GO Construct

Brand Guidelines

Contents

Go Construct

Tone
of voice

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.

Tone of Voice

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 welcome all.

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

We offer a variety of roles.

Our sector is huge, offering real opportunities to advance in many ways.

We champion independence.

We are always open and there are many ways to work beyond the 9-5.

We reward expertise.

We value the highly skilled individuals who drive our success.

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.

Logo

Our master logo is the embodiment of the Go Construct brand, tying its historic brand equity with the present across all branded applications.

Logo

Master logo

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

Logo

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.

Secondary logo

Single colour
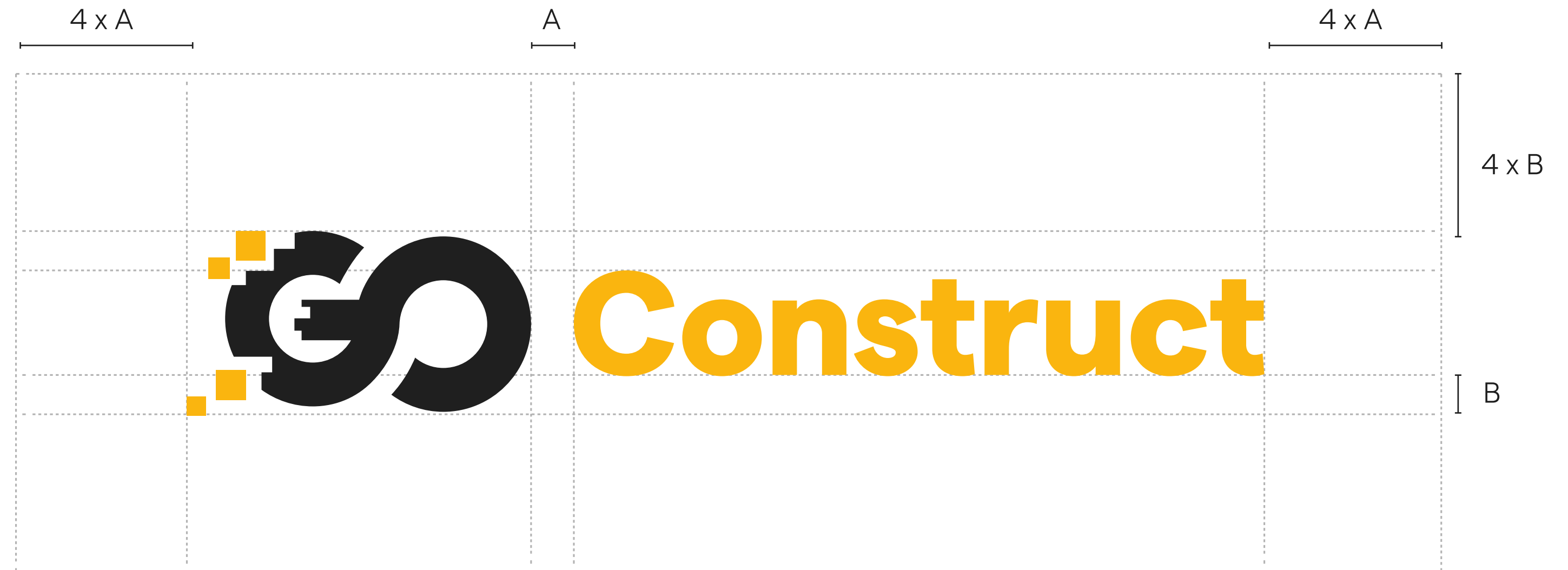

Stacked logo

Monogram

Logo

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).

4 x A

A

4 x A

4 x B

B

Logo

Minimum size

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

GO Construct

Minimum size: **200px or 53mm wide**

GO Construct

Minimum size: **150px or 42mm wide**

GO Construct

Minimum size: **100px or 26mm wide**

GO

Minimum size: **50px or 13mm wide**

Logo

Colours

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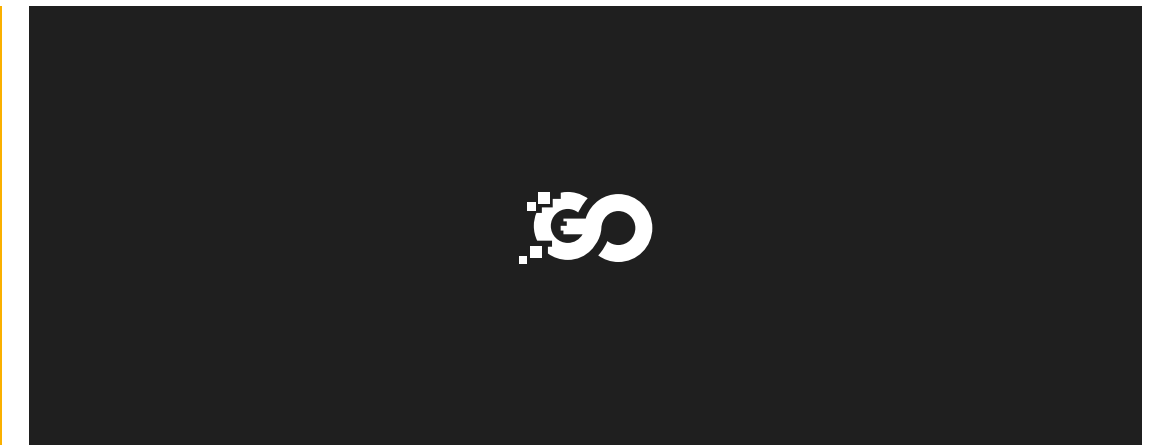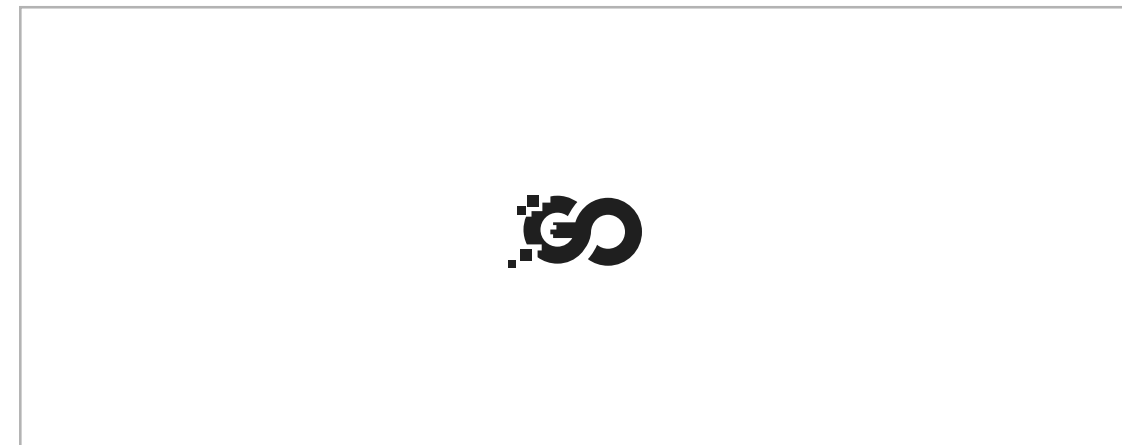each logo are detailed on the right.

