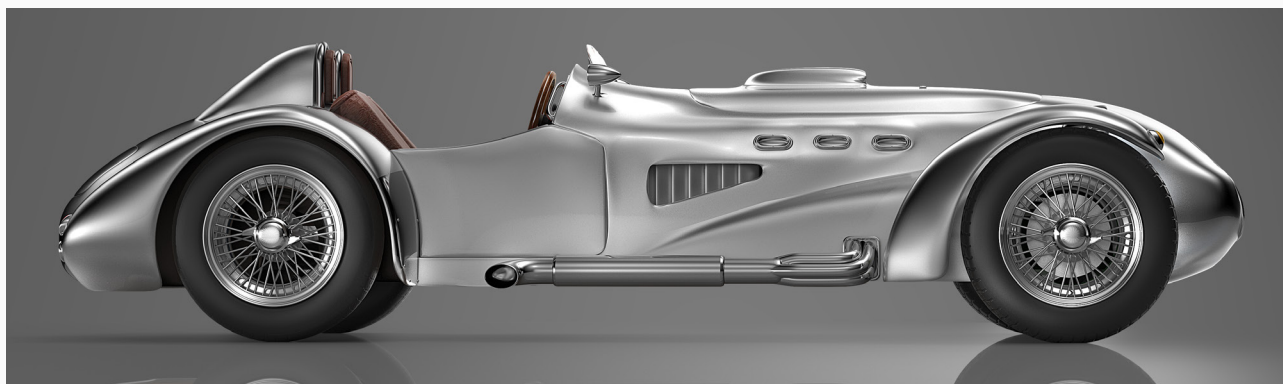
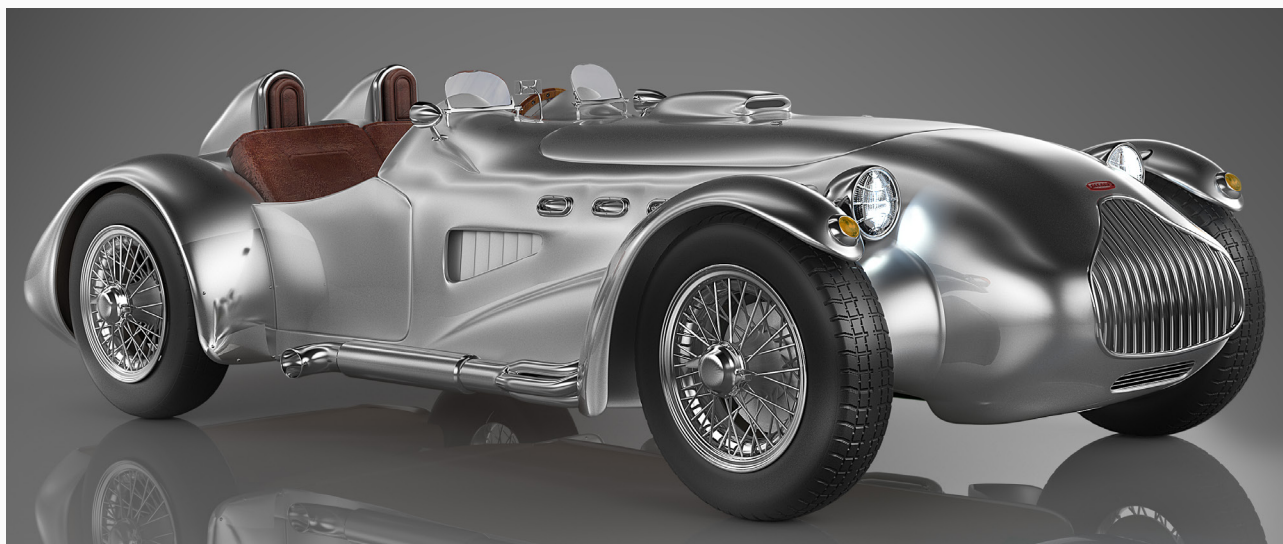




