

Brand Guidelines



Birchwood Park

www.birchwoodpark.co.uk

EXPECT
MORE

when impressions made in one place
are different from those made in another,
the overall impression is usually negative

brand proposition





Expect More from Birchwood Park because we do everything we can to help our customers thrive and succeed.



What are we trying to achieve...

Over the next 5 years we want to be the out of town workplace destination of choice in the North West.
By delivering inspirational workplaces we want to be the standard by which all others are judged.



why we do it...

to create an environment that helps motivate staff, increase productivity;
and a workplace where companies achieve more



How we are different...

friendly & welcoming

cost effective & flexible space

opportunities to thrive

a place people want to work

a campus feel with activities and events

a community that supports success

unrivalled facilities & services



Expect

- ...to be inspired
- ...to be motivated
- ...to innovate
- ...to be stimulated
- ...to succeed
- ...to keep growing
- ...to have fun

**EXPECT
MORE**

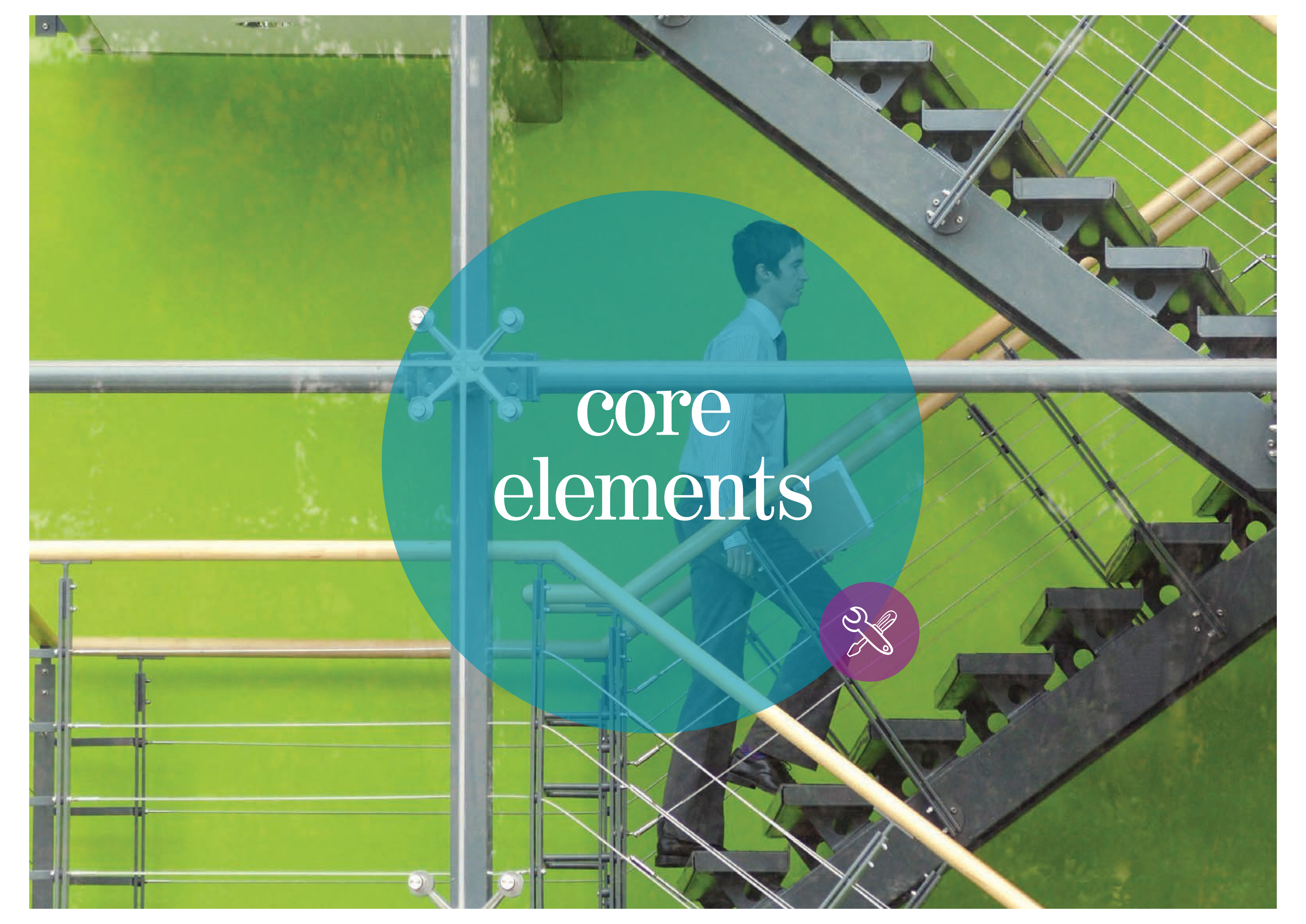
Expect

- ...culture and open spaces
- ...flexible thinking
- ...parking options and free travel choices
- ...conference spaces & auditoriums
- ...a friendly proactive team
- ...proximity to customers and clients
- ...unrivalled amenities and events
- ...great network connections
- ...a secure environment
- ...a vibrant community

**EXPECT
MORE**

values – at the heart of everything we do



The background image shows a man in a light blue business suit walking up a modern staircase. The staircase has dark grey steps and a railing made of thin metal rods. The background is a solid green color. A large teal circle is overlaid on the image, containing the text 'core elements' and a small purple circle with a white icon of a wrench and a screwdriver.

core elements



the logo

Legibility is key. Where possible the hero logo should be used. Depending on the application and background the secondary logos can be used where appropriate.

hero...

full colour...



secondary...

white out...



mono...



The logo should not be amended, stretched, squashed or changed in any way.



Birchwood Park



 Birchwood Park



 Birchwood Park

The logo should have room to breath, the aqua circle is a good guide for the minimum space around the logo



The minimum size of the logo should be no less than 30mm



NB. An exception to this rule is when the web address is used in the brand lock up.

the brand mark

The brand mark can be used independently from the full logo to build brand recognition. The graphic can be released from the box and used across the park in signage, wall and window vinyl's. It helps to enforce the brand in places the full logo isn't appropriate.