Master Logo

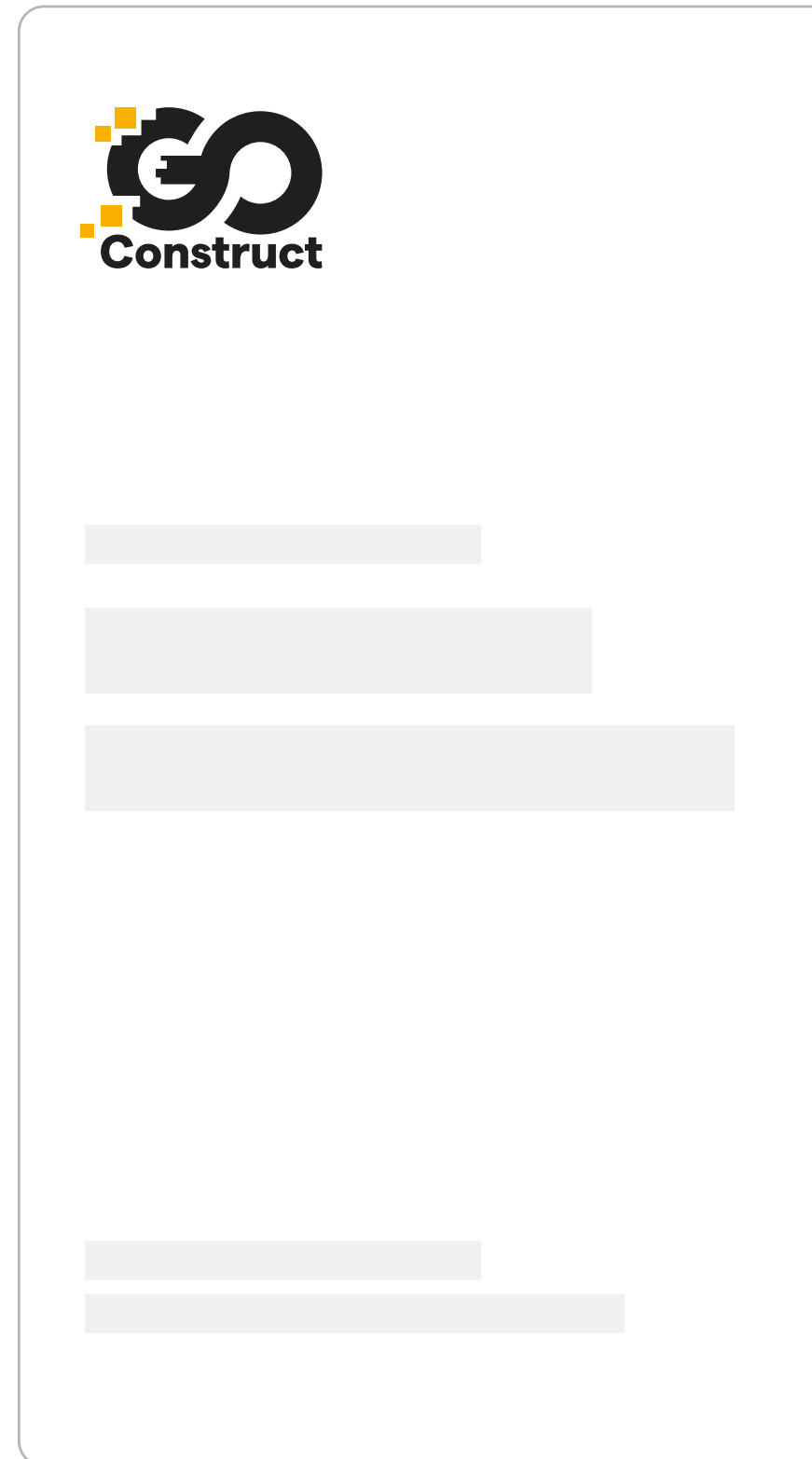Secondary Logo

Stacked Logo

Monogram

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.
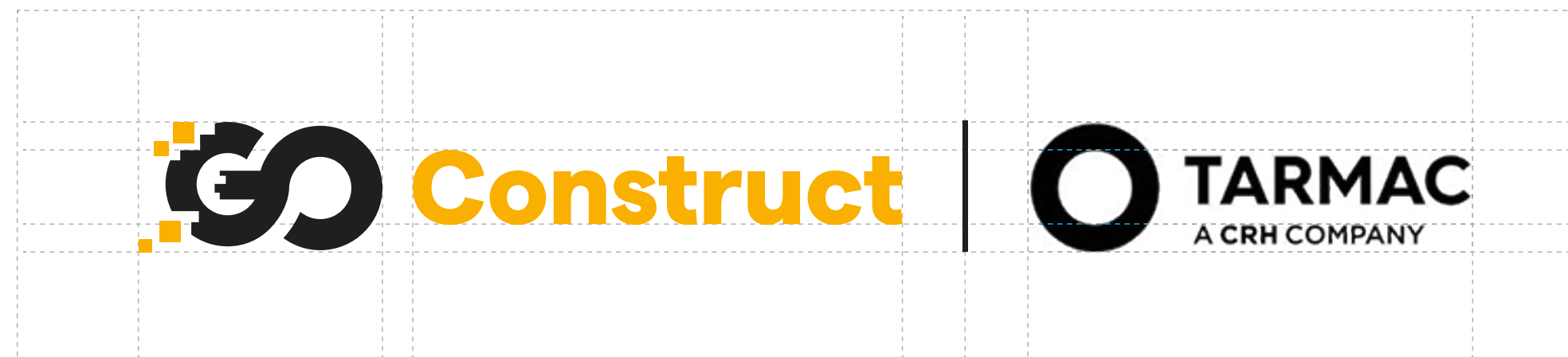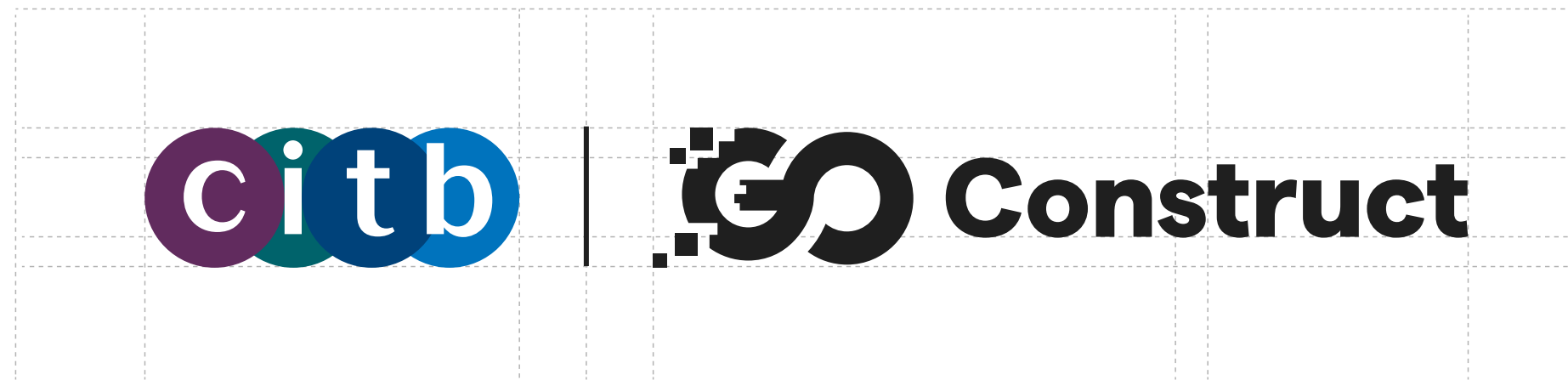
Logo

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.

Logo

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 Contruct 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

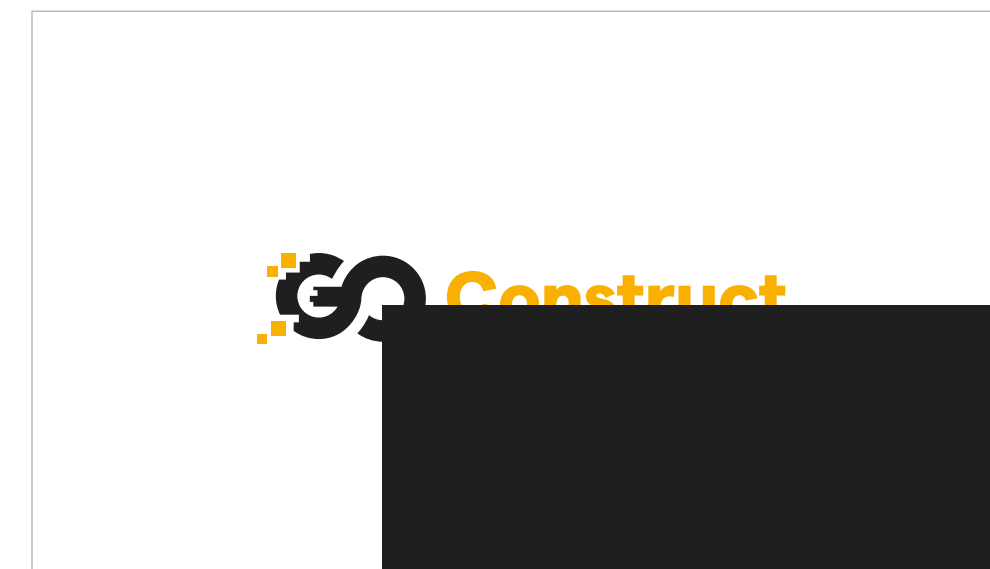✕ Do not recolour

✕ Do not alter proportions

✕ Do not alter font or change 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.

Matter

Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@£%^&*()_+

**Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@£%^&*()_+**

**Heavy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
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.

GO Construct

Colour palette

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.

Primary

Go Construct Amber
0/36/96/0
77/19/79
fab000

Secondary

Go Construct Orange
0/67/92/0
255/109/13
ff6e0d

Go Construct Blue
67/33/0/0
64/158/255
409eff

Go Construct Green
68/0/100/0
51/210/16
33d10f

Go Construct Purple
55/93/9/1
138/48/128
8a3080

Neutral

White
0/0/0/0
255/255/255
ffffff

Light Grey
0/0/0/10
240/240/240
f0f0f0

Mid Grey
0/0/0/40
178/178/178
b2b2b2

Charcoal
0/0/0/95
31/31/31
1f1f1f

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.

