Gareth Rimmer

Reports, publications and presentations
Page 2

Information design, maps and explanatory diagrams
Page 14

Brand systems and identity design
Page 22

I’m a senior graphic designer specialising in editorial, brand and information design.

I work with organisations to shape complex content into clear, persuasive documents and presentations, helping ideas land with confidence and authority.

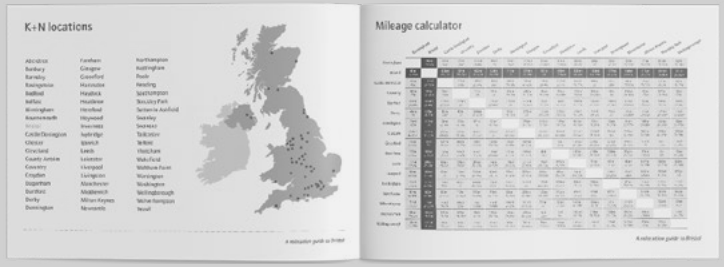
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Updated: 3 Nov 26

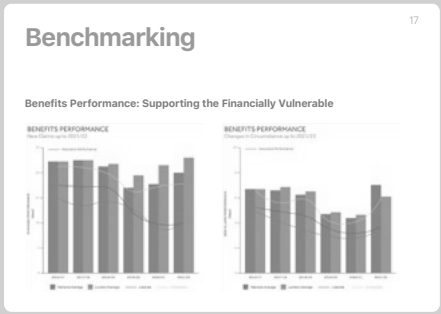
Reports, publications and presentations

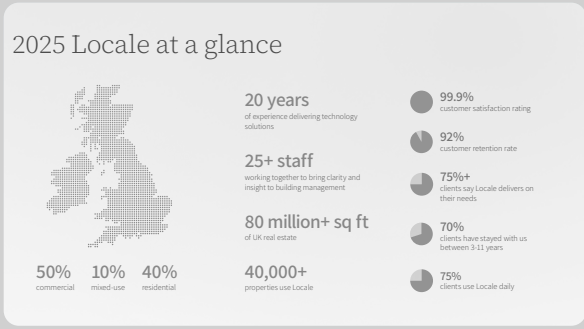
Information design, maps and explanatory diagrams

Brand systems and identity design













Building a sustainable, global food supply chain

Sustainability report for ED&F Man Commodities Limited

View PDF →



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Statement from our chair

I am proud to report that we have made strong progress in our ESG and sustainability efforts since our last report. As a business that relies on nature, agriculture and communities for the products that we source and sell, we take our responsibility to meeting high sustainability standards extremely seriously.



We made strong progress in our four priority focus areas of Environment, Marketplace, Workplace and Society, despite the challenges of the period which included the aftermath of the Covid pandemic and the war in Ukraine, both of which had a significant impact on our people.

People

Our team has ensured that trade continued seamlessly, even in particularly challenging circumstances in some regions, delivering for the customers who rely on us as a vital part of the global food supply chain. We recognise that we cannot achieve our sustainability goals without the full engagement of our people - and we are grateful for their input over the past year.

They have delivered outstanding projects that have made a difference to people and the planet, in addition to playing a key role in the financial success of the business during a period of strategic change for ED&F Man Commodities.

The work that we have all done through this sustainability programme creates a foundation for a strong culture, more environmentally aware and productive agricultural communities, and a respectful, supportive and diverse community within and around the ED&F Man Commodities business.

Sustainability approach

In early 2023 (outside of this current reporting period), we refreshed our sustainability strategy to focus on delivering impact across three key areas:

- Environmental Stewardship
- Improving Lives
- Responsible Sourcing

This new global strategy will form the basis of our next sustainability report for the fiscal year of October 2022 – September 2023.

In the past fiscal year (to September 2022) ED&F Man Commodities continued to build on our sustainability performance which was founded on four pillars:

- Environment
- Our marketplace
- Our workplace
- Society

The key achievements from this approach are detailed in this sustainability report and include an 8% reduction in water use and a 15% reduction in fossil fuel use in the past year. Since FY2019, the Commodities Group has increased its use of renewable energy by 58%.