For consistency the logo, web address
and proposition should appear in
this lock up. Exceptions will be found in
certain applications.



Birchwood Park

www.birchwoodpark.co.uk

**EXPECT
MORE**

primary font



Century 725

abcdefghijklmno
pqrstuvwxyz

ABCDEFGHIJKLMNO
PQRSTUVWXYZ

0123456789

A primary
font used on
headings

secondary font



Helvetica Neue Family

Helvetica Neue Light

Ovit, nonsed molut harionecepel im aturit quae re et et lab illore
nonseditate et qui officiae serepratis quam que pro verrovi dendebris
etur, consed quo doluptatis nis expelit maionse quatemquat.

Helvetica Neue Regular

Ovit, nonsed molut harionecepel im aturit quae re et et lab illore
nonseditate et qui officiae serepratis quam que pro verrovi dendebris
etur, consed quo doluptatis nis expelit maionse quatemquat.

Helvetica Neue Bold

**Ovit, nonsed molut harionecepel im aturit quae re et et lab illore
nonseditate et qui officiae serepratis quam que pro verrovi
dendebris etur, consed quo doluptatis nis expelit maionse
quatemquat.**

A secondary
font used for
body copy &
contrast



H1 Headings / 72px Century 725

H2 Headings / 42px Century 725

H3 Headings / 30px Century 725

H4 Headings / 30px Helvetica Neue Lt

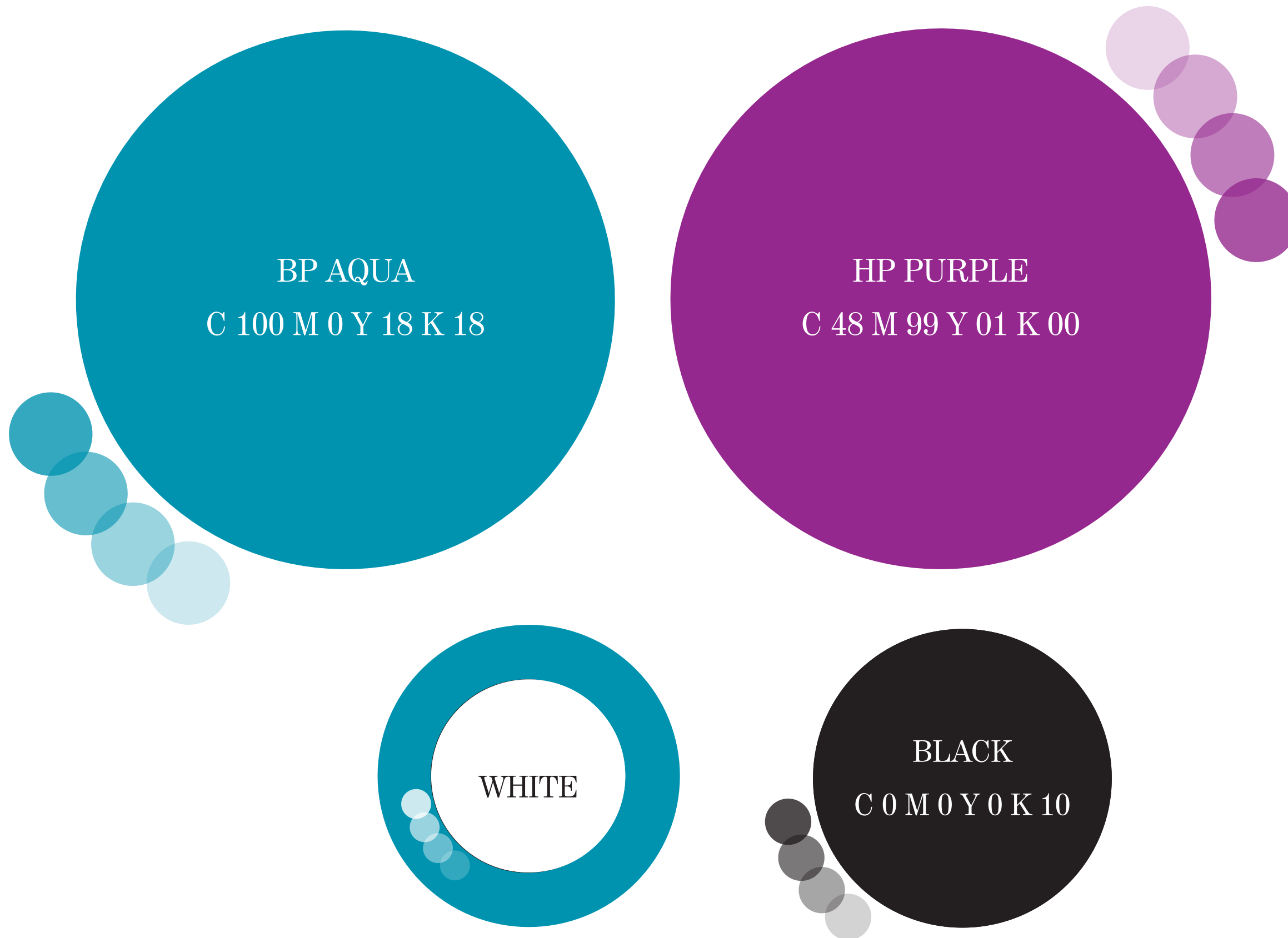
H4 Headings / 24px Helvetica Neue Lt

H4 Headings / 18px Helvetica Neue Lt

Body text / 14px Century 725

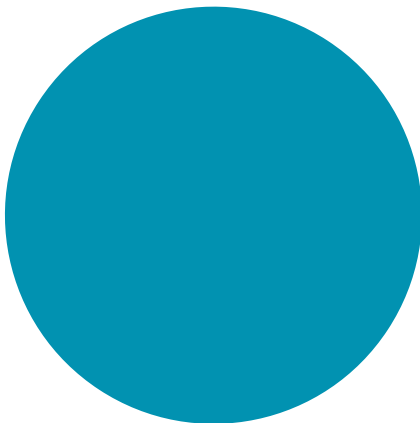
Default
headings and
body text

All colours should originate from these 6 colours. The tints are an important aspect to be used across all communication, avoiding over use of the full colour option.