Primary brand application

Secondary brand application

Complex or wayfinding applications

# Iconography

24   Icon style

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.
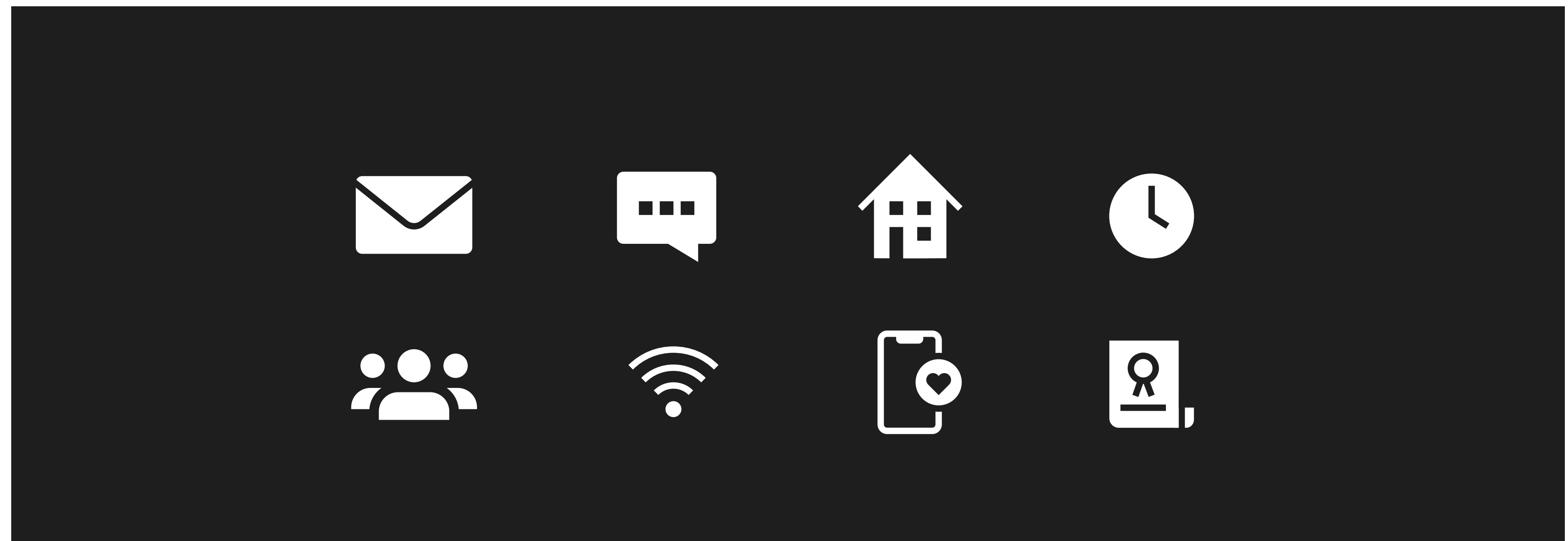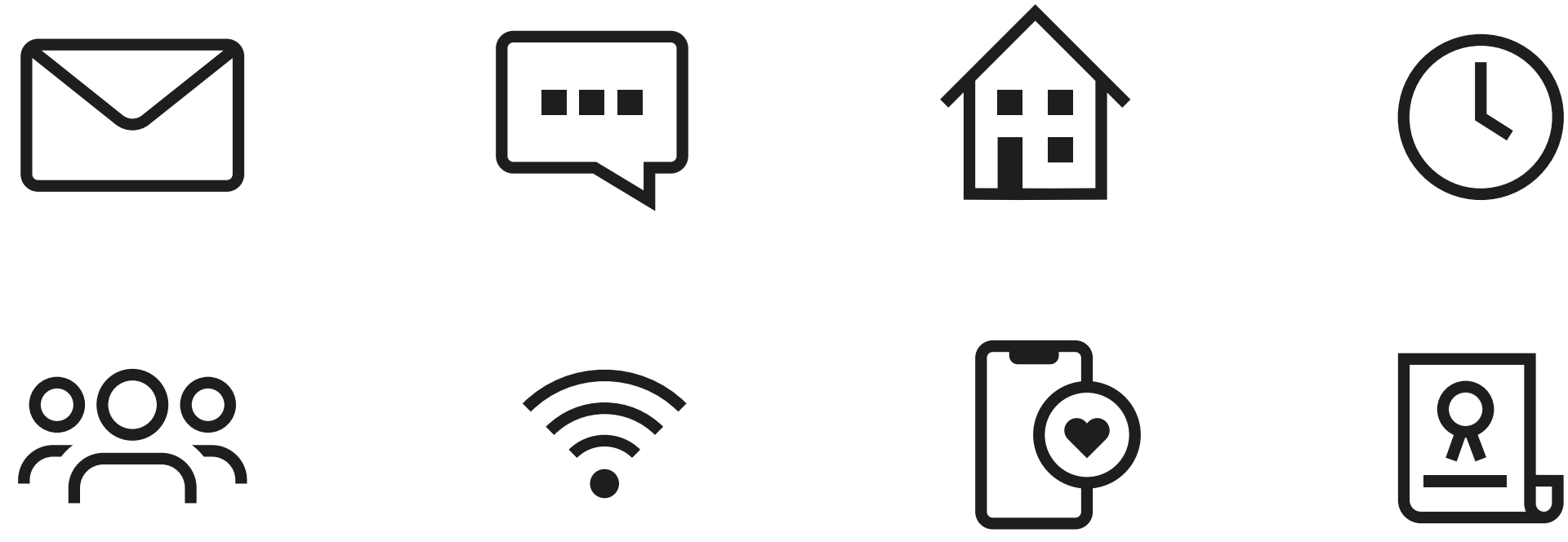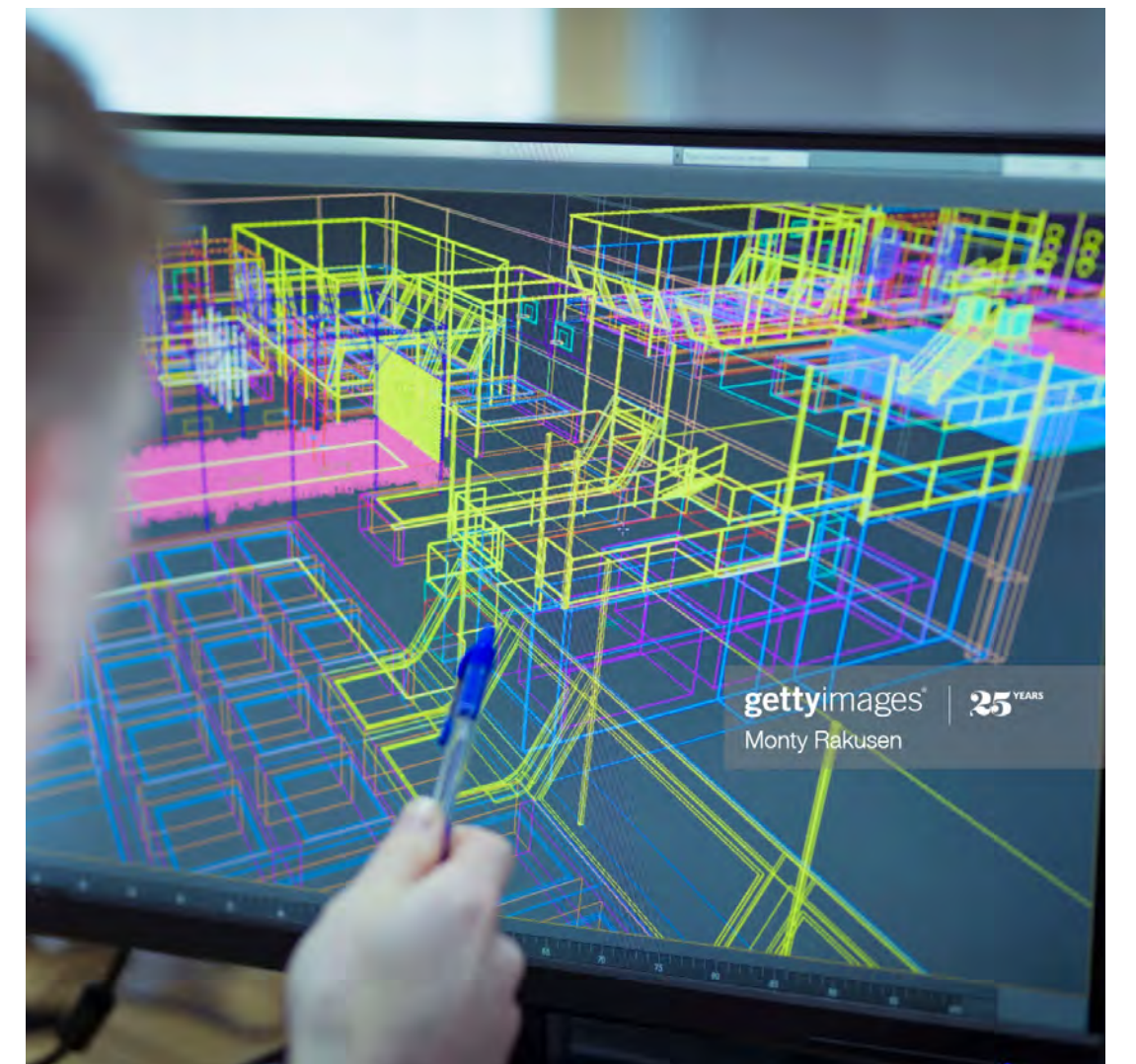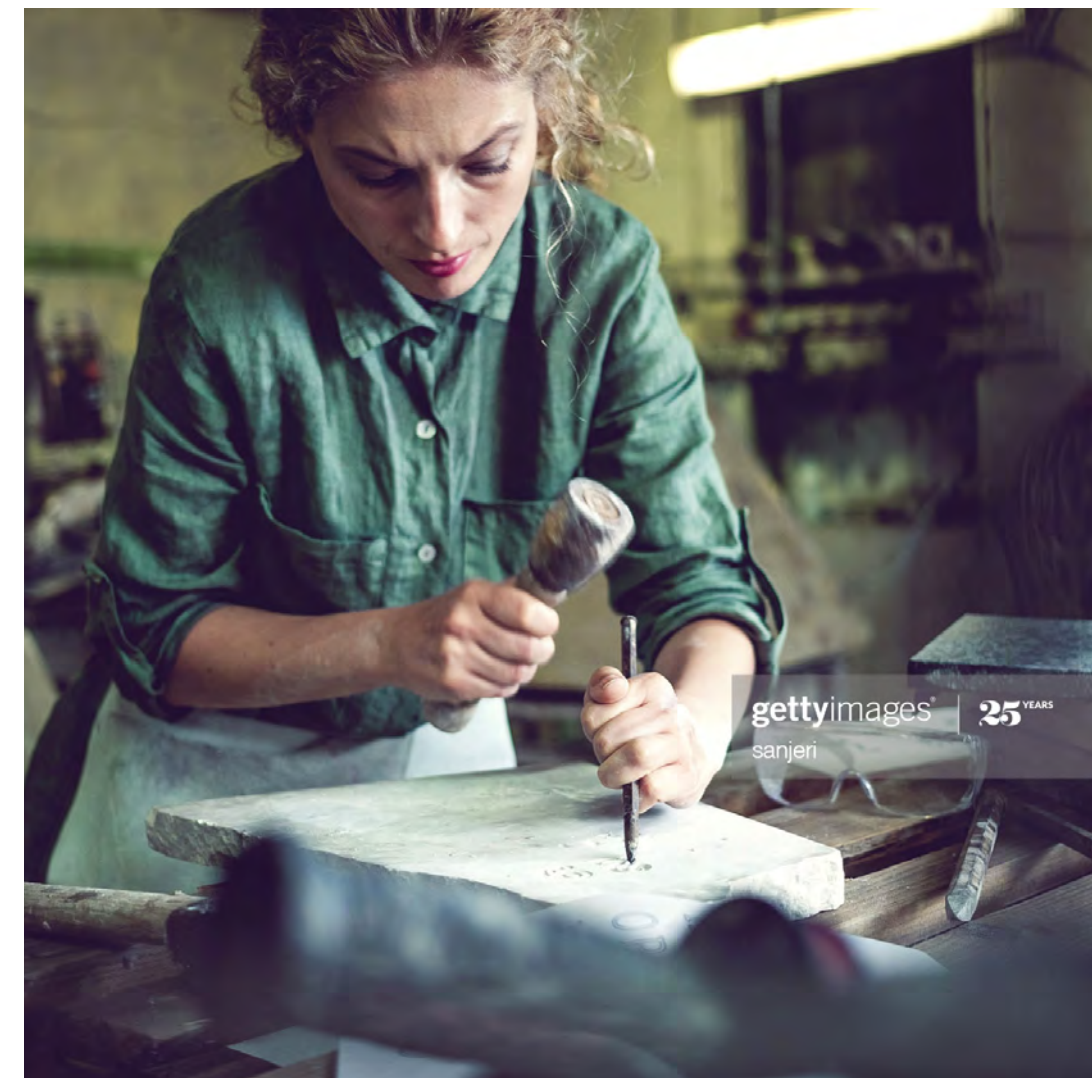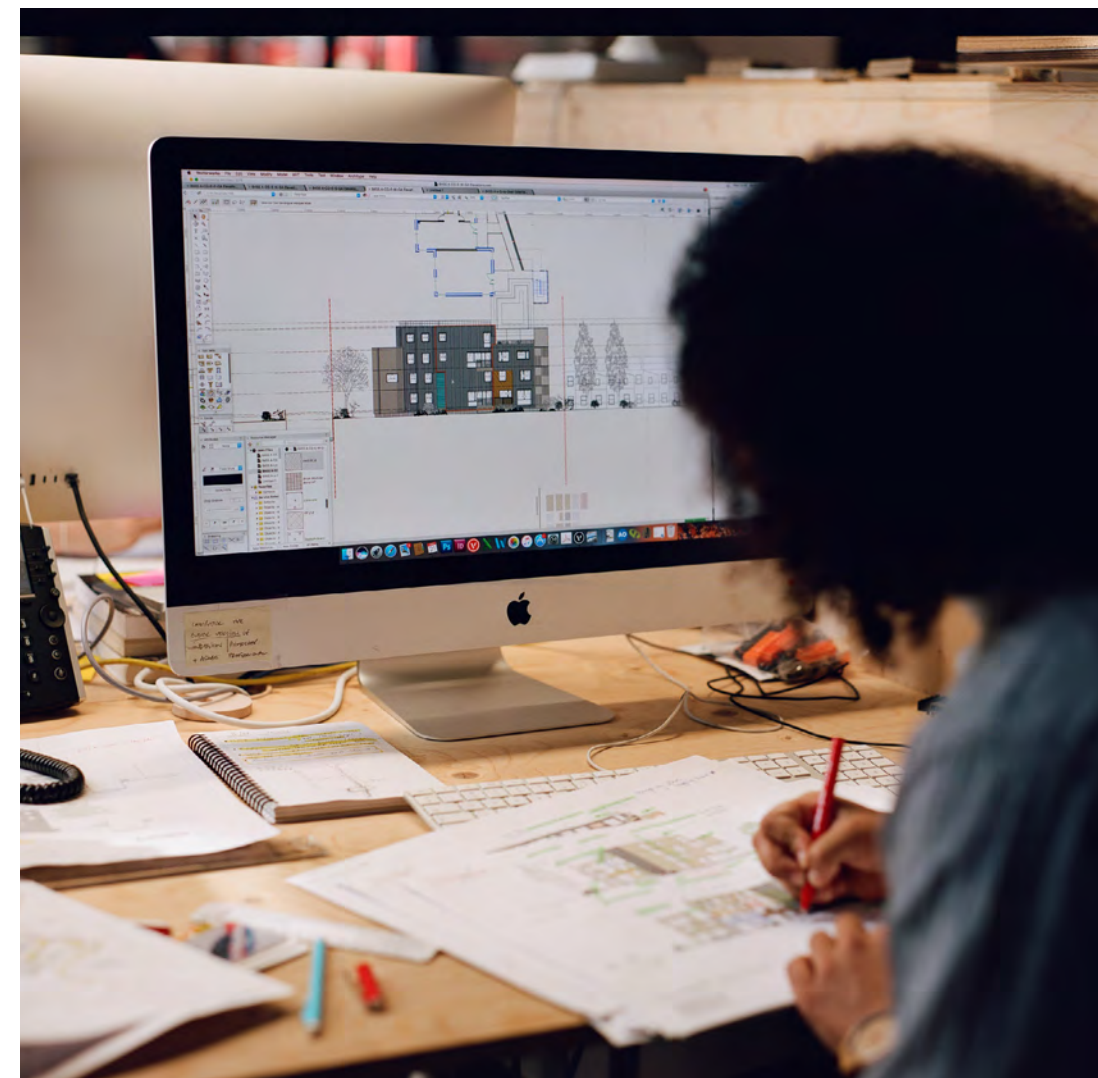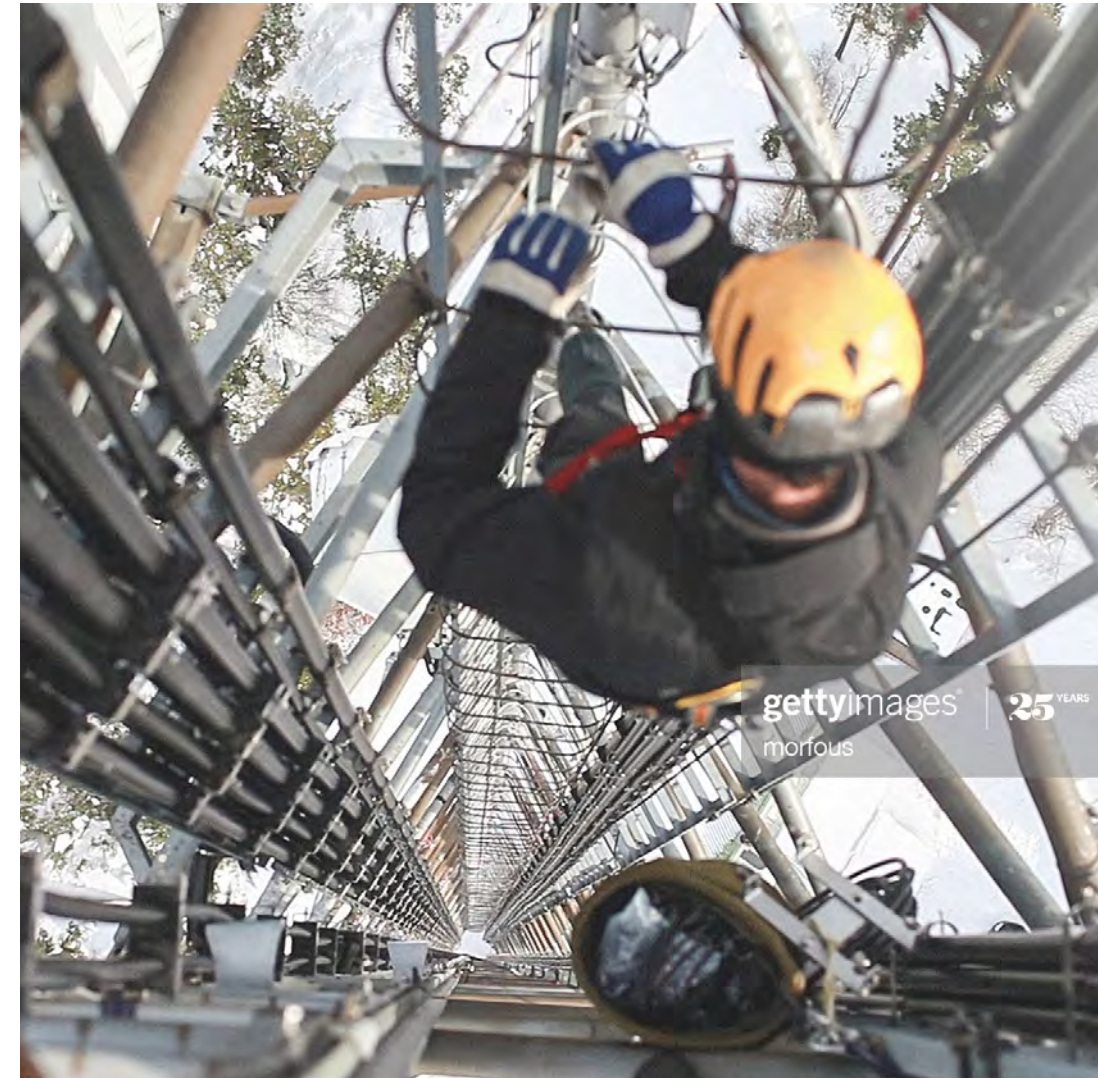
Photography

