

# the Mudd Partnership BRAND BOOK 2023



# Mission and Values

the Mudd Partnership brand reflects who we are, what we do, how we do it, and why we matter. The brand identity is intentional, unique and recognisable.

## **MISSION**

Developing senior leadership streams to be simply brilliant.

## **OUR VALUES**

Curiosity

Integrity

Connection

Passion

# Our Values Explained

## WHAT OUR VALUES MEAN TO US

**Curiosity** is the foundation for everything. We have an unquenchable fascination with people and ideas, and a thirst for learning that propels us to seek first to understand and then be understood with clarity and purpose.

**Integrity** reflects the trust people have in us when they invite us into their lives to be a trusted advisor and critical friend. We have influence and exercise that influence with care and professionalism.

**Connection** is about being part of the conversation bringing together people, process and ideas to facilitate lasting positive change.

**Passion** reflects the energy we bring to all that we do and the deep care we have for people and our profession. That passion is shared with our associates and allows us all to consistently exceed expectations.

## **Short – up to 50 words**

Developing senior leadership streams to be simply brilliant.

At the Mudd Partnership, we work with leaders in both public and private sectors locally, nationally, and internationally to supercharge your effectiveness and impact.

Our work involves simplifying what appears complex and helping individuals, teams and organisations realise aspirations.

# Boilerplate - medium

## Medium – Up to 100 words

Developing senior leadership streams to be simply brilliant.

At the Mudd Partnership we work with leaders in both public and private sectors locally, nationally, and internationally to supercharge your effectiveness and impact.

Our work involves simplifying what appears complex and helping individuals, teams and organisations realise aspirations. We do this via executive coaching for individuals and teams, one-to-one mentoring, bespoke development workshops and programmes, consulting, thought leadership and public speaking. All our work is underpinned by a coaching approach and is delivered by highly experienced, professionally accredited facilitators.

# Boilerplate - long

## **Long – up to 200 words**

Developing senior leadership streams to be simply brilliant.

At the Mudd Partnership, we work with leaders in both public and private sectors locally, nationally, and internationally to supercharge your effectiveness and impact.

Our work involves simplifying what appears complex and helping individuals, teams and organisations realise aspirations. We do this via executive coaching for individuals and teams, one-to-one mentoring, bespoke development workshops and programmes, consulting, thought leadership and public speaking. All our work is underpinned by a coaching approach and is delivered by highly experienced, professionally accredited facilitators.

In whatever way you work with us, we meet you exactly where you are at and give you access to the practical tools and techniques you need to get to where you want to go. We make no assumptions and work together to achieve the clarity that will help you to take action. Working with us will give you opportunities to learn, experiment, reflect and grow, both personally and professionally.

Over the last 15 years, we've designed and delivered bespoke leadership development experiences for a wide range of clients including local authorities, energy providers, and education professionals. We work with individuals and organisations across Scotland, the UK and beyond.

# Brand Personality – House Style 1

We always refer to ourselves by name as the Mudd Partnership or tMP, never The Mudd Partnership or the mudd partnership.

We avoid jargon and explain any that is deemed absolutely necessary. Acronyms and abbreviations are to be used sparingly and we always refer to the full title before shortening.

Correct grammar and punctuation is important. We write in the 1<sup>st</sup> person and use names (of businesses and individuals) when known.

We avoid contractions. For example, instead of we'll we write we will. This formality reflects our position as professionals and experts and exudes a conviction and confidence that is necessary to reflect our position as industry leaders.

# Brand Personality – House Style 2

We explain all terms which have specific meaning to us. We aim to be clear and concise in our communication. Simplicity is a core part of our mission and must be reflected in the language we use.

Whenever we use the terms training and consultant these are explained as follows:

**Training:** All our work is underpinned by a coaching model and we offer a facilitated approach to training.

**Consultant:** In our consulting work we fulfil the role of trusted advisor or critical friend rather than that of a traditional consultant. We guide you and challenge you where necessary so that you can make the decisions and take the action required.

We are flexible in our use of language when necessary to align with the language used by clients.

# Brand Personality – House Style 3

How we write:

Conversational - We were delighted to work with the brilliant leaders in XYZ company this week, who embraced the Hexagon leadership and coaching philosophy that we have developed for curious companies just like theirs.