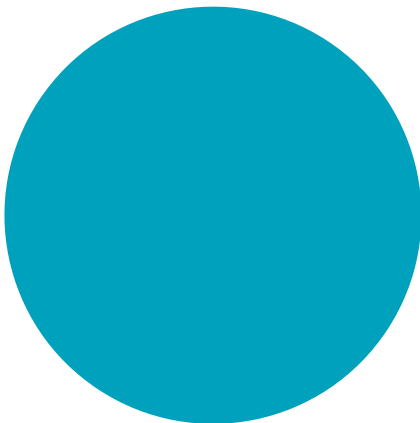


web palette

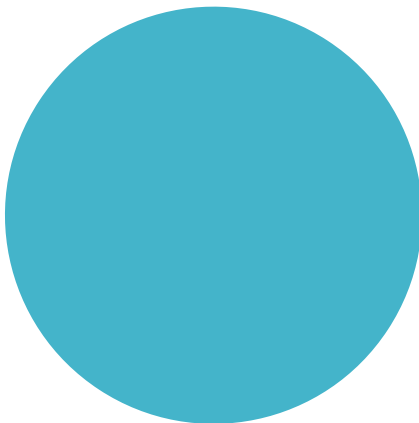
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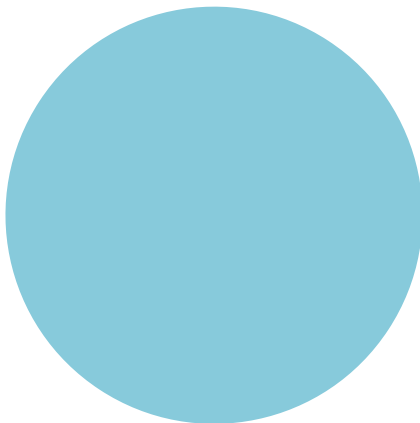
#00a1bc



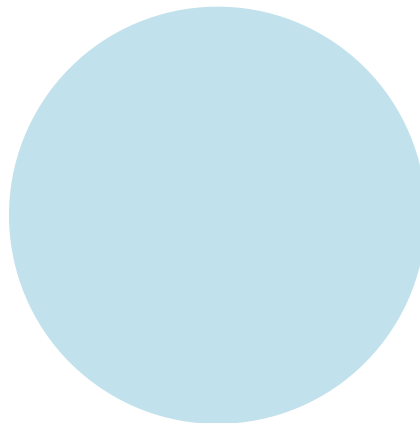
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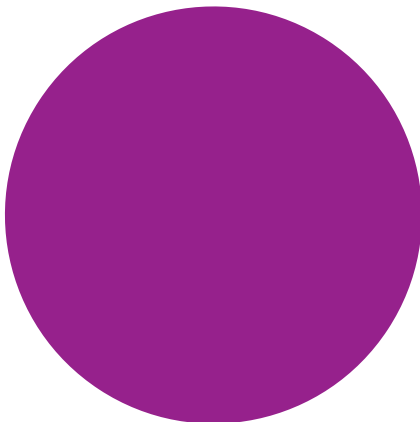
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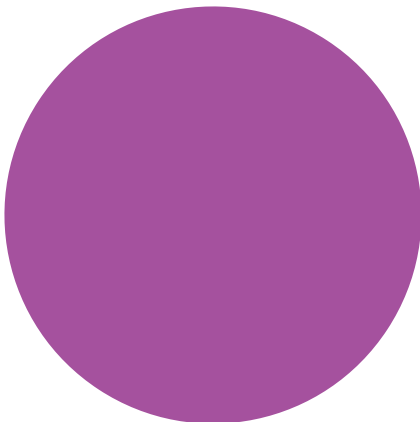
#c1e2ed



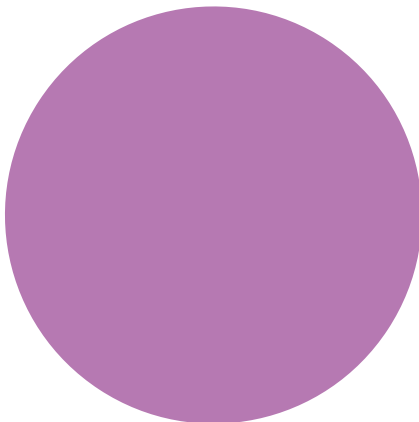
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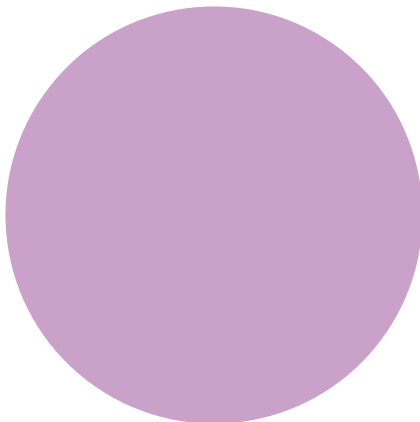
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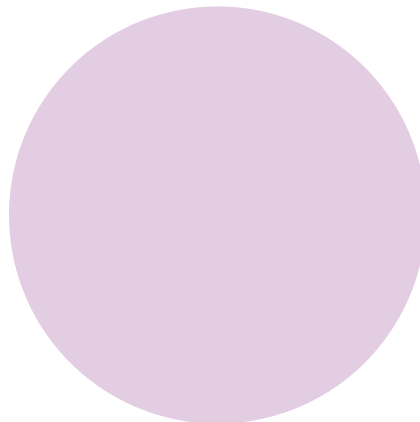
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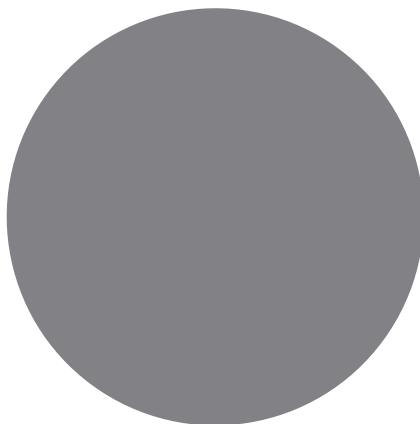
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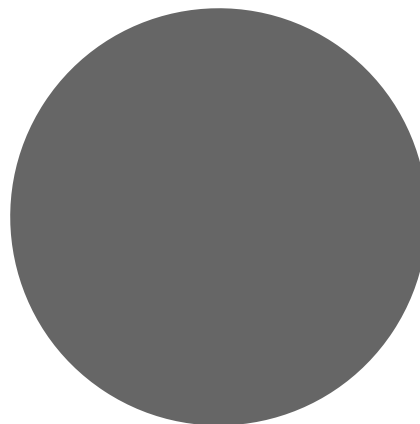
#e3cde2