SECURE RETAIL

Complete Payment Solutions





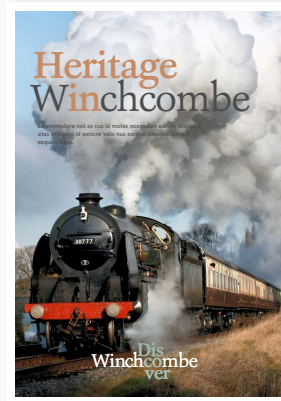
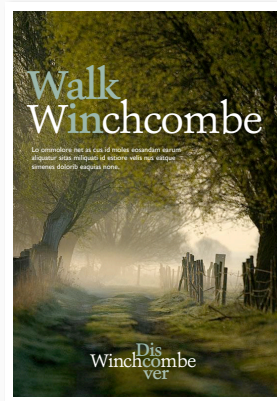
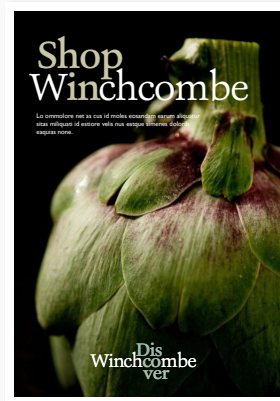
INTRODUCING THE BRAND NEW ALLARD J3