> **"I want to thank all our employees around the globe for the resilience, hard work, adaptability, and skill they have shown."**
>
> Chris Mahoney, Chair, ED&F Man
> 20 December 2022

Building a sustainable, responsible business that delivers positive impact for our people, our communities and the planet has been an important part of our long history and proud heritage and continues to underpin the way we do business around the world today. This is a core focus and is at the heart of everything we do.

Future outlook

Going forward, sustainability will be an even greater priority for the Commodities Group.

Our new sustainability strategy is aligned to the UN's Sustainable Development Goals. We will continue to report the impact of this strategy through an annual sustainability report, with reference to Global Reporting Initiative (GRI) standards.

In addition, we will continue to work with responsible partner organisations and ethical industry initiatives to drive higher standards through our supply chain and we will continue to pursue our own sustainability initiatives, such as the MAS Program (see page 43) and Volcafe Way (see page 26), to improve the quality of life and wellbeing of the people within our communities.

We will also continue our work to drive down fossil fuel use and emissions across our global business and continue our investment in more energy efficient infrastructure and operations.

We have achieved much over FY2022 and are in a good position to deliver even greater impact into the coming year. I would like to thank all our teams for their hard work, commitment and dedication to driving forward a more sustainable business at ED&F Man Commodities.

Chris Mahoney, Chair, ED&F Man
20 December 2022

A year of progress



"We have invested in the growth of sustainable supply chains... and tightened up our Supplier Code of Conduct to bring it more in alignment with the principles of the UN Sustainable Development Goals."

Trishul Mandana, Managing Director of Coffee Division, Sustainability Committee Chair

FY2022 was a period of intense productivity and growth for sustainability within our coffee, sugar and MLP divisions.

First and foremost, we welcomed Meredith Smith as Head of Sustainability for ED&F Man Commodities, a new role for the Group. Meredith led the development of the Commodities Group's new sustainability strategy working closely with Liesbeth Kamphuis, Global Sustainability Director for the coffee division Volcafe, and Daniel Polak, Sustainability lead for our Sugar division.

Meredith sets the vision for the Group's environmental, social and governance (ESG) reporting and delivers its sustainability strategy and reporting.

Since our last sustainability report in 2021, we have invested in the growth of sustainable supply chains for our products and made further efforts to reduce our environmental impact.

We've also improved the workplaces for our employees, and launched activities that prepare for and respond to the effects of climate change and ecological upheaval.

In 2021 we tightened up our Supplier Code of Conduct to bring it more in alignment with the principles of the UN Sustainable Development Goals (SDGs).

Requirements on deforestation, biodiversity, land tenure governance, land rights, migrant labour, and rights of local and indigenous people have been added. In addition, in January 2023, we launched our new group-wide sustainability strategy which will guide our future sustainability efforts and will provide a framework against which we report progress in FY2023.

I am proud of the progress we have made and believe we have a strong foundation to achieve even greater positive impact for the people, the environment and the customers which are so critical to the success of our business.

Taking responsibility for the environment

As agricultural commodity traders, we are conscious of our responsibility as environmental stewards – this means mitigating the impact of our products and day-to-day business activities and those of our many suppliers around the world and providing supply chain assurance for our customers and stakeholders.

Taking responsibility for our entire supply chain is the key to reducing negative impact. In the Responsible Sourcing pillar, we are in the process of gathering additional data on all our 3,000+ main suppliers in order to better understand the opportunities and challenges/risks relating to ESG impact and compliance.



In Honduras we have set an objective to plant one million trees over the next five years

> **"I am pleased with the progress we have made and believe we have a strong foundation to achieve even greater positive impact for the people, the environment and our customers, which are so critical to the success of our business."**

Reducing sourcing risks, supporting agricultural growers to farm more sustainably and monitoring human rights is all part of our role as an ethical trader.

Our Supplier Code of Conduct is the primary instrument by which we hold our suppliers to account – it was recently updated to reflect our "highest priority material topics" in line with the latest GRI reporting standards.

