

Brand Guidelines

September 2016



Logos



Colour



Monochrome



Colours

Orange

CMYK – 0/75/100/0
RGB – 234/91/12
Web – #ea5b0c



Yellow

CMYK – 0/30/100/0
RGB – 251/186/0
Web – #fbb000



Green

CMYK – 40/0/100/0
RGB – 175/202/11
Web – #afca0b



Red

CMYK – 0/100/100/10
RGB – 210/10/17
Web – #d20a11



Purple

CMYK – 40/100/0/0
RGB – 167/22/128
Web – #a71680



Blue

CMYK – 90/60/5/0
RGB – 27/97/167
Web – #1b61a7



Download



Corporate Font

This is for internal use including powerpoint slides, emails, word documents etc.

Arial

ABCD1234

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Arial bold

ABCD1234

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Display Font

This is for display purposes including roller banners, advertising media website etc.

Titillium light

ABCD1234

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Titillium semibold

ABCD1234

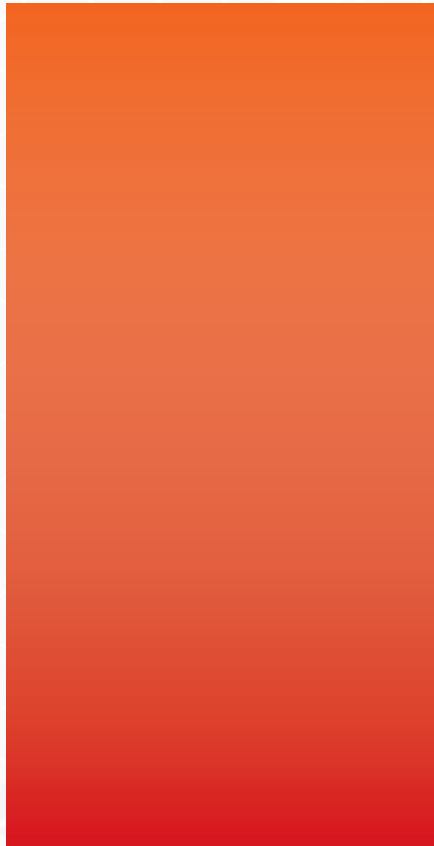
ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Gradients

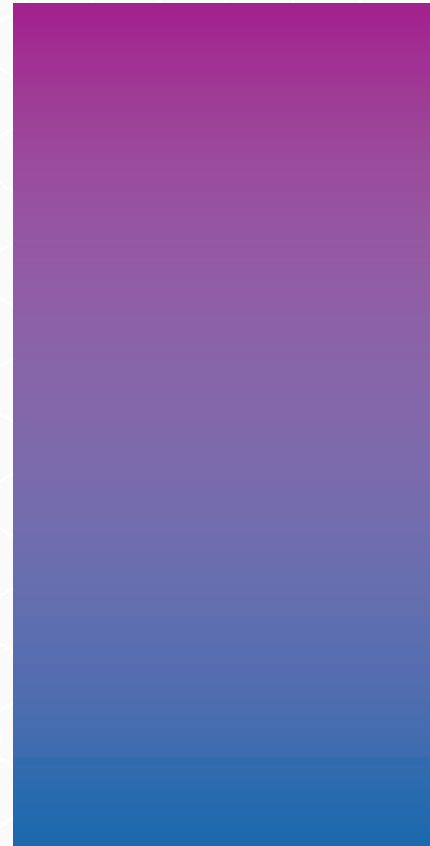
Orange >
Red



Yellow >
Green



Purple >
Blue



No other colour gradient combinations are permitted

If logo is being placed over a gradient, only the full white version is permitted.

Gradients are to always fade in a vertical direction with the supplied fade.

Photography Do's



Photographic style

- Realistic
- Professional
- Fun
- Aspirational
- InSitu

Photography Dont's



Photographic style

Studio Shoots
Overly Sexual Images
Vignette/Duotone
Amateur Shots

Modules

Core modules



Blue

CMYK – 90/60/5/0
RGB – 27/97/167
Web – #1b61a7

Admin modules



Green

CMYK – 40/0/100/0
RGB – 175/202/11
Web – #afca0b

Consumer modules



Red

CMYK – 0/100/100/10
RGB – 210/10/17
Web – #d20a11

Service modules



Orange

CMYK – 0/75/100/0
RGB – 234/91/12
Web – #ea5b0c


Advanced modules



Purple

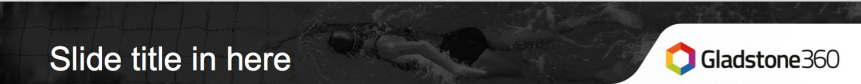

CMYK – 40/100/0/0
RGB – 167/22/128
Web – #a71680

Download 




Title of your presentation here
More of an explanation

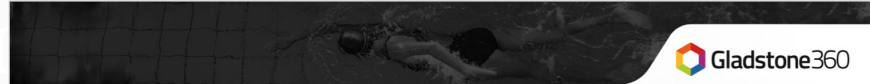
Tom Wiher - 04/16




Slide title in here



10:45	Welcome
11:00	Product Updates
11:45	GB Group
12:15	'Get Hands On!'
13:00	Buffet Lunch served during 'Get Hands On!'
14:00	Case Study Live – Mary Scanlan , South Lanarkshire Leisure, Kiosks
14:30	Open Q&A
15:00	Closing
15:15	Event Finishes