#818285



#666666



web elements

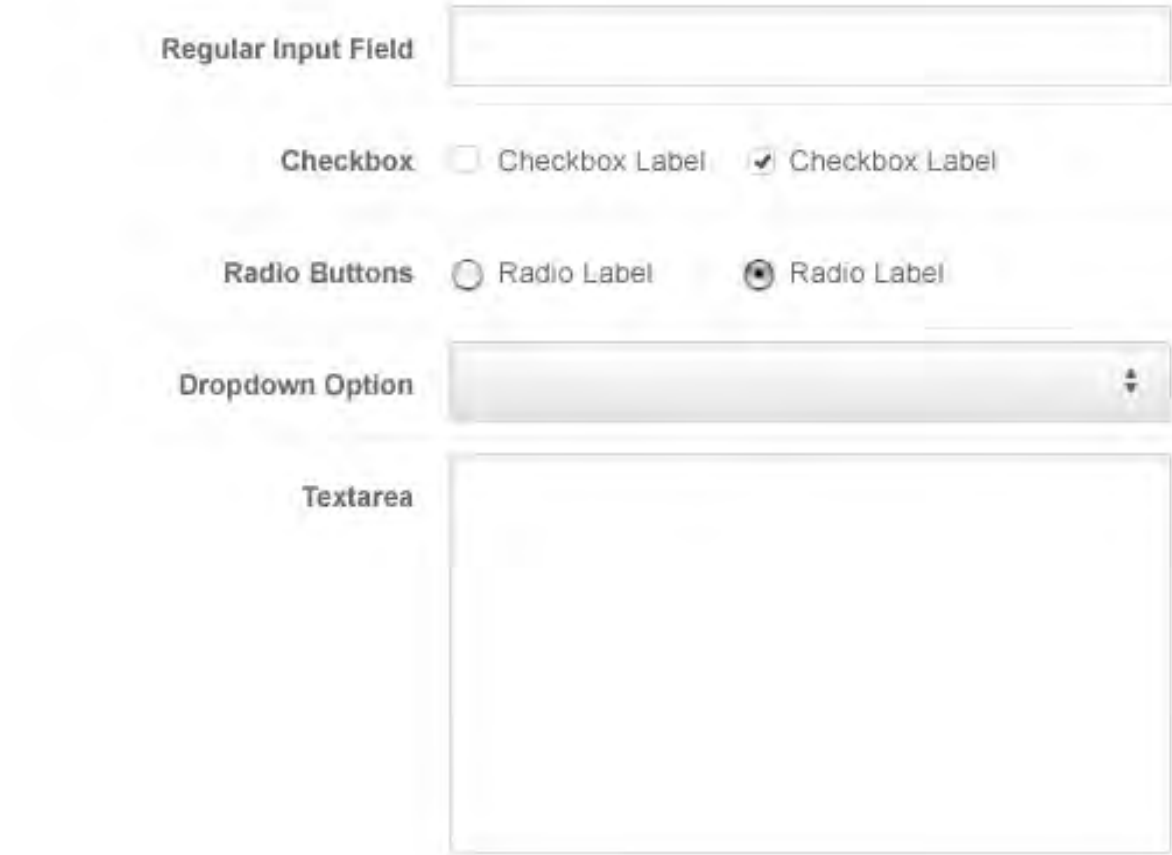
buttons



tabs



form elements



tables

Header1	Header2	Header3	Header4	Header5
Content1	Content1	Content1	Content1	Content1
Content2	Content2	Content2	Content2	Content2
Content3	Content3	Content3	Content3	Content3
Content4	Content4	Content4	Content4	Content4



buildings / external

Big skies

Bags of nature

Landscape
and portrait

Bright

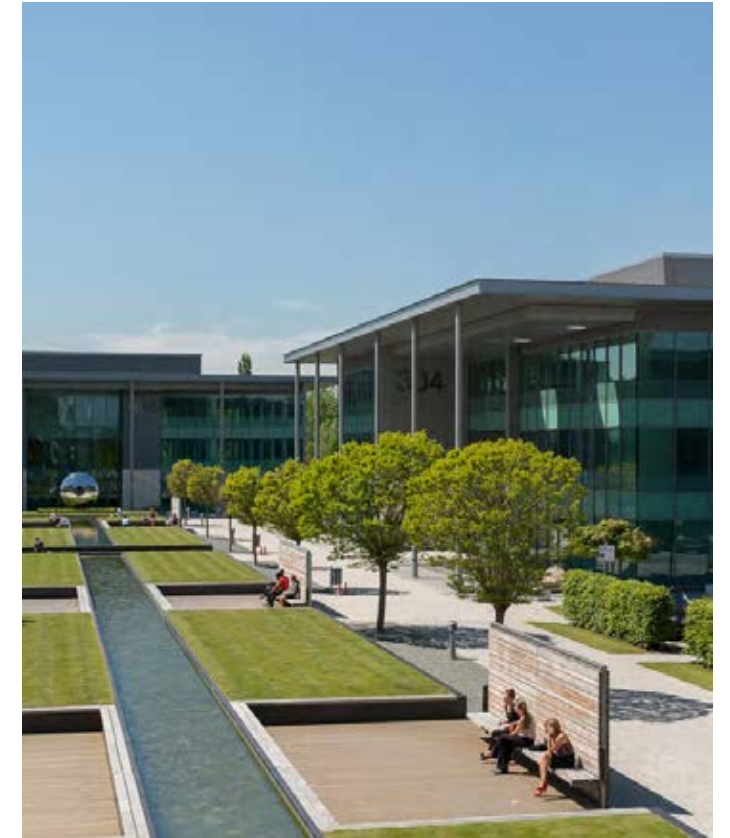
Colourful

Distinctive

photography – buildings external



photography – buildings external





buildings / internal

Colourful

Landscape
and portrait

Dynamic

Bright

Memorable

Composed

photography – internal





people / parklife

Posed shots lack narrative and character so a photo-journalistic approach is needed to capture the persons actions as they happen in a candid and unobtrusive fashion.