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.

Photography

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.
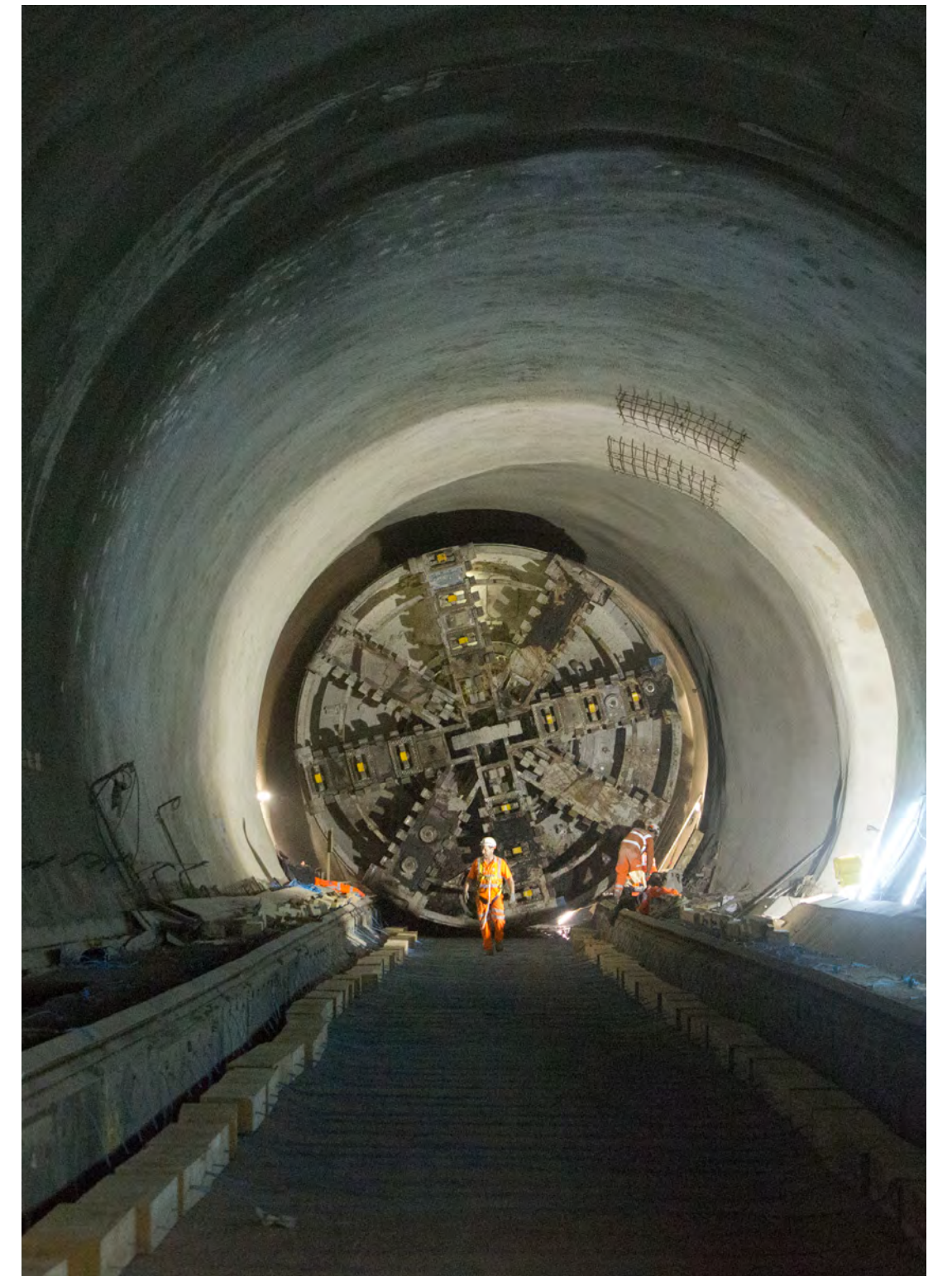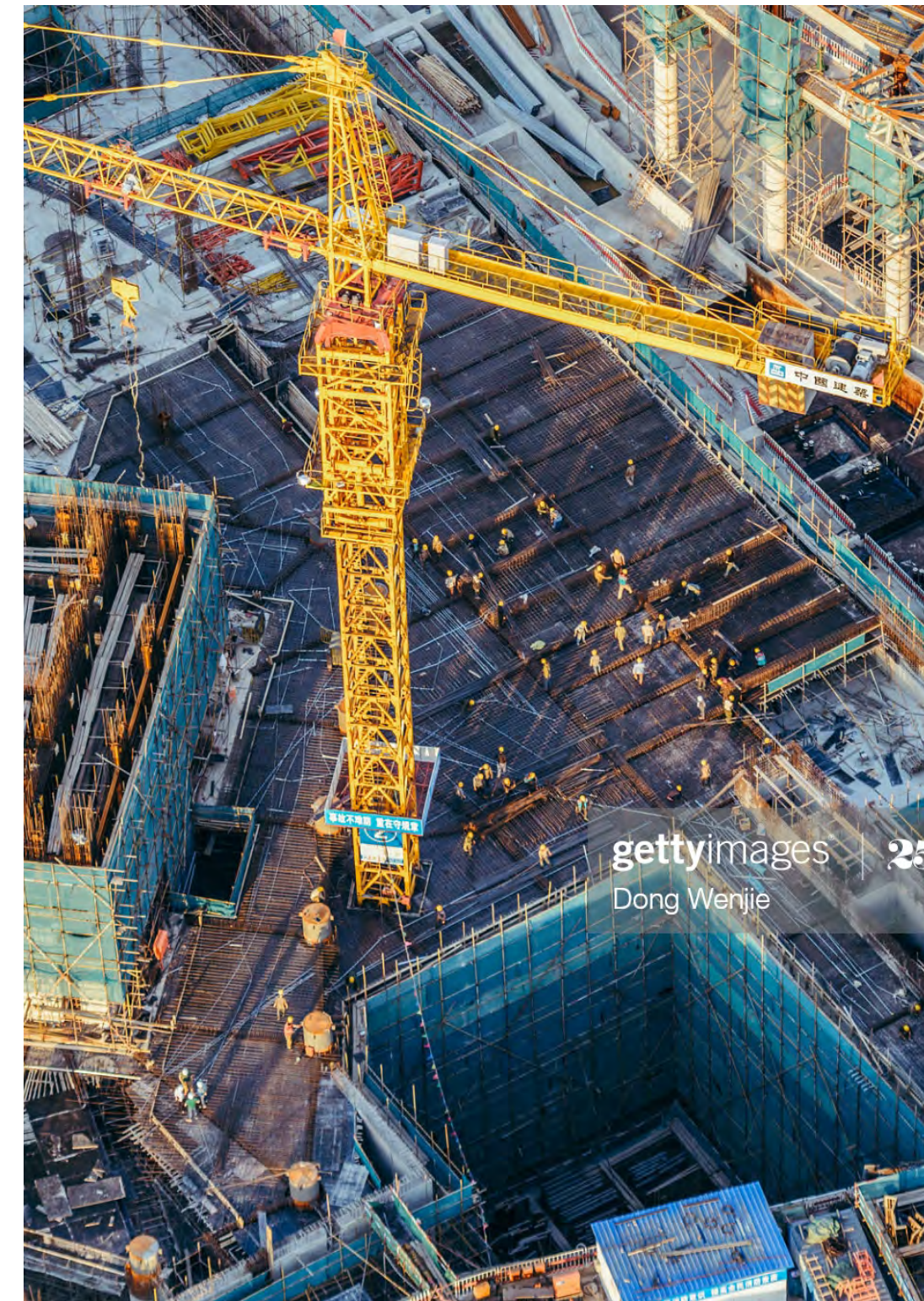
Candid and human