Version 10.6: On General Release



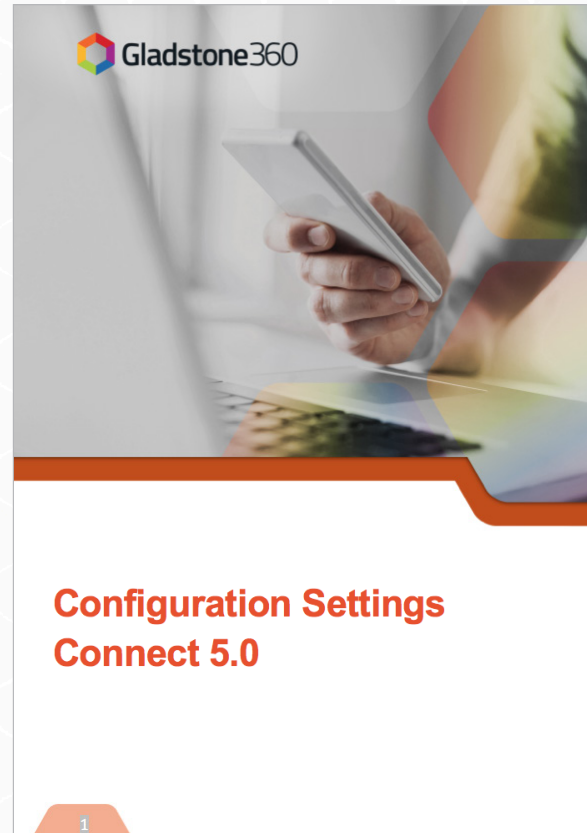
- Compatibility with SQL 2012 Windows Server 2012
- Support for SEPA
- Sites in Group Search causing slowness in Plus2
- Make email, Mobile & Bank Reference searchable field in find members
- Mobile Tel Number Field to be included in the 'Waiting List' Tab as well as the Home & Work Tel
- Increase course dates printable on tickets (Configurable to 9999 dates)
- The class print list to NOT show the members corporate link
- Displaying Corporate Company Name on Bookings
- Batch wizard do not apply the wizards to members where the member ID is great than 8 digits

Document Template - Leisure



**Header -
Arial Bold - 36pt**

Document Template - Tech



**Section title -
Arial Bold - 22pt**

Body - Arial - 12pt (marketing/internal)
Body - Arial - 10pt (technical)

Product Template



Kiosk Gladstone360

Today customers expect the ability to use self-service tools to complete their daily tasks, such tools have been prevalent in cinemas and supermarkets for years. With the added financial pressure many are finding membership numbers increasing with staff numbers remaining the same or falling, in this situation streamlining your processes to become more cost effective is key.

Kiosks are easy to use, fast track self-service units that will reduce front of house pressure at reception during peak times by diverting customers away from reception. Kiosk communicates in real time to the Gladstone Plus2 system through simple web-based input screens to enable customers to serve themselves without the need to involve front of house staff. Introducing Kiosk is like opening a brand new, fully staffed reception desk by allowing customer throughput and traffic to increase.

However it does this without having to increase staffing overheads and, when used in conjunction with Connect, Kiosk adds even more value by allowing customers to collect their own tickets when they arrive for bookings they made online. The solution also helps improve customer service by extending the location of your reception desk and giving customers the opportunity to manage their own transactions at their convenience.

"Over 1,000 customers use the kiosks for around 1,500 bookings every single month – and that's just at our St Ives site."
Michelle Schwick
Huntingdon District Council

Why you need it?

- Reduce pressure on front of house
- Improve customer service
- No reliance on staff overheads
- Less cash handling
- Increased footfall
- Allows for unmanned facilities

Share Point link ▶

Contact Claire Elkin ▶



Flexible Leisure Management Software

-  **Leisure Centres & Clubs**
Advanced management software no matter what size your operation
-  **Education**
Allow your staff to better serve your students and customers
-  **Cloud Services**
Full cloud based service that is fast, reliable and scalable
-  **Theatre & Events**
From mass participation events to seated theatre and venues
-  **Card Services**
The most comprehensive range of ID solutions available on the market

www.Gladstone360.com



Manage Understand Connect

-  **Increase Sales**
Drive income and control spend
-  **Engage Customers**
Provide great service through technology
-  **Streamline Back Office**
A fast, secure and streamlined leisure management system
-  **Business Intelligence**
Automate tasks and drive communication
-  **Outcome Management**
Manage intervention programmes and provide evidence based outcome

www.Gladstone360.com

Exhibition Stands