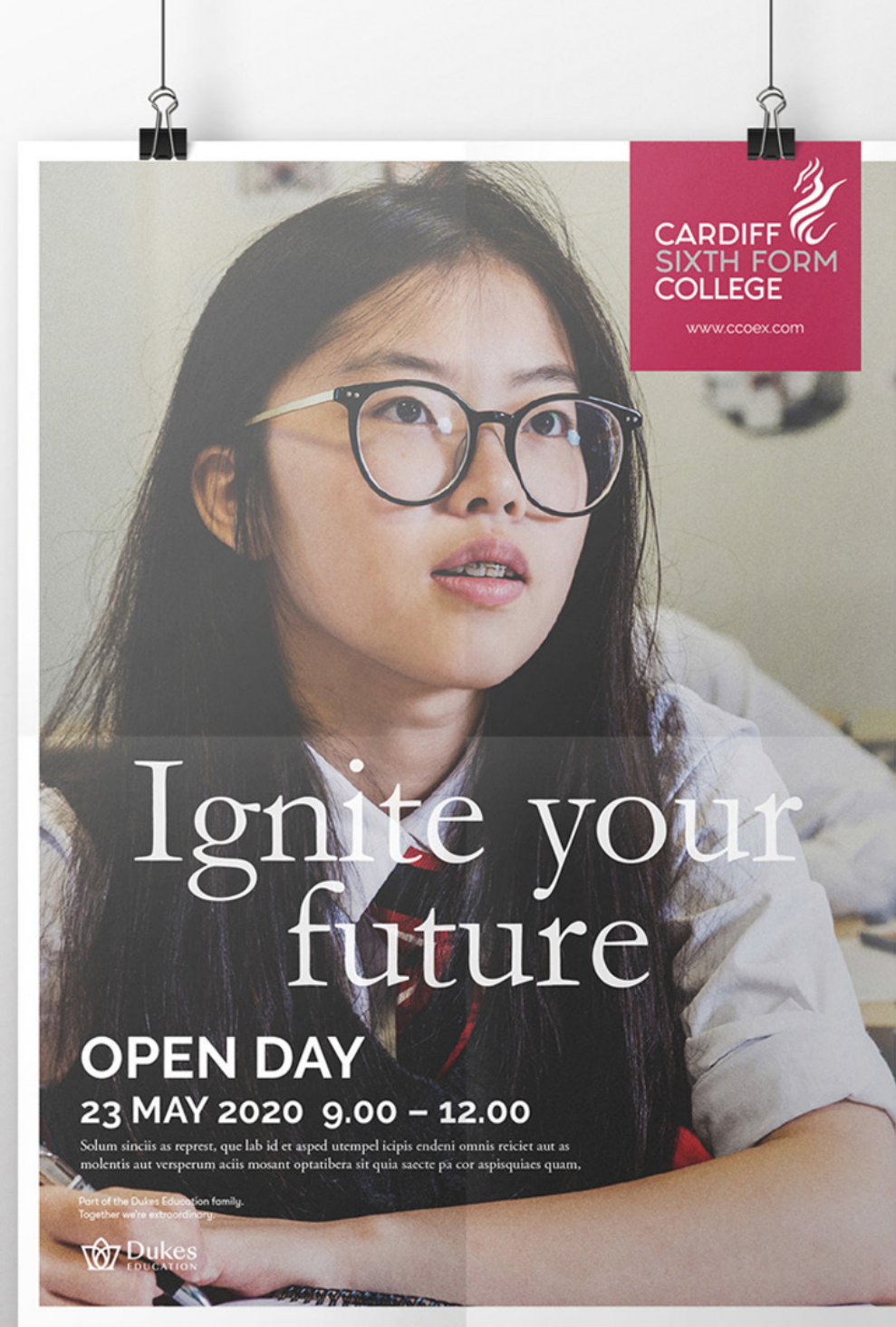


www.allardsportscars.co.uk

The advertisement features a front view of the Allard J3 sports car. The car is silver with a large chrome grille, round headlights, and wire-spoke wheels. It has a racing number "97" on the front and a license plate "WMX814". In the background, a faded image of the same car is visible, along with a checkered flag. The text "INTRODUCING THE BRAND NEW ALLARD J3" is written below the car. The Allard logo is at the bottom, followed by the website address "www.allardsportscars.co.uk".

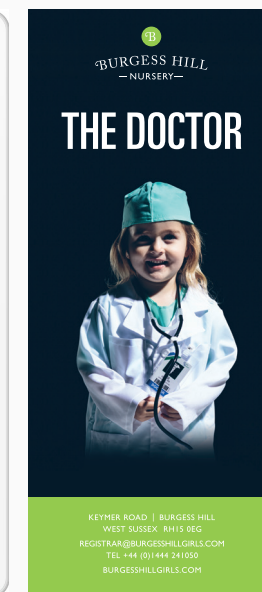
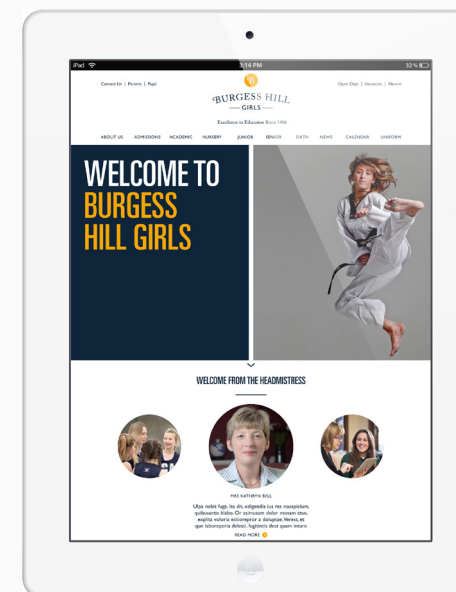
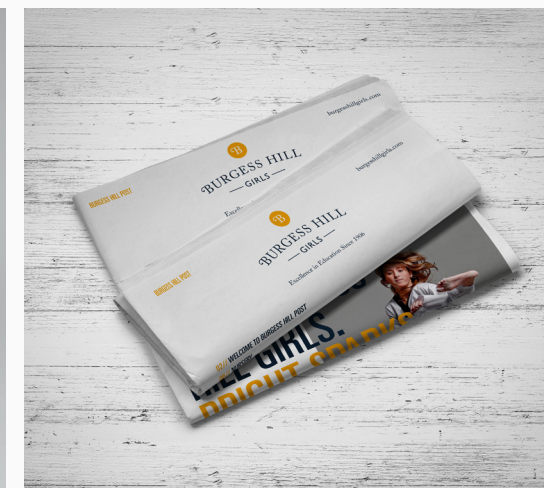
Dis Winchcombe ver





Manchester High School for Girls





LOGOTYPE.
POSITIONER

'Excellence in Education Since 1906'

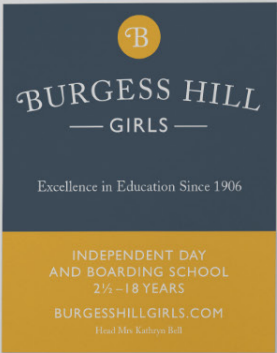
As part of our brand language, when appropriate we have a positioner that can either accompany the logo or indeed be used as a qualifying positioner in isolation.