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.
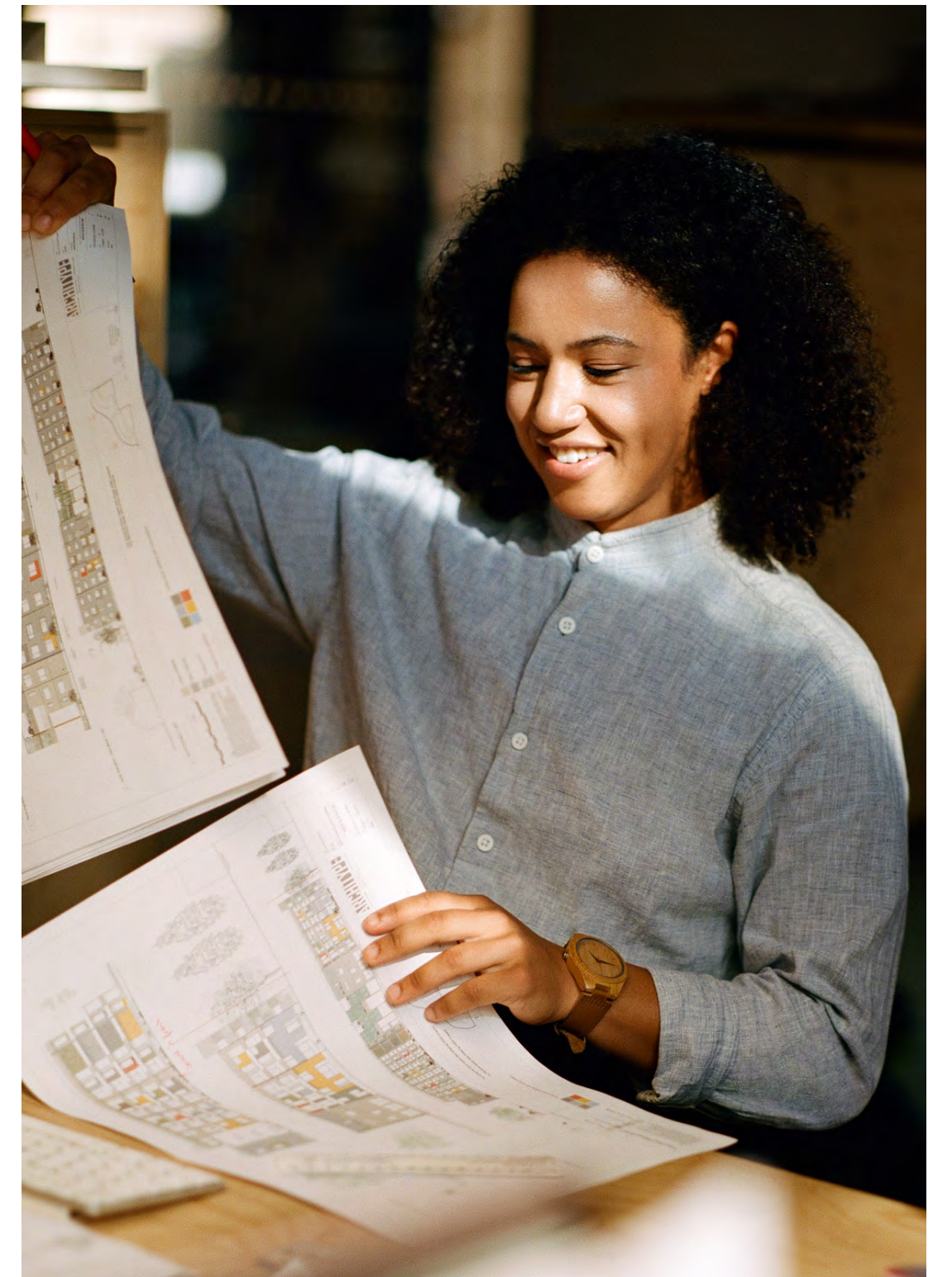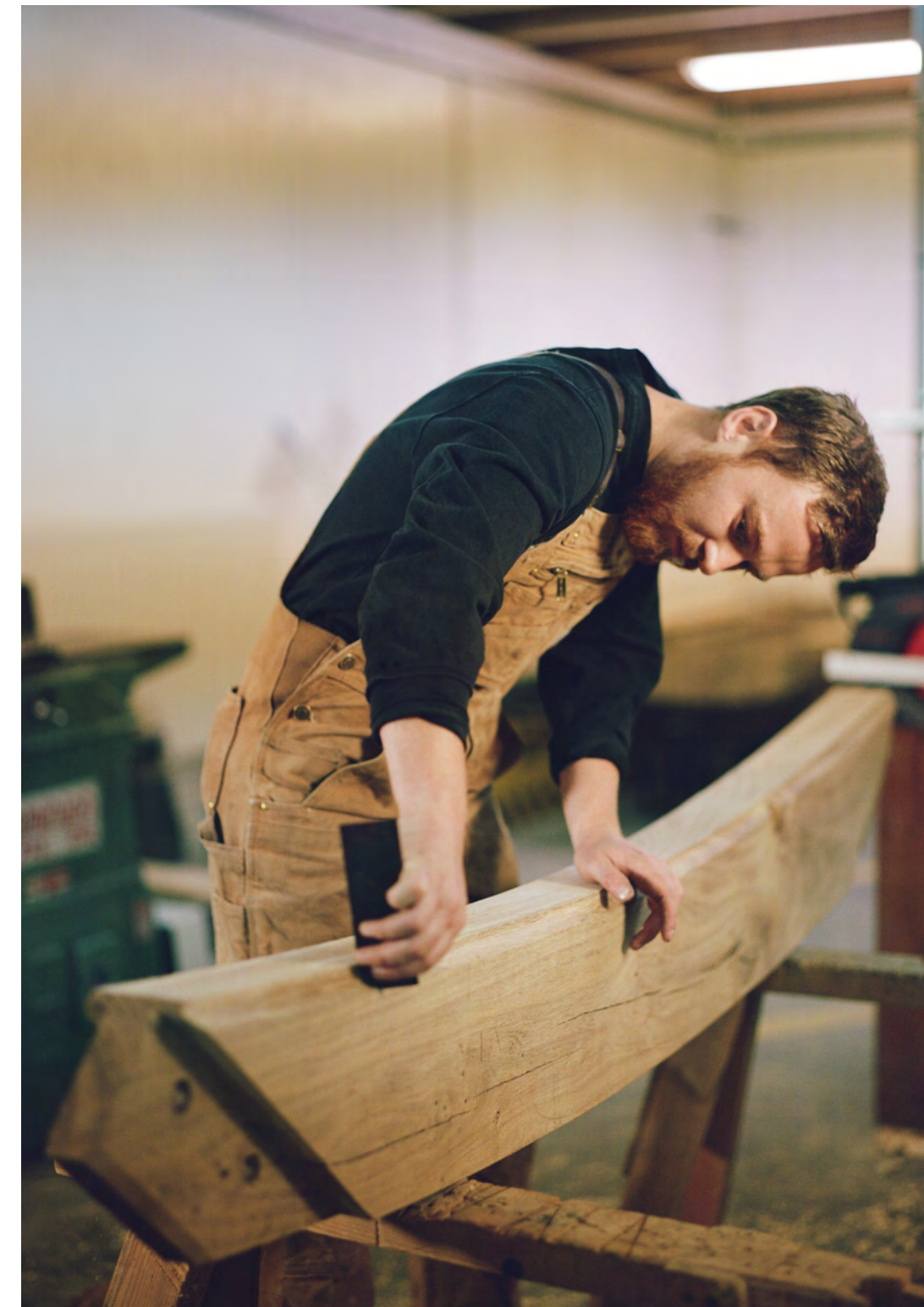
Motion graphics

Motion graphics will make up a large proportion of the Go Construct brand touchpoints, featuring heavily on digital, video and social content.

Motion graphics

Well crafted and relevant

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.

Stone Mason

Unexpected Construction

Plant Engineer

Architectural Technician

On site doesn't always mean what you think

Click to play see example

Link to be created by borne

Drilling

Operative

Electrician
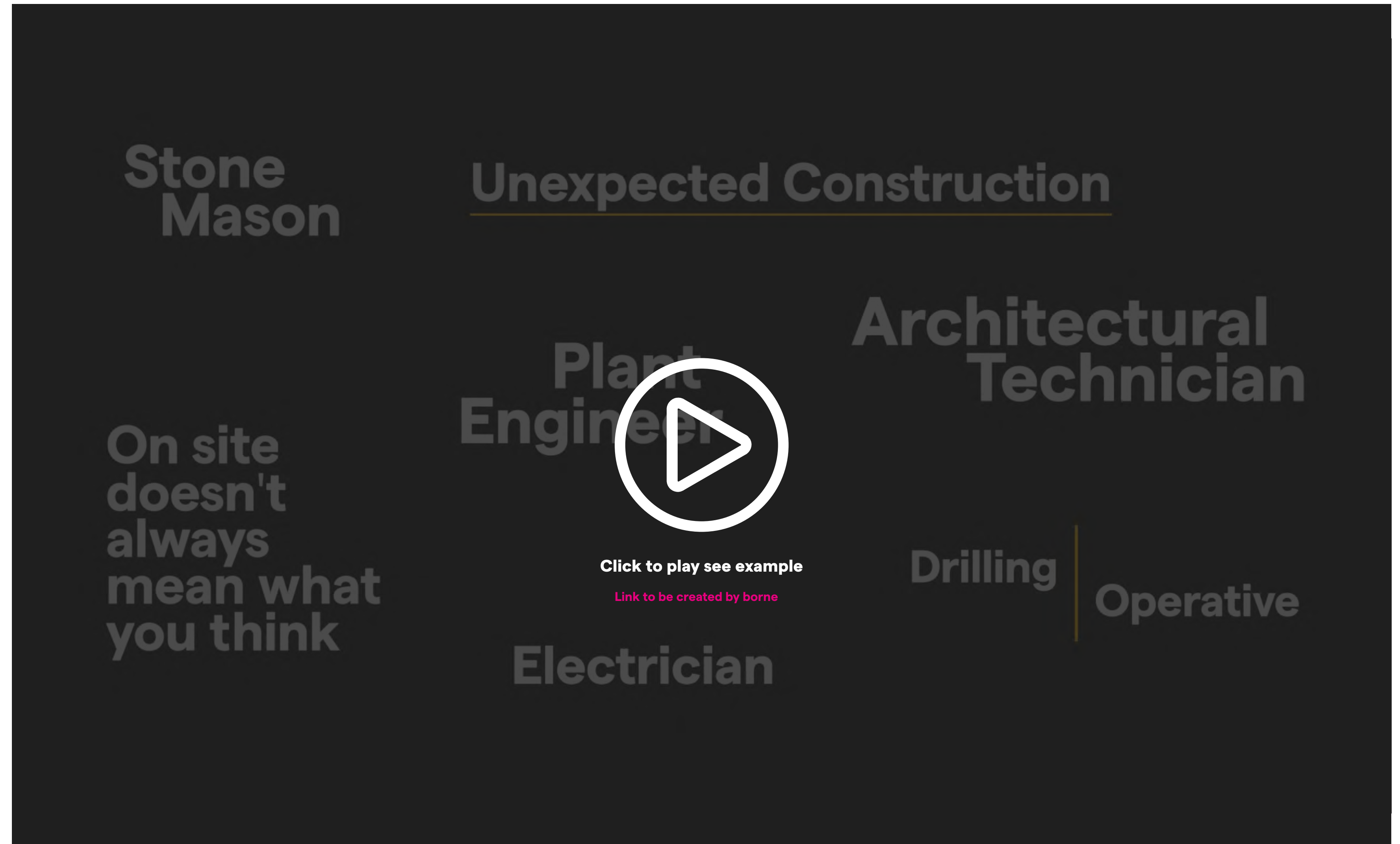
Motion graphics

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.