Recognition

In 2021–2022, our sustainability efforts were recognised in several ways:

- EcoVadis, the sustainability rating specialist, gave Gold ratings to both Volcafe (our coffee division) and ED&F Man España (our sugar operation in Spain), placing each in the top 5% of their respective industries.
- In the same period, MLP won or was shortlisted for several sustainability awards including: 2022 Diageo North America Procurement Supplier Award and the 2022 World Sustainability Award in the Sustainable Supply Chain category.
- Molinos de Honduras, Volcafe's company in Honduras, was a finalist for the Business Transformation Award in the 2022 Responsible Business Awards from Reuters.

Read about our Supplier Code of Conduct

Sugar

Energy use

Within the reporting period, ED&F Man Sugar's fossil fuel/grey energy consumption remained steady (+0%). The division continues to make progress in making production processes more energy efficient, however, with a reduction in energy consumption per metric tonne (kWh/MT) of 10% on the previous year.

The division has achieved this by continuing to invest in efficiency technology and next year will be looking to implement solar power on its processing site*.

Emissions

ED&F Man Sugar's carbon emissions remained more or less stable at 4,423,751 kg CO^2 within the reporting period (i.e. there was no reduction), in line with its fossil fuel use figures. The metric of CO^2 emissions by metric tonne (CO^2/MT) however, saw a fall of 10% since FY2021, reflecting a positive trend towards more energy–efficient production techniques.

Water

Total water use for the period saw an overall increase of 35% on the previous, as did water intensity (litres per metric tonne processed) at +20% on FY2022. This was partly due to the introduction of reporting for a particular water source in the period that had not been monitored before. The accumulative increase in water use and intensity over the past four years is the result of processing more liquid sugars in the refinery.

The sugar division is aware that it must redouble efforts to conserve water and improve water intensity in processing moving forwards. A strategy has been put in place for FY2023 to reduce water use.

*The energy use in the Sugar refinery in Czech Republic is our only remaining physical asset in this division.

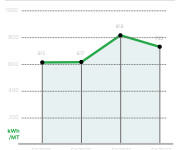
Total conventional (grey/fossil) energy consumption in kWh

Since FY19: +5% Last Year: +0%



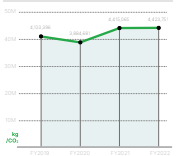
Total conventional (grey/fossil) energy consumption in kWh/MT

Since FY19: –19% Last Year: –10%



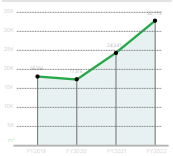
Total carbon emissions in kg CO^2

Since FY19:+8% Last Year: +0%



Total water use in m^3

Since FY19: +81% Last Year: +35%



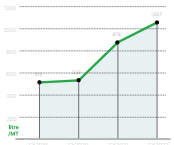
Total carbon emissions in kg CO^2/MT

Since FY19:+22% Last Year: –10%



Water intensity: water use in litres per metric tonne processed

Since FY19: +105% Last Year: +20%





Environment

Making sustainability a core business objective

Energy use and carbon emissions

Energy use

	FY2019	FY2020	FY2021	FY2022
Grey electricity (kWh)	20,529,298	19,619,635	17,769,411	15,641,614
Fossil fuels (kWh)	66,319,880	67,359,412	67,334,776	57,260,656
Total (kWh)	86,849,178	86,979,047	85,104,187	72,902,270

Total Conventional (Grey / Fossil) Energy Consumed

ED&F Man Commodities achieved significant reductions in the use of all types of fossil fuels and grey electricity in the reporting period. Various initiatives taken by the three divisions to increase energy efficiency have resulted in reductions almost every single year since FY2019.

In FY2022, the Group's annual conventional energy use was 72,902,270 kWh, a reduction of 14% compared to the previous year, the result of a 12% reduction in the use of grey electricity and a reduction of 15% in fossil fuel use. Since FY2019 this amounts to a reduction of 24% in grey electricity and a drop in fossil energy of 14%.

The biggest contributor to this four–year trend was the Coffee division where less energy was used as result of lower volumes being processed through the coffee mills and actions taken to decarbonise operations, for example, eliminating the use of coal.

The emission intensity ratio – the number of kilogrammes of CO^2 emitted for processing 1 metric tonne of product – also reduced by 10% from 6.20 in FY2021 to 5.6 kg CO^2 in FY2022.