Opposite are examples of how the positioner can be used.



Excellence in Education Since 1906

1.



2.



TYPOGRAPHY.
FONTS

Adobe Caslon is our traditional typeface used for the positioner. We also use this for quotes, when appropriate.

Univers is a condensed, contemporary typeface, giving our communications impact and personality. It is always use when typing 'Burgess Hill Girls' headline, as part of our identity. It is also used for heading, subheading and call to actions.

Gill Sans is the typeface used for all our body copy.



Adobe Caslon

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@*%&()

Regular

UNIVERS

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@*%&()

59 Ultra Condensed

Gill Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@*%&()

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@*%&()

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@*%&()

Semi Bold

COLOUR
PALETTE.
PRIMARY

These are our core school colours which should be used individually or collectively on all our literature.

These colours are used for all generic school literature.

The Burgess Hill Button will always be either - white out, 35% tint of black, the primary colour palette of blue or yellow (shown opposite) or the secondary palette, as shown on the next page.



100%
Corporate Yellow
PMS 130c



Pantone®
130c

C	M	Y	K
0	36	100	0
R	G	B	
240	171	0	



PMS
Corporate Blue
PMS 539c



Pantone®
PMS 539c

C	M	Y	K
100	65	22	83
R	G	B	
0	42	66	



COLOUR
PALETTE.
SECONDARY

These colours are used in conjunction with either of our core colours. They highlight the different divisions within the school.

Please make sure that these colours are used with their correct logo (see page 4). For example, when using the 'Nursery' logo, always use the green (PMS 375) from the colour palette opposite.



100%
Nursery Green
PMS 375c



Pantone®
PMS 375c

C	M	Y	K
48	0	94	0
R	G	B	
146	212	0	

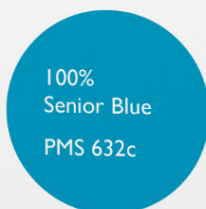


100%
Junior Purple
PMS 7655c



Pantone®
7655c

C	M	Y	K
33	72	0	0
R	G	B	
181	97	162	

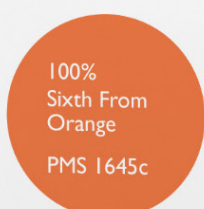


100%
Senior Blue
PMS 632c



Pantone®
632c

C	M	Y	K
93	2	15	7
R	G	B	
0	154	196	



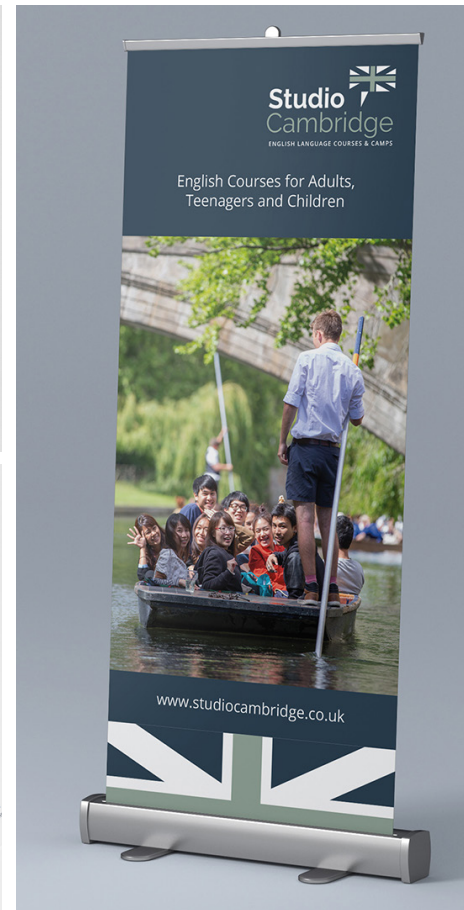
100%
Sixth Form
Orange
PMS 1645c



Pantone®
1645c

C	M	Y	K
0	66	73	0
R	G	B	
255	109	66	







PANGBOURNE



OUR COLOURS

CORPORATE PALETTE

The primary palette is key to our visual identity and the colours on this page should always be the predominant ones used.