Marsha Klein
Project Manager, WeBuild

Click to play see example

Link to be created by borne
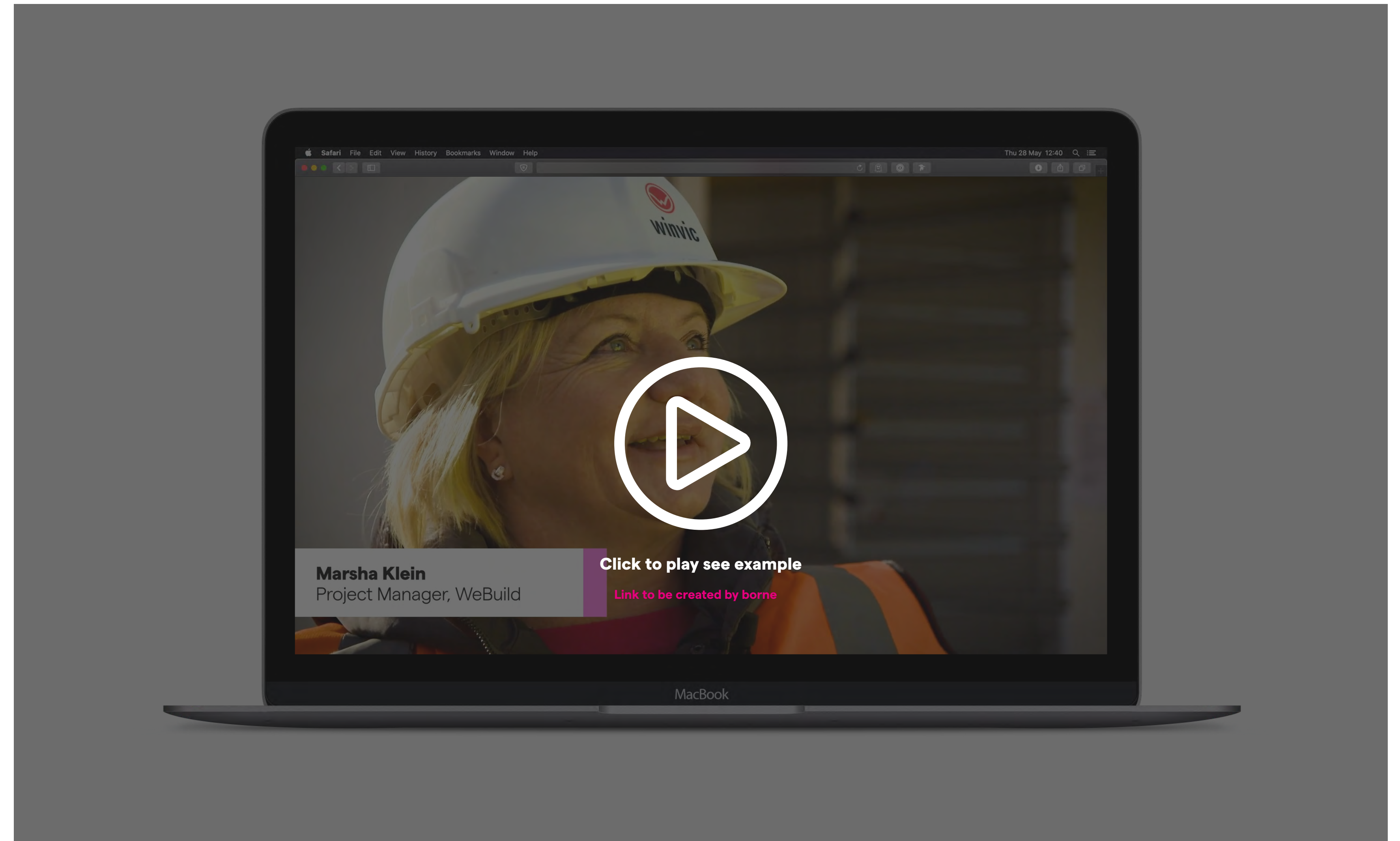
Audio

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

Motion and audio

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).

Click to play the Go Construct audio sting
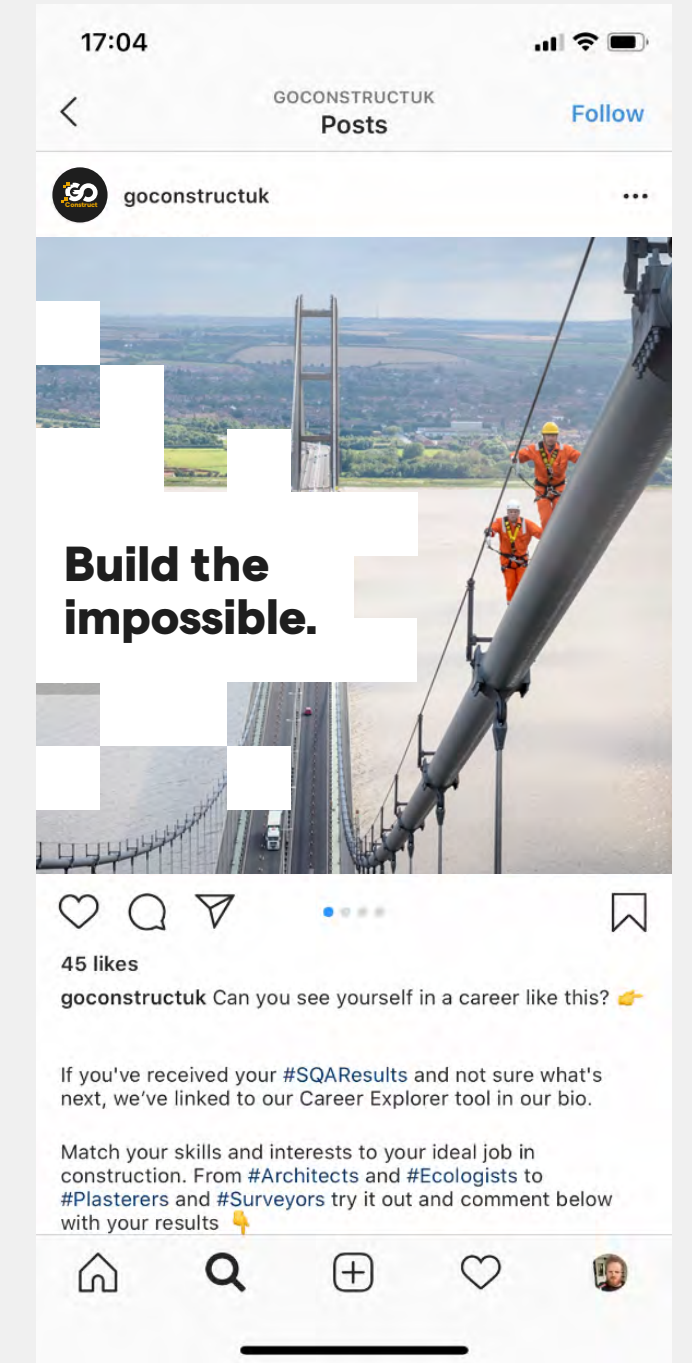
TBC

Block device

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

Block device

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.

GO Construct

Protect what matters.

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

goconstruct.org/apprentice

getty images

GO Construct

Make a difference.

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

goconstruct.org/apprentice

17:04

GOCONSTRUCTUK
Posts   Follow

goconstructuk   ...

Build the impossible.

45 likes

goconstructuk Can you see yourself in a career like this? 👉

If you've received your #SQAResults 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 #Architects and #Ecologists to #Plasterers and #Surveyors try it out and comment below with your results 👇
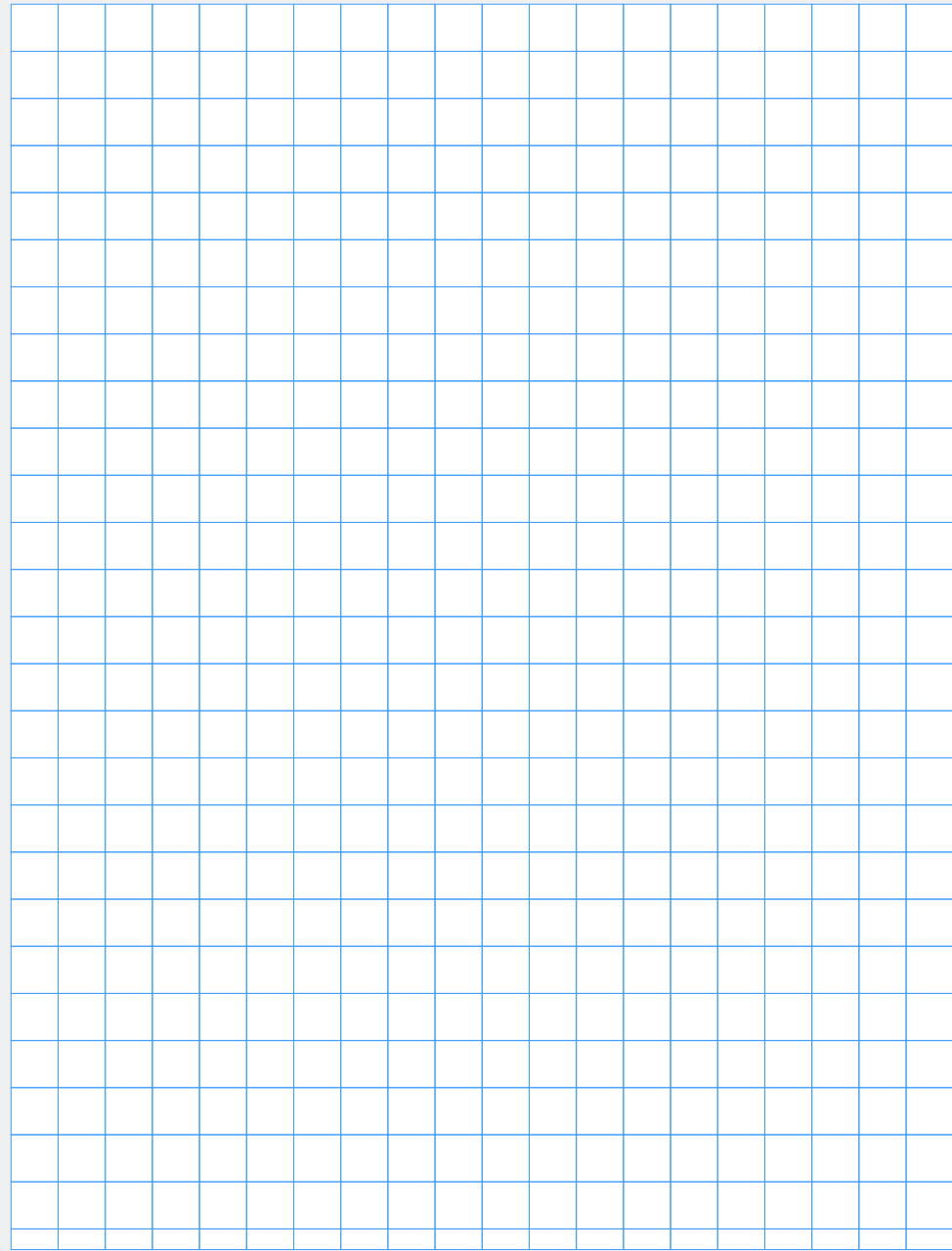
Block device

Creation

When constructing a block device, an important consideration here is to ask ourself – does this shape look like a solid and trustworthy structure, or does it look like it could fall over?! (Aim for the former.)
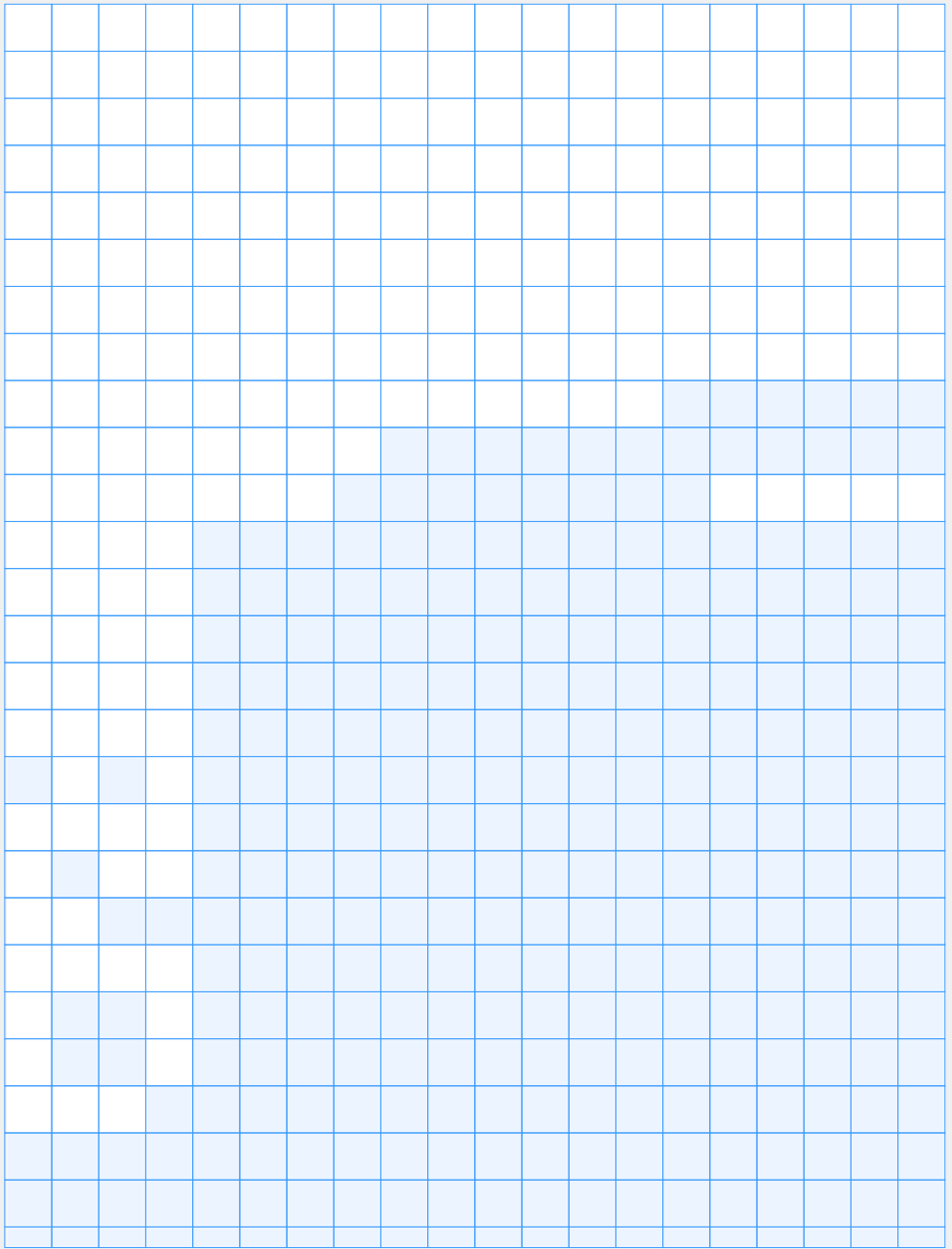
On large digital and print applications the short edge should consist of 20 square blocks.