Spontaneous

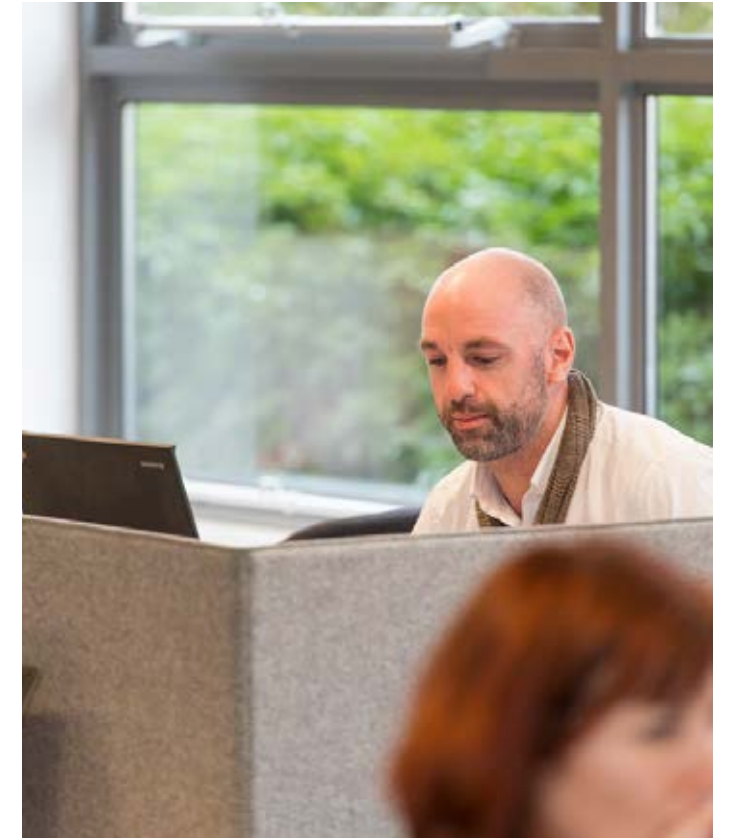
Unforced

Contemporary

Colourful

Landscape
and portrait





A distinct illustrative style is to be used when using icons to support key statements and highlight specific benefits.



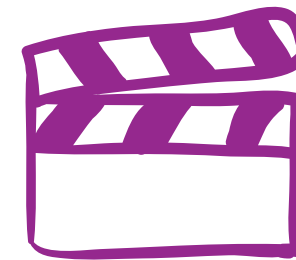
Conference
facilities



Maintenance
team



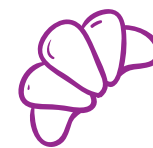
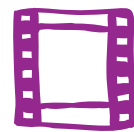
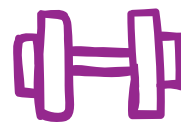
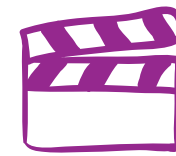
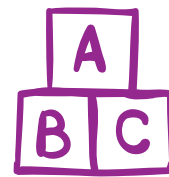
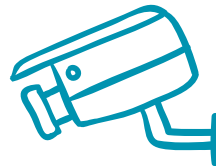
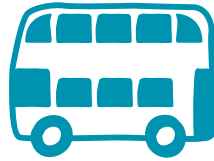
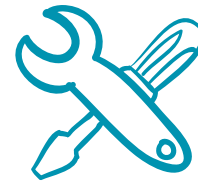
Starbucks



Film Night

Colour is used to split them into two distinct groups. These icons can be added to depending on the need, as long as they maintain the same look and feel.

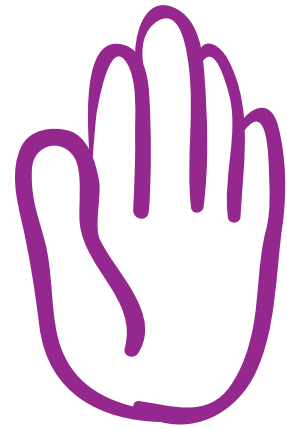
work life



park life



Parklife is the essence of everything we do when we are not directly selling. It is our personality. Our chance to have fun and be a little bit silly. It is communicated across the park through corridors, signage, posters and window graphics to name but a few. It is also a section on our website with an ebulletin to update our subscribers about all the latest news, events, and info on life at Birchwood Park.