The red and blue should be supported by the percentage tint of the gold.

90% black should be used for all body copy for the purpose of external advertising.

Another key colour in our identity is white. We should always try and allow white space wherever possible.

Pantone® 200c				
C	M	Y	K	
3	100	66	12	
R	G	B		
183	18	52		

Pantone® 540c				
C	M	Y	K	
100	58	9	50	
R	G	B		
0	63	114		

Pantone® 873c				
C	M	Y	K	
5	7	8	0	
R	G	B		
244	238	233		

Pantone® 426c				
C	M	Y	K	
0	0	0	90	
R	G	B		
25	29	31		

OUR BRANDMARK

THINGS TO AVOID

Here are some examples of how the Brandmark should not be used:

- 1. Never stretch or squash
 - 2. Never centre the Badge over the Wordmark
 - 3. Never rotate our Wordmark
 - 4. Never align the Badge with the Wordmark
 - 5. Never place the Wordmark over an image
- Never re-create the Brandmark and always use the supplied graphic files.

1.

PANGBOURNE



2.



PANGBOURNE

3.



PANGBOURNE

4.



PANGBOURNE

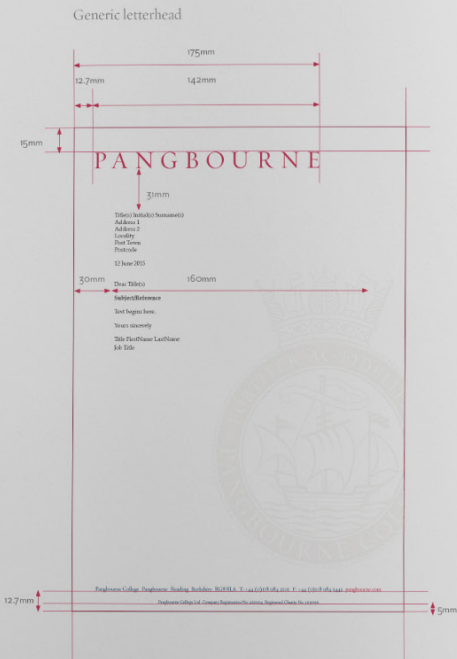
5.



APPLICATION
FOR PRINT

GENERIC LETTERHEAD

- Size A4 210mm x 297mm.
- The Wordmark is 142mm.
- The address is 11 pt Requiem on 14pt leading with a space after of 3mm. Pantone 540.
- The address and telephone number are 10pt Requiem, centred Pantone 540c.
- The web address is 10pt Requiem, centred. Pantone 200c.
- The charity number and information is 8pt, centred. Pantone 540c.
- The Badge is a 6% tint of Pantone 873.
- The body copy is 90% black, 10pt Palatino Linotype on 12pt leading.
- The text box is 160mm wide.
- The date has a space after of 7mm.
- The address has a space after of 5mm.



OUR WORDMARK
AND BADGE

There is no fixed relationship between the Pangbourne Wordmark and Badge. However the following guidelines will help consistent reproduction of the elements.

1. The diameter of the Badge where possible should be at least the length of BOURNE in the Wordmark.
2. The Badge should always sit below the Wordmark. It can sit behind but in this instance the greater proportion should sit below the Wordmark.
3. The Badge should always bleed off one side and ideally to the right.
4. The Wordmark should always be the dominant element, i.e. red. The Badge is a secondary element, reproduced either as a pale percentage tint, blind embossed, etched or similarly.

By using both marks this way, we create a visual language that's instantly recognisable as Pangbourne.

While the relationship is an important part of our visual identity, they don't necessarily have to be used in every piece of communication.



Bancroft's

Independent Co-educational Day School 7-18







WESTONBIRT
— SCHOOL —

WE ARE WESTONBIRT

TEM SUS NOBITAT URIRIT IONSEQUIS QUI AD
MAGNATUR REM QUIS MOLUPTAT.