Sales – For 15 years, the Mudd Partnership has connected with businesses throughout Scotland and the UK, working to supercharge their effectiveness and their impact, resulting in teams and leaders performing better than ever before. We would be delighted to talk to you about how we can help you simplify what you do and inspire your people. Please get in touch by emailing xxx or calling xxx

Brand Awareness – Our Directors Jane and Paul care deeply about connecting with businesses, to help simplify the complex and realise aspirations. It is at the heart of everything that we do, and is led with passion, curiosity and integrity.

# Brand Personality – Tone of Voice

Our tone is one of confident humility recognising our position as trusted experts in the work we do. The way we express ourselves and the language we choose reflects our energy, excitement and dynamism but not at the expense of clarity. We choose brevity over verbosity.

Our passion for our work, our clients, and our profession should be clear in all communications. Given the nature of our work and our audience of senior leaders, we are always professional while still being ourselves.

## **CHARTER – Title Font**

Used for headings in documents and in the main logo

a b c d e f g h i j k l m n o p q r s t u v w x y z

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

1 2 3 4 5 6 7 8 9 0

Note: PALATINO LINOTYPE can be used when Charter is not available. PL is a Microsoft Free Font so is more readily available.

## **LEELAWADEE – Copy Font**

Used for main body text copy on digital and print collateral

a b c d e f g h i j k l m n o p q r s t u v w x y z

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

1 2 3 4 5 6 7 8 9 0

- Fonts have been chosen with legibility and accessibility in mind.
- All text must be in a minimum size of 12pt.
- Single or 1.5 spacing is used in all documentation.
- Contrast between text and background should be enough that all content can be easily read.
- Bullet points are used where appropriate to break up text.
- Text will not be set against imagery unless for purposes of closed captioning.

# Colour Palette

Primary

Primary

Secondary

Secondary



RGB 12,50,67  
HEX #0C3243  
CMYK 85,25,0,74

RGB 255,186,10  
HEX #FFBA0A  
CMYK 0,27,96,0

RGB 186,18,18  
HEX #BA1212  
CMYK 0,90,90,27

RGB 255,248,240  
HEX #FFF8F0  
CMYK 0,3,6,0

Our colour palette plays a vital role in delivering a visibly consistent look to all of our communications.

Our primary colour should be supported by the secondary palette.

The primary and secondary colour palettes are complimentary colours that emphasise boldness, innovation and quality.

The primary colour should always be used on any communication for at least 50% of the non-white area. The secondary palette is used to complement.

You can use tints (70%, 50%, 30%) of your chosen colours to give more flexibility.

Floral White has been added to add variety to white text on colour – a variation of white.

# Logo and Avatar

The Mudd Partnership has two logos to use – a colour block logo and a transparent logo.



The colour block is used on digital assets such as email signatures, digital reports and Power Point presentations.

The transparent logo is used when printing collateral – such as handouts for colleagues and clients.



# Logo and Avatar

themuddpartnership



We are also happy to use the secondary red colour on our logo and our swishes too, to add variety and interest to our collateral.

# Logo and Avatar – incorrect usage

## LOGO RULES:

- Do not change the colour
- Do not crop or snip the logo
- Do not de-centre the logo
- Do not add text to it or around it to 'add' to the logo
- To ensure legibility and stand out, we create an 'exclusion zone' around our logo (based on a measurement equivalent to the full height of the letter d in mudd) and we also avoid rendering the logo below 30mm in width.



# Logo and Avatar – the whoosh

## HOW WE USE THE WHOOSH:

The whoosh can be used in a number of ways to re-emphasis the brand:

- It can be made more transparent and put on a PowerPoint as a water mark
- It can be shrunk down and used as a bullet point
- It can be used as a brand mark in a header or footer of a presentation to prevent repetitive use of the full logo

## WHOOSH RULES:

- Do not change the colour
- Do not crop, snip or stretch it
- Do not rotate it
- Do not add text to it or around it to 'add' to the whoosh