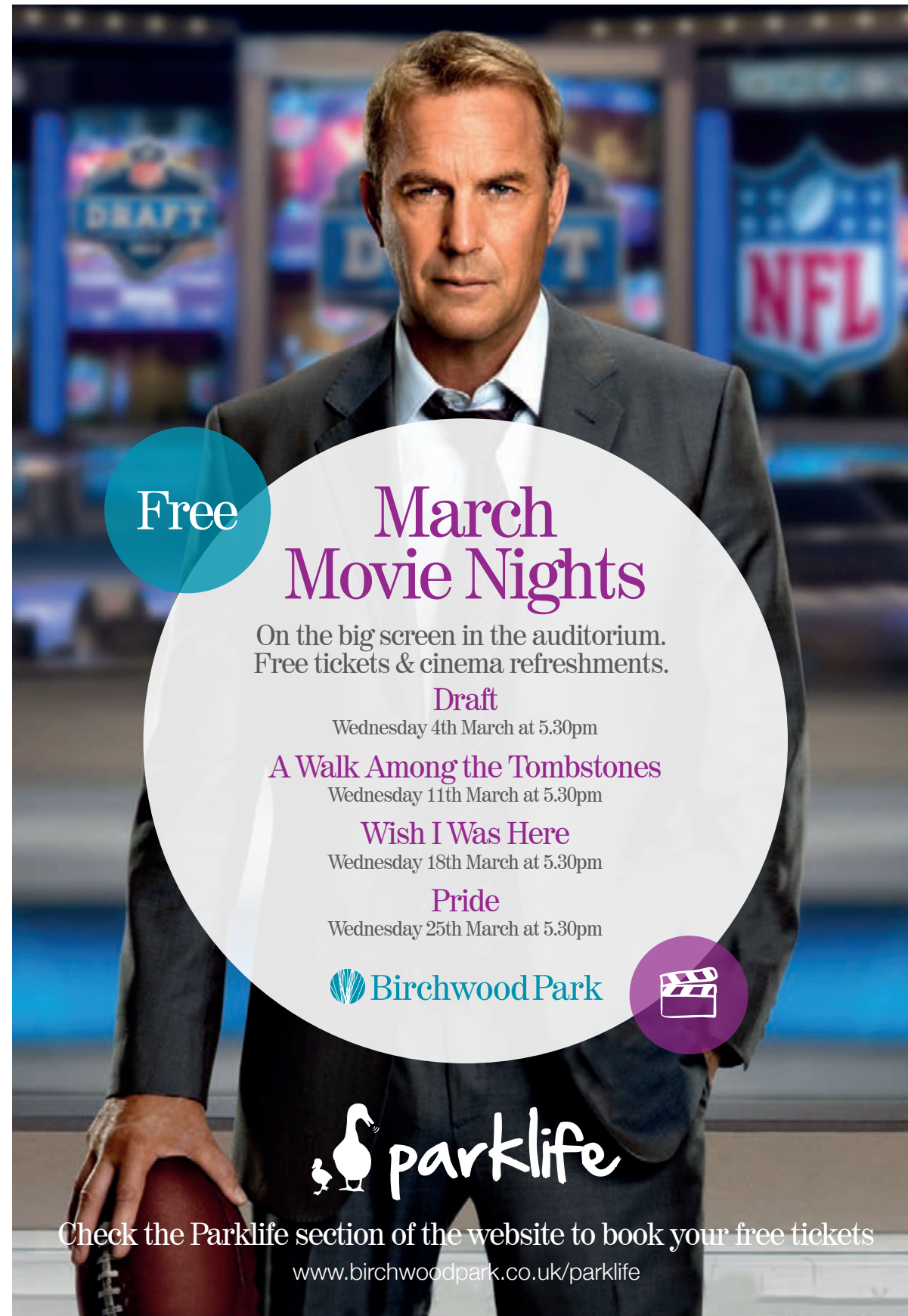


push it.
push it
real good.



wake up
and smell
the coffee





Free

March Movie Nights

On the big screen in the auditorium.
Free tickets & cinema refreshments.

Draft
Wednesday 4th March at 5.30pm

A Walk Among the Tombstones
Wednesday 11th March at 5.30pm

Wish I Was Here
Wednesday 18th March at 5.30pm

Pride
Wednesday 25th March at 5.30pm

 Birchwood Park 



Check the Parklife section of the website to book your free tickets
www.birchwoodpark.co.uk/parklife





THE CENTRE
AT BIRCHWOOD PARK

Pizza

Wednesday 25th March
12 noon – 2pm

Margherita with Mushroom,
Ham, Onion & Salami or
Pepper, Spinach & Onion.
Available at the
Garden Restaurant.

 Birchwood Park 



Check the Parklife section of the website for more information.
www.birchwoodpark.co.uk/parklife



dreams don't work...
...unless you do



there is no finish line...
...so enjoy the journey



the grass is greener...
...where you water it



mind
matter



The basics

Personality

Birchwood Park's verbal and written communication should reflect the personality of Expect More and should be expressed by everyone working on Birchwood Park to help reinforce what makes us different to our competitors

We should be professional and engaging and where appropriate use a conversational tone without formality

Ensure a harmonious personality and tone of voice is adopted for all our communications (brochures, advertising, website, press releases, menus posters etc)

Improve the relationship between Birchwood Park and our customers by creating a connection that encourages people to come back to you again

How do we do it?

Smile and make eye contact with everyone we meet

Create a mood and trigger, an emotional response to engage our customers

Don't be afraid to add a touch of light heartedness or fun where appropriate

Always think 'did I exceed their expectations, was that Expect More?'

“set Birchwood Park apart from the competition”

the foundations of writing

The foundations to writing:

Energy – lively, proud and enthusiastic about the uniqueness of what we have to offer

Adopt a conversational style, inviting our audience to come and visit us

We choose not to use the formal and technical language of traditional landlords and letting agents

Style and structure

We like to use words that create a feeling of a special place where there is something different going on, a place that is motivational and inspirational - so much more than just a building

We add touches of light heartedness and fun by using humour or puns and graphics in places and the occasional exclamation mark.

We avoid overly descriptive prose

We imply a feeling of discovery – a well kept secret

The biggest thing to bear in mind when writing is simplicity, consistency and clarity

It's all about communicating what's special about Birchwood Park

There should be an energy in the way you communicate – lively, proud and enthusiastic

Reflect how we deliver something different and memorable, but without ever being loud, forceful or contrived

“simplicity, consistency and clarity”

the way we speak/act

Keep it conversational, we are always approachable, chatty and interested. We are never overly submissive, we are not “Sir” and “Mademy”. Be welcoming without too much formality, we are polite and respectful but not stiff and corporate

Don’t be afraid you don’t know the answer to a question, tell the customer or colleague you will find out or get someone who does know to help

Show integrity in all decisions – always have a can do attitude

Within reason always do everything we can for our customers
Be passionately focussed on great customer service

Try to think ahead of our customers – think about their needs before they have to ask. Insist on excellence

Always search for and share the best ideas. Bring positive energy. Have a can do attitude

Be proud of your work, enjoy it and celebrate success together

Smile and be natural – this will help people relax. Acknowledge people with eye contact and a greeting

Be aware of posture and body language – look alive and interested in what you are doing

If something is wrong, make it right – if a customer looks dissatisfied they should be asked if anything is wrong and if so take action

Anticipate and fix problems

“we are polite and respectful but not stiff and corporate”

A photograph of a park scene with several people relaxing. In the foreground, a man with a beard and tattoos sits on a concrete ledge, looking down at a small object in his hands. Next to him, a man in a white shirt and glasses sits on a bench, looking towards the camera. In the background, two women sit on the grass, and a man lies on a lounge chair. A large teal circle is overlaid on the center of the image, containing the text "some examples" in white. A small purple circle with a white star icon is positioned near the bottom right of the teal circle.

some
examples

Expect to be inspired

First Floor 401 Faraday Street – 16,550 ft² of flexible workspace

Already one of the most striking buildings in Birchwood, the £4.7million redevelopment of 401 Faraday Street has transformed the building inside and out. Creating stunning new offices designed to meet the demanding standards of a modern business and allowing you to operate from one stunning central location.