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alia dusa dolest aborem eum qui dit eicidelendit. laboressit mi, eosti

Westonbirt Schools Tetbury Gloucestershire GL8 8QG
E: enquiries@westonbirt.org T: 01666 880333 www.westonbirt.org



WE ARE WESTONBIRT

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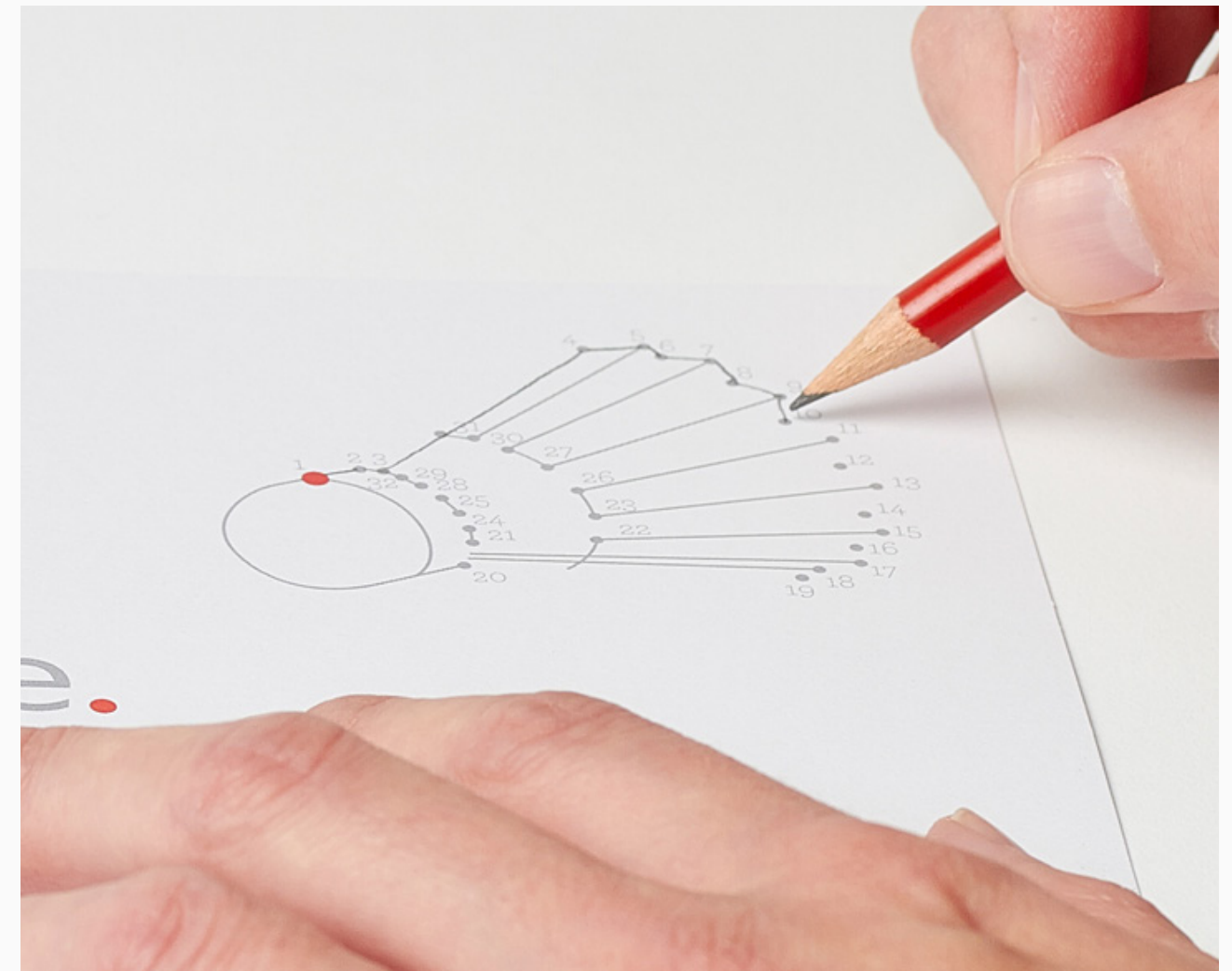
WE ARE WESTONBIRT

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MAGNATUR REM QUIS MOLUPTAT.