# In use examples

## Business Card

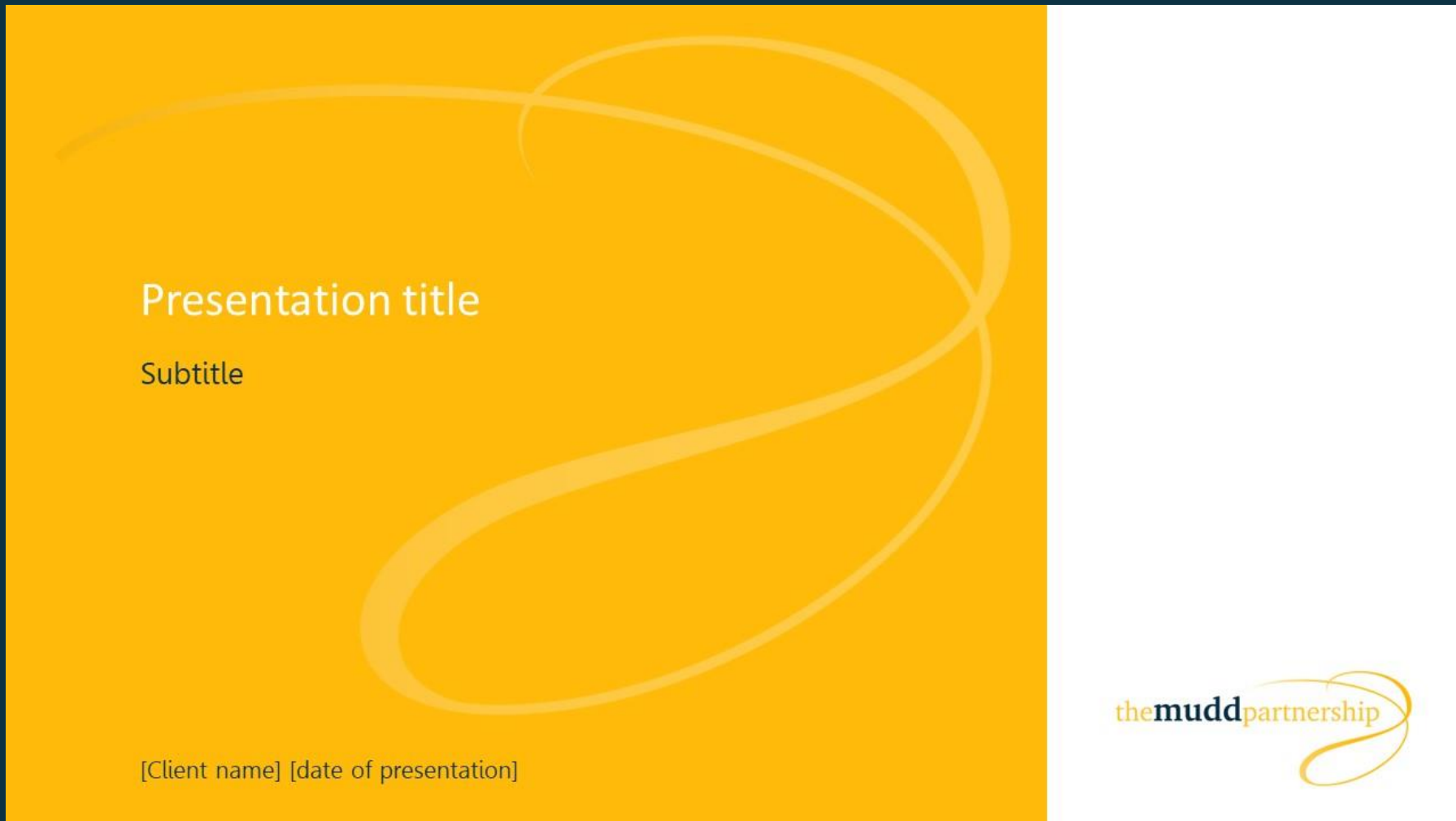


Front



Back

# In use examples



Presentation Front Page

# Photography - website

- Use of Stock photography should be avoided.
- Where possible, professional photography should be used across the website, in proposals and in all business documentation.
- Photographs used should be professional but not boring, stuffy or overly corporate. All photographs used should be accurate representations of those depicted and represent the energetic, dynamic personality of the Mudd Partnership brand.



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[skillscollective.co.uk](https://skillscollective.co.uk)