Energy use and carbon emissions for the Commodities Group for FY2022 are below:

	Group	Coffee	Sugar	MLP
Fossil Energy use – includes purchased electricity, gas, fuels,oil, coal, etc. (kWh)	72,902,270	9,962,894	22,697,610	40,241,766
Associated Scope 1 emissions (MT CO^2)	10,321	1,027	3,548	5,746
Associated Scope 2 emissions (MT CO^2)	7,117	2,912	754	3,451
Total carbon emissions (kg CO^2/MT)	5.6	11.7	142.7	3.4

Fig 1. Commodities group energy use and carbon emissions in FY2022

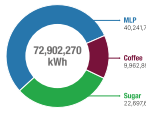


Fig 12. Total conventional (fossil+grey) energy consumption by division in kWh in FY2022

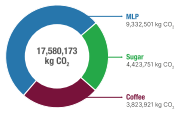


Fig 13. Total CO^2 Emissions by Division FY2022

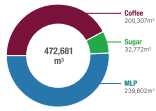


Fig 14. Total Water Use in m^3 by division in FY2022

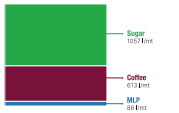


Fig 15. Water intensity (in litres per metric tonne processed) by division in FY2022

There may be small differences in the results reported here to the FY2022 Annual Report due to individual sites making minor adjustments to their numbers after the formal year–end reporting closure date. These changes have been included in this report for completeness and transparency but do not impact overall Group performance.

Looking ahead

For FY2023, we will accelerate our efforts as we develop our Climate Action plan at the Group level with a focus on Environmental Stewardship and tighter supply chain management.

In addition, we will:

- Perform a double materiality assessment focused on climate change.
- Develop carbon emission tracking for Scope 3 emissions in the supply chain from FY2023, with a focus on product transport.
- Develop more robust carbon emission tracking in line with the GHG Protocol with the goal for continued decarbonisation.
- Begin reporting in CO^2 equivalent including the other main greenhouse gases – nitrous oxide (N^2O) and methane (CH_4) – in our emissions accounting.
- Amend our water tracking and reporting to allow us to track grey, green and blue water use and make a global effort to conserve water use.

ED&F Man Commodities Group Progress

4%
reduction in water intensity ratio between FY2021 and FY2022

8%
reduction in water use between FY2021 and FY2022

11%
of all our energy is now from renewables

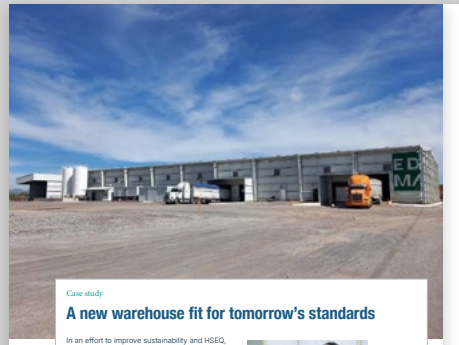
10%
reduction in energy intensity (kWh/MT) between FY2021 and FY2022

14%
reduction in conventional (grey / fossil) energy between FY2021 and FY2022

18%
reduction in carbon emissions since FY2019

24%
reduction in grey electricity since FY2019

58%
increase in renewable energy since FY2019



Case study

A new warehouse fit for tomorrow's standards

In an effort to improve sustainability and HSEQ, a new warehouse was built in Acatlan, near Guadalajara, Mexico, for storage of dry feed ingredients (such as poultry meal, pork meal, feather meal). With state–of–the–art energy–efficient lighting systems and optimised ventilation, the new facility reduced energy consumption and minimised environmental impact. Advanced waste management strategies were also integrated into the design of the new building.

As well as creating a model for more environmentally friendly storage, the new warehouse also provided an opportunity to upgrade safety measures. Better layout design for minimising workplace hazards and the risk of injury, coupled with advanced safety controls and systems all contributed to a higher level of regulatory compliance with HSEQ standards.

The new layout and design also improved overall efficiency and productivity while reducing operational costs.



"The new warehouse is great. I am happy to be part of a company committed to continuous improvement, that values food safety, quality control and environmental responsibility."