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alia dusa dolest aborem eum qui dit eicidelendit. laboressit mi, eosti


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ST GEORGE'S
ASCOT 



ST GEORGE'S
ASCOT 



RECEPTION

Our Clients.

Corporate (previous and current):

Allard Cars	First Technology plc	Renaissance Racing
The Almanzora Group	Grimley JR Eve (Property Consultants)	Rigbeys, Solicitors
Assurances Generales de France	Heart of England Tourist Board	Roskel plc
Apollo Hotel	H P Bulmer	Severn Trent Water
Aston Manor Brewery	Husky Computers	Silhouette
Birmingham International Airport	Land Rover	Speechley Bircham
British Waterways	Lee Crowder (Solicitors)	Saracen Cycles
Clearwater Marine	Massey-Ferguson	Secure Retail
Cropredy Cars	Norton Rose M5 Group	Seymour Harris Architectural Practice
Central Independent Television	NCR	Tobacco Dock Development Corporation
Coopers & Lybrand	Nous Somme L'ambiance	Triumph Motorcycles Limited
City of Westminster Insurance	PDSA	The University of Birmingham
De Vere Hotels	Predictive Systems	The Crouch Butler Architectural Practice
Dowty Information Systems	Pera International	Quinton Hazell Automotive
Daihatsu (UK) Ltd.	Philips Interactive Media Systems	
Dowty	Pinsent & Co.	
Eurocontinental, International	Ragdoll Productions	

A selection of schools we have worked with:

Abbot's Hill School	Godolphin & Latymer School	Queen's Gate School
Aberdour Preparatory School	Granville Prep School	Raynes Park
Ampleforth College	John Lyon School	Sheffield Girls'
Bancroft's	King's School Gloucester	Sherborne Girls
Burgess Hill Girls	King's School Worcester	St Edward's Oxford
Canford School	Lanesborough Prep	St George's Ascot
The Cheltenham Ladies' College	Leicester High School	St Helen's School
City of London School for Girls	Loughborough Endowed Schools	Stonyhurst
Colston's	Manchester High School	Summer Fields
Combe Bank School	Mount St Marys & Barlborough Prep Schools	Westonbirt
Culford School	Oakham	
Dame Bradbury Preparatory School	OLA Abingdon	
Downe House	Orley Farm	
Duke of Kent School	Pangbourne	
Eversfield	Princess Helena College	
Godolphin School	Priors Field	
	Queen Anne's Caversham	



Paul Kilvington

Founder/Creative Director

Paul Kilvington graduated with a first class honours degree in Graphic Design in 1980. He subsequently worked with some of the UK's leading consultancies on a number of major corporate identity and branding schemes, establishing his own design company in 1984 which he went on to sell.

Paul became a full member of D&AD in 1988, is a founder member of the Design Business Association and has been registered by the

Design Council since 1989. Paul has won a number of creative awards including a D&AD, a National Design and Print Award, Litho Week Design and Print Awards and a Docklands Development Award for corporate identity. Work has also been exhibited in the Design Council's Design for Print, Drawn from Britain and Designers for Export (UK/LA Design Show) and projects used to promote the Design Selection Service.

Emma Kilvington

Design Manager

Sharing her father's passion for design you could say that Emma has been involved in the family design business since she picked up her first crayon! Educated at Cheltenham Ladies' College and with an honours degree in graphic design, Emma brings the energy and enthusiasm of youth, an innate understanding of the craft of design and things digital and social. Emma's quick grasp of both client requirements and what to

do to resolve any issues, makes a big difference to the smooth running of projects. She adds creative flair, different ideas and some distinctive illustrative and typographic skills. Becoming more and more involved in client facing aspects of the job, including presentations, focus groups and art direction, Emma also puts her writing skills to good use.





Contact.

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kilvington