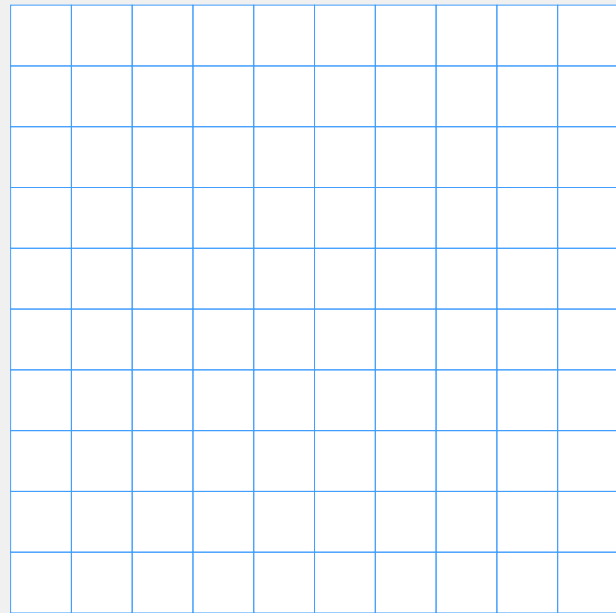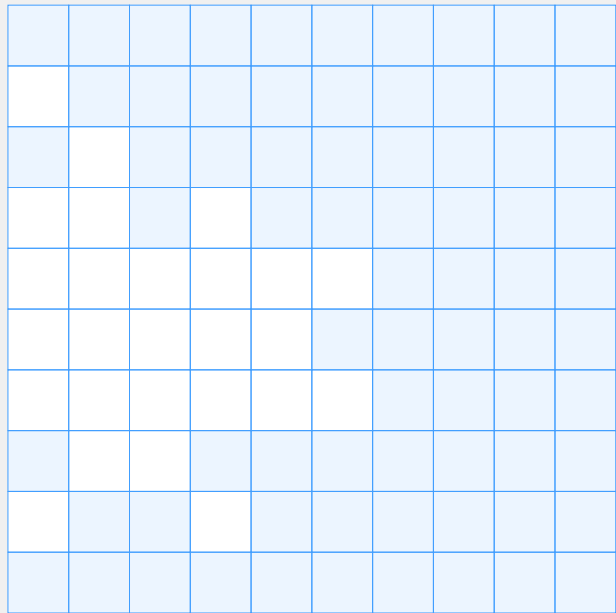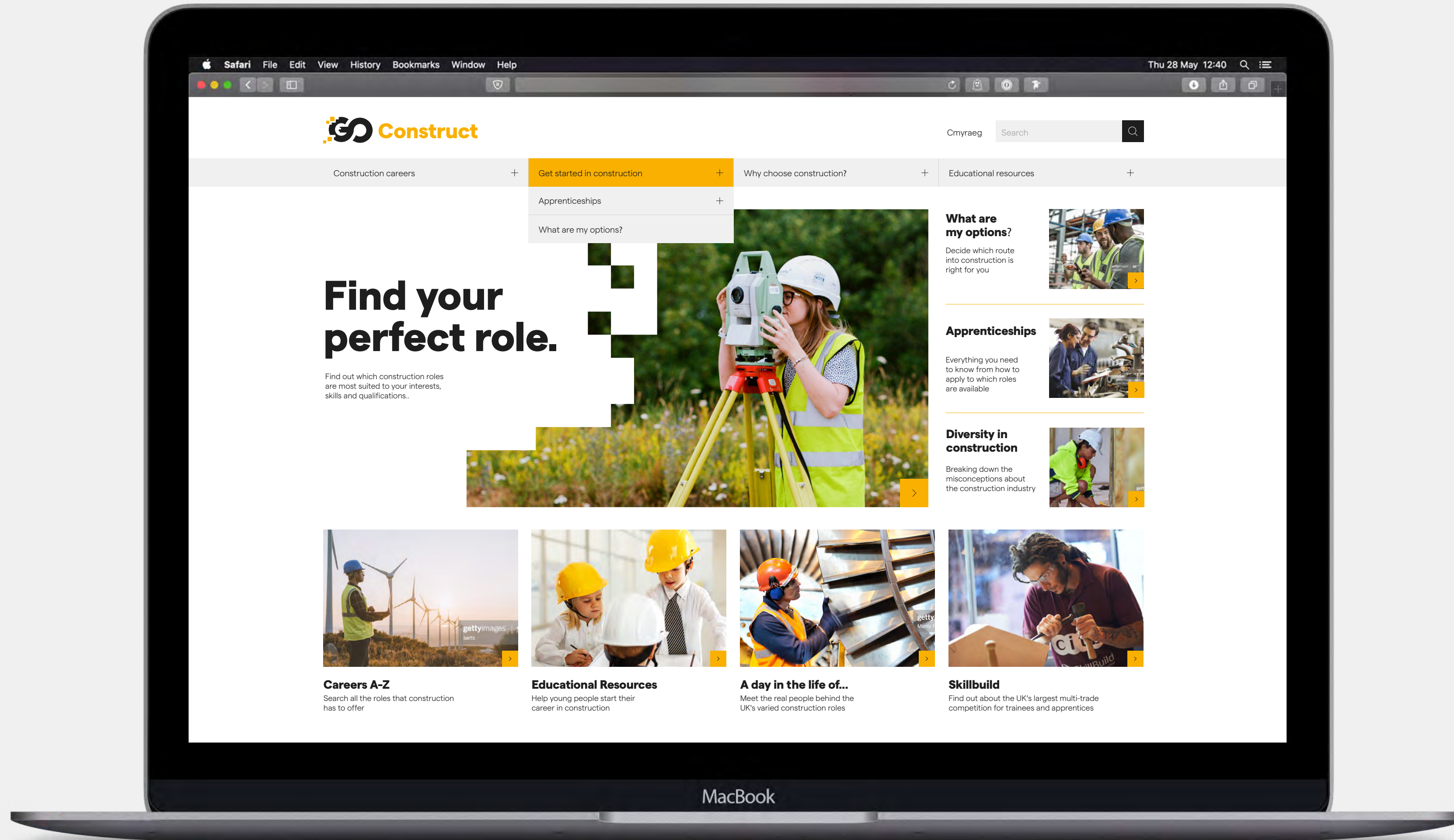Smaller applications should use 10 square blocks along the shortest edge.
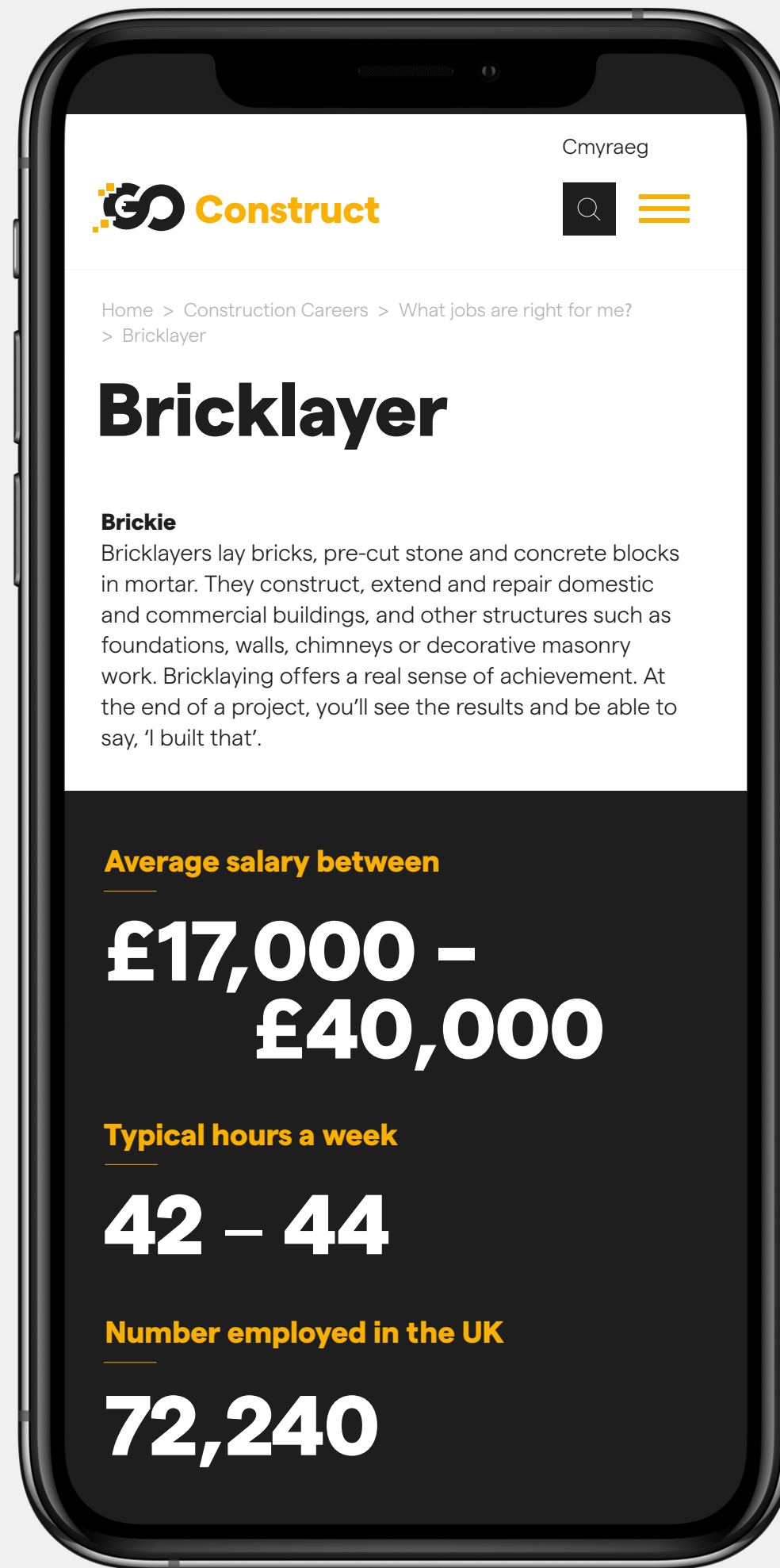
Grid