Ana Alatorre, Quality Lead for Acatlan warehouse, MLP Mexico

Carbon emissions



Fig 8. Total carbon emissions

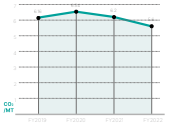


Fig 9. Total carbon emissions per MT

The world carries an obligation to keep global warming to no more than 2ºC above pre–industrial levels. ED&F Man Commodities accepts its role and responsibility in achieving this critical shared goal.

As a Group, compared to the previous reporting year, we managed to reduce both our total carbon emissions in kg CO^2 and our carbon intensity (kg CO^2/MT of product processed) by 4% and 10% respectively.

We have achieved a reduction in carbon emissions of 18% from 21,505,460kg/CO^2 in FY2019 to 17,580,173kg/CO^2 in FY2022 (Fig 8). We've also made our processing technologies more efficient, resulting a significant drop in CO^2 emissions per metric tonne (Fig 9).

This is the combined result of a significant reduction in coal use and energy efficiency technologies, the reduction in the use of nearly all other fossil fuels and a transition towards the use of electricity from renewable sources.

As part of our climate action plan, we will be developing energy and carbon emission reduction plans for Scope 1 and 2 emissions and will set up better systems for tracking and reducing certain scope 3 emissions. Our coffee division assessed important Scope 3 emissions during its carbon accounting drive and continues to refine its approach, including through the use of the Cool Farm Tool (see page 33).

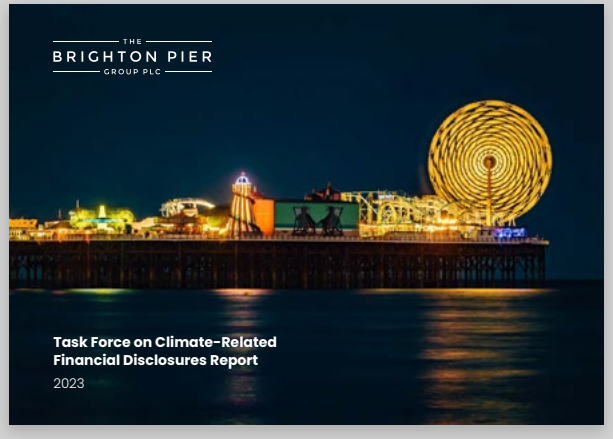
"Our planet is not a commodity. By modernising our equipment, improving working methods, and implementing improvements, we will continue to contribute to a better, more sustainable world."

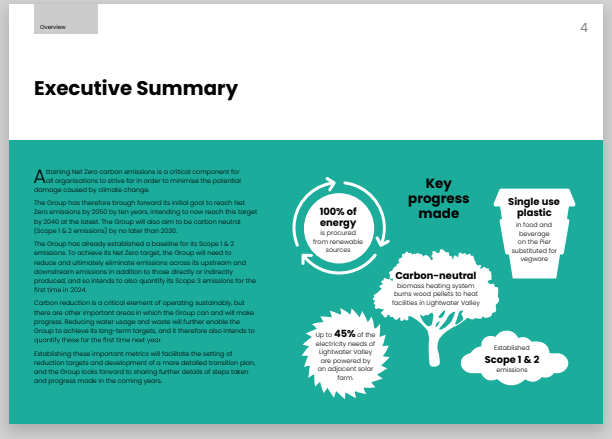
Jordy Hof, Climate Manager at ED&F Man

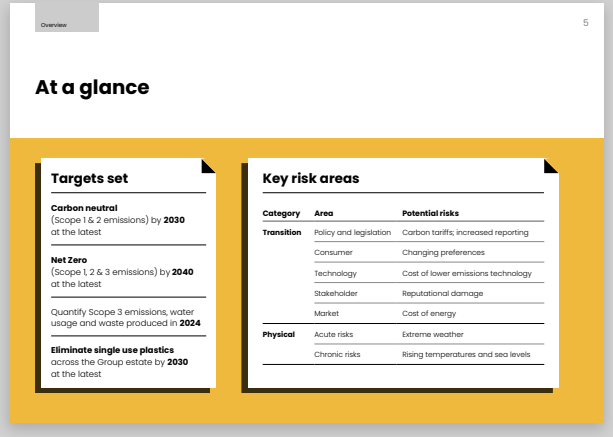
Task Force on Climate-Related Financial Disclosures report

TCFD report for The Brighton Pier Group