Great offices make your staff happier, your working day more enjoyable and your business more productive. With expansive glazing, panoramic views and air-conditioning throughout, the workspace is comfortable, efficient and inviting. With flexible space for up to 227 people, the first floor of 401 Faraday Street combines understated design elegance with cool metropolitan styling that your staff will love and your visitors will envy.

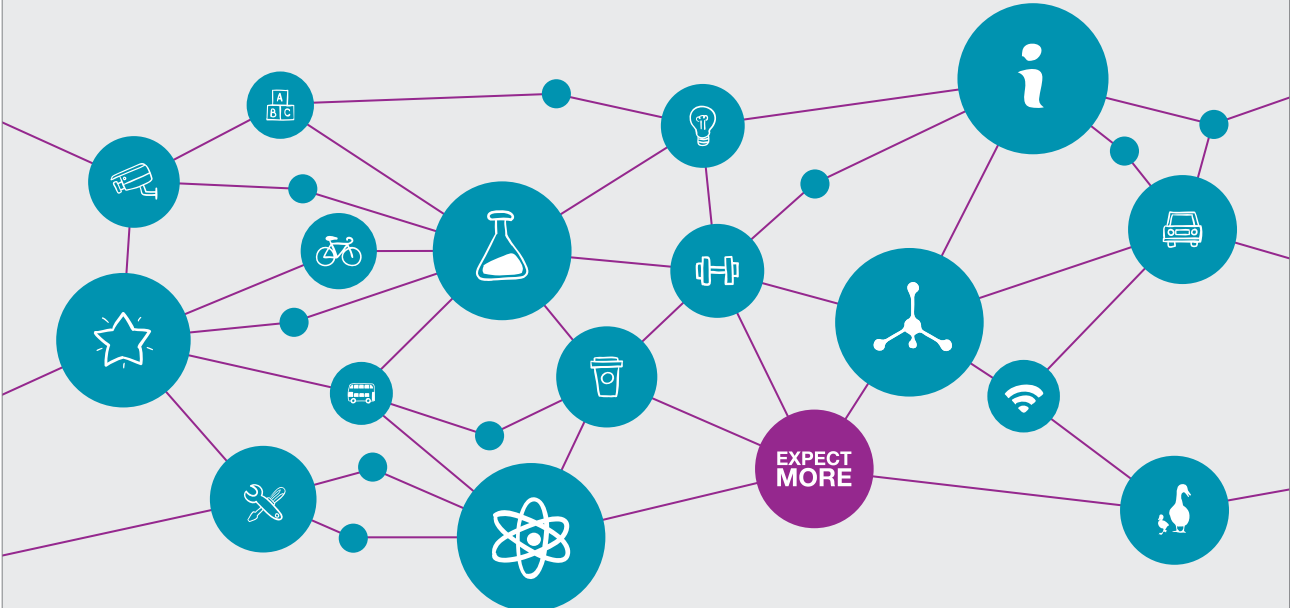
We're right in the middle of the North West where the M62 crosses the M6. Smack bang between Manchester and Liverpool – a great catchment area for recruitment, easy access to the regional train line and also to clients.

**Birchwood Park**
01925 851 536 / www.birchwoodpark.co.uk
Jones Lang LaSalle, 0161 828 6440 / BE Group, 01925 822112

EXPECT MORE



Expect powerful connections



A vibrant place to work for the Nuclear Services sector

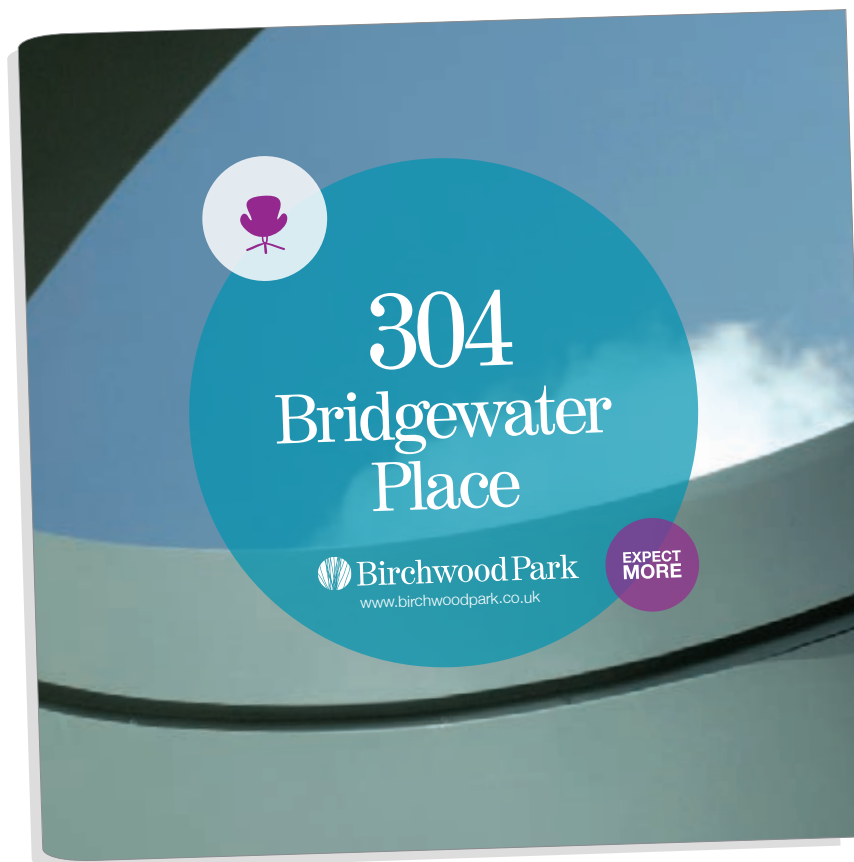
If you're looking for an environment to evolve your business and take nuclear engineering projects to greater heights, then look no further than the dynamic confines of Birchwood Park. Our flourishing business community is recognised as one of the most successful centres for the Nuclear Services in the UK. Being the chosen location for the likes of AMEC Foster Wheeler, NNL and Nuvia, there is a huge pool of nuclear knowledge at Birchwood Park, the perfect environment for breeding success.

Our wide range of on-site services and amenities help motivate staff, foster inspiration and enhance productivity. We're right in the middle of the North West where the M62 crosses the M6. Smack bang between Manchester and Liverpool – a great catchment area for recruitment, easy access to the regional train line and also to clients.

Expect interaction, reaction and growth.

**Birchwood Park**
01925 851 536 / www.birchwoodpark.co.uk
Jones Lang LaSalle, 0161 828 6440 / BE Group, 01925 822 112

printed brochure covers



 Birchwood Park

Expect to be impressed

Our elegant landscaping encourages free flowing ideas with relaxing, moving water at the heart of its tranquil space. Understated planting around the buildings provides a soft, green contrast to the high tech offices on offer.

We've tucked the estate roads and car parks away behind the buildings, keeping the central area clear. And it's not just all about cars – there are cycle shelters for your cyclists' bikes. So however your employees get to work, they'll be well looked after.

This free open space makes for good views inside and outside the building. It's not surprising that the park is seen as the best out of town office development in the North West.



I love the location – the people, the ducks, the open space, the Starbucks. Every day I get out of my car and smile.

Janet, Entwistle Graphics

Birchwood Park

18 minutes to Manchester and 27 minutes to Liverpool by train

380 visitor parking spaces

223 lockers and 143 shelter spaces

Exclusive free bus link and 50% discount on all local bus routes

00

www.birchwoodpark.co.uk

Map Details:

- Towns:** Blackpool, Blackburn, Bradford, Manchester, Stockport, Warrington, Liverpool, Chester, Crewe, Stoke-on-Trent.
- Roads:** M5, M6, M60, M62, M66, M53, M56, M58, M61.
- Travel Time:** 18 min to Manchester, 27 min to Liverpool (by train).
- Facilities:** 380 visitor parking spaces, 223 lockers, 143 shelter spaces, exclusive free bus link, 50% discount on local bus routes.
- Postcode:** WA3 6WU (SAT NAV postcode).



Expect business hubs and great conference solutions

We have the space to get together with people whatever way you choose. Grab a private booth, a comfy sofa or a corner of our all weather terrace. People help the ideas to flow, whether you're in the Hub at The Centre, at 401 or in one of our meeting rooms. We're not boasting but we do have some of the best conference and events facilities in the North West.



Expect a friendly proactive team and a secure environment

There is a team of over 100 of us, working together every day. Our reception staff are super helpful and welcoming and an on-site maintenance team to sort out any little niggles quickly and without fuss. Our team is very long standing which means our customers get to know us and where to find us. Security is 24 hour but not intrusive. We've got a team on site to patrol the park, as well as CCTV, but it's efficient in a competent rather than a 'big brother' kind of way.

 Free high speed Wi-Fi
  Communal breakout areas with refreshments

 Auditorium for up to 150 delegates
  8 air conditioned suites

 103 hotel rooms on site
  89% customer retention levels

 on site maintenance team
  24hr security

 www.birchwoodpark.co.uk

 www.birchwoodpark.co.uk





304 Bridgewater Place



Birchwood Park

www.birchwoodpark.co.uk

EXPECT
MORE

Click here







When our clients visit we
always receive compliments
on the office and the Park.

Jon, Space 48

Expect to be inspired

If you want to attract new clients and the best talent to your business, you have to aim high. Our contemporary double height reception sets the tone with an impressive entrance to your business.

People are happier if they get plenty of natural light and our fully glazed facades, mean that everyone gets just that. In fact we have the optimum balance for light and shade with solar controlled glazing to prevent the need (and cost) of extra cooling, plus overhanging canopies that offer the building the optimum amount of shade.

All topped off with a highly flexible heating and cooling system, so that you can maintain an optimum working environment all year round.

www.birchwoodpark.co.uk

www.birchwoodpark.co.uk







Expect flexibility and
clients nearby

Moving your business to Birchwood Park means joining a community. It's an immediate boost to your business having lots of other businesses nearby, perfectly placed to collaborate with you on projects. You'll be adding skills – and friends too. With 165 companies and over 6000 people, there's a big pool of knowledge you can tap into. As your business evolves, our capacity and range of options, means we can adapt with you. You can upscale or downsize without the inconvenience of looking for space elsewhere.



Expect a vibrant
community, fantastic
facilities and events

Open spaces encourage an open mind. Which can only be good for business. Sometimes the best ideas happen when people are relaxed and thinking about other things. There's a fabulous vibe here with our enviable lakeside space – complete with resident ducks, swans and geese! We even get the barbecue out for our regular 'Big Sizzle' in the summer. There also are deck chairs and picnic blankets to lounge on during our live music lunches.

The Garden Restaurant has a theatre-style kitchen and a great range of cafés serve Starbucks coffee and delicious sandwiches. With over 45 film showings a year in our auditorium come cinema (how good is that?), complete with popcorn, ice cream, beer and wine, there's a lot here to feed the soul as well as the stomach. Good times roll along with the work. We've even got an on-site gym to help your staff work out around their work.

you can upscale or
downsize without
the inconvenience
of looking for space
elsewhere

www.birchwoodpark.co.uk

www.birchwoodpark.co.uk







www.birchwoodpark.co.uk

www.birchwoodpark.co.uk

marketing suite