Block shape

Image

Grid

Block shape

Image

Application examples

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

Poster 1
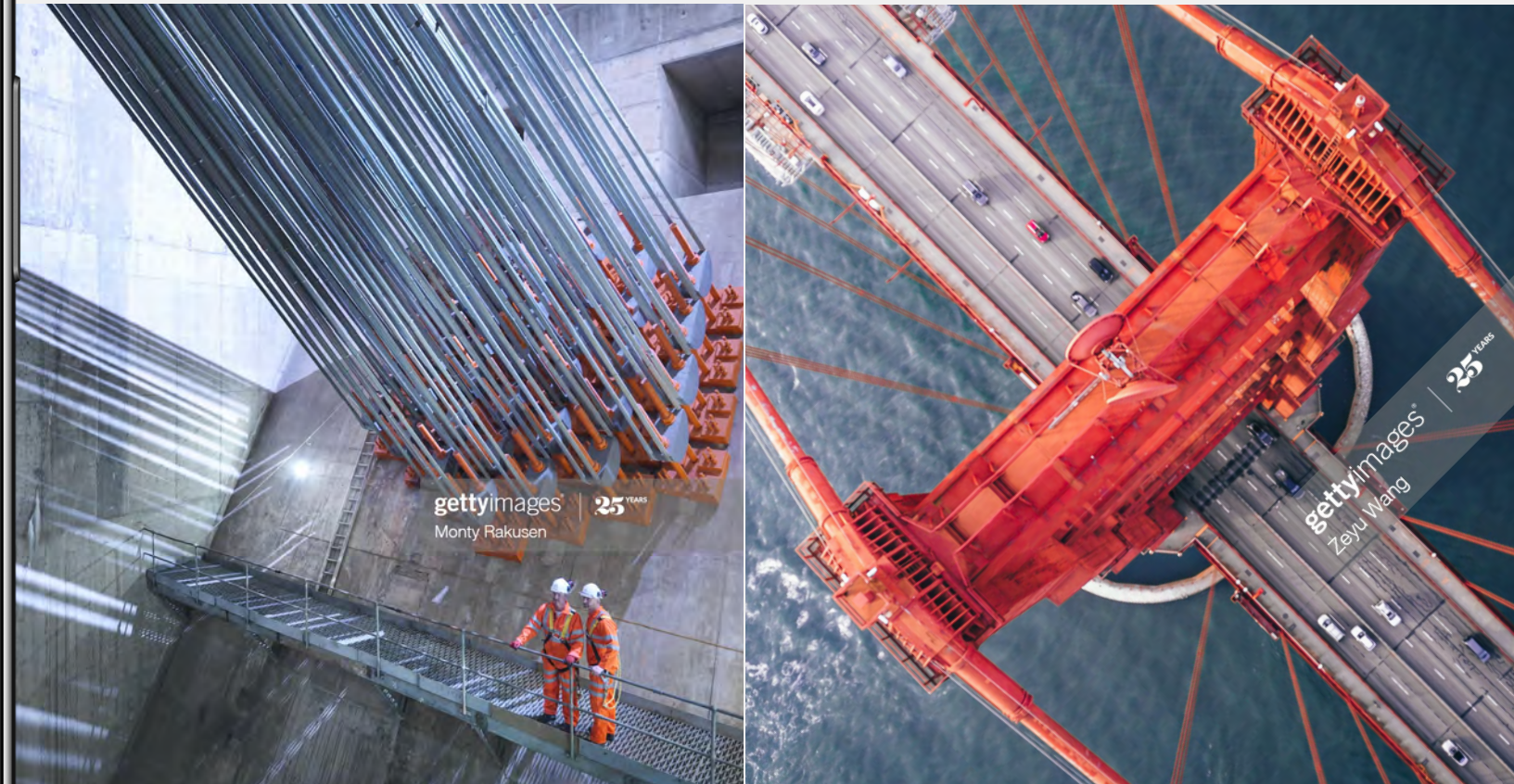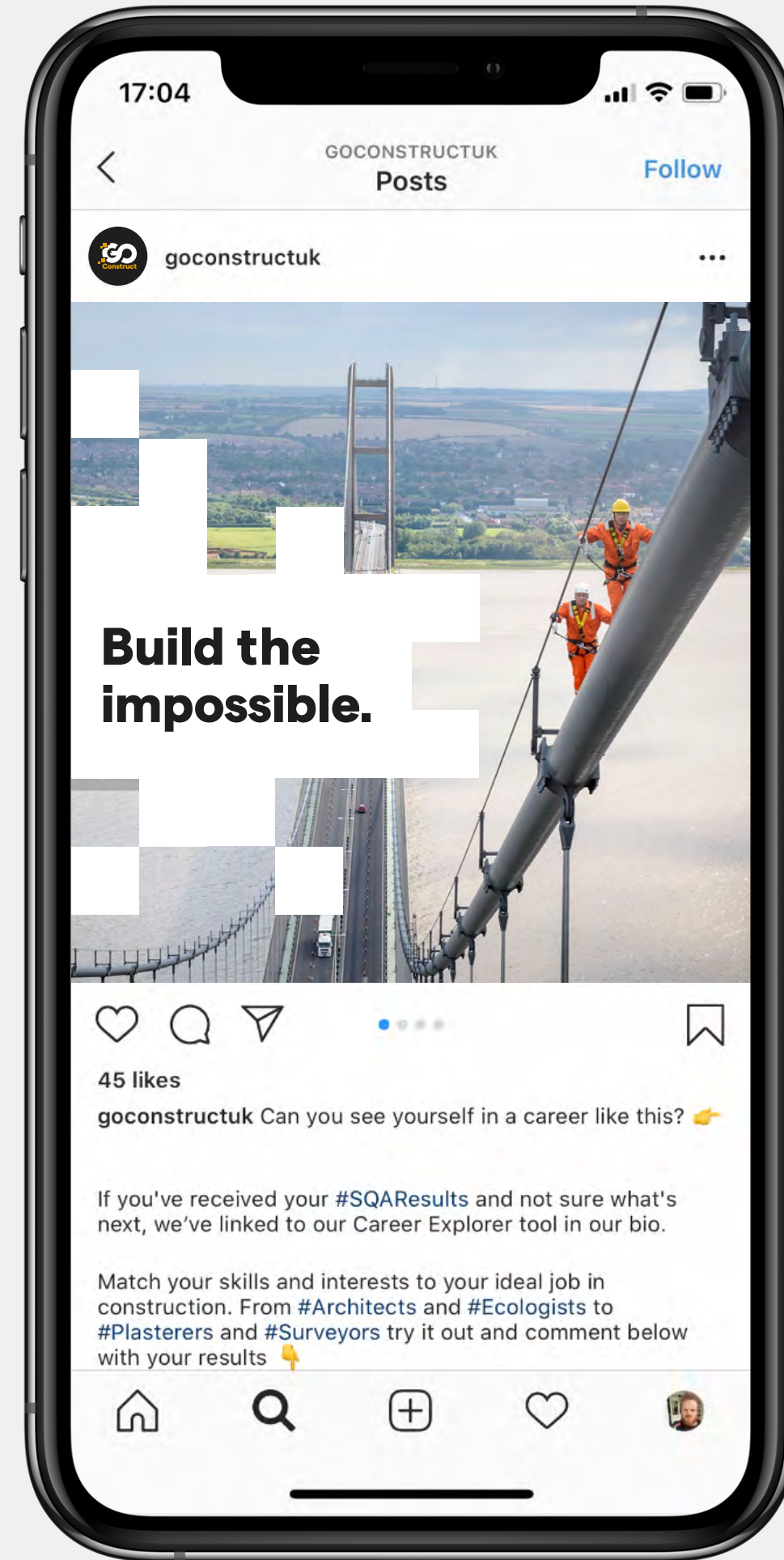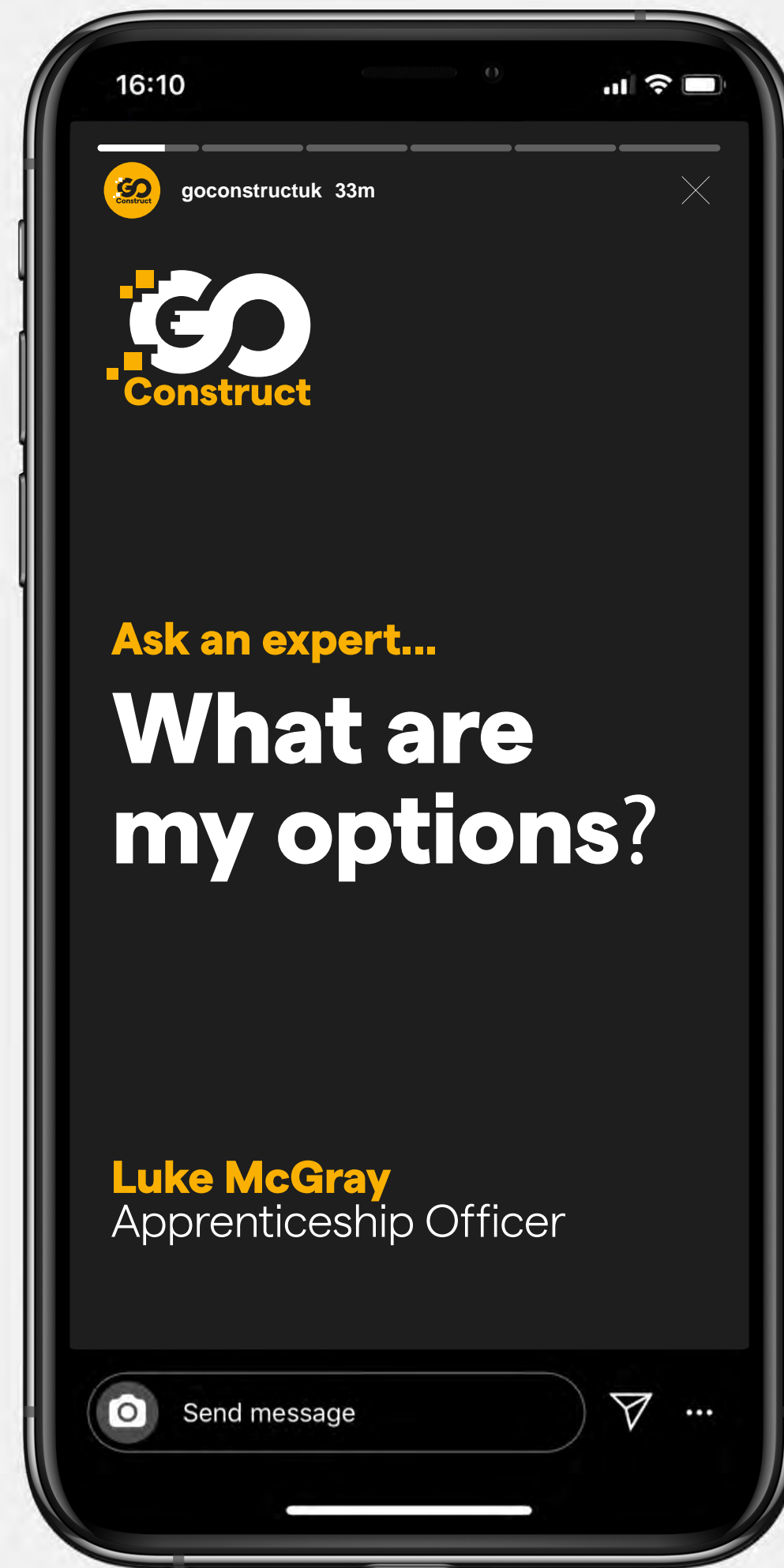
GO Construct

Be a part of something big.

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

goconstruct.org/apprentice

gettyimages | 25 YEARS
Dong Wenjie

Poster 2

GO Construct

Embrace the cutting edge.

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

goconstruct.org/apprentice

gettyimages | 25 YEARS
Jackal Pan

Poster 3

GO Construct

Protect what matters.

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

goconstruct.org/apprentice

gettyimages
fotoVoyager

GO Construct

Perfect your craft.

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

goconstruct.org/apprentice

GO Construct

Find your balance.

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

goconstruct.org/apprentice

GO Construct

Make a difference.

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

goconstruct.org/apprentice

GO Construct

Routes into Construction

Decide which route into construction is best for you.

Apprenticeship

College

T-Levels

Work Experience

Traineeship

University

Go Construct

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**

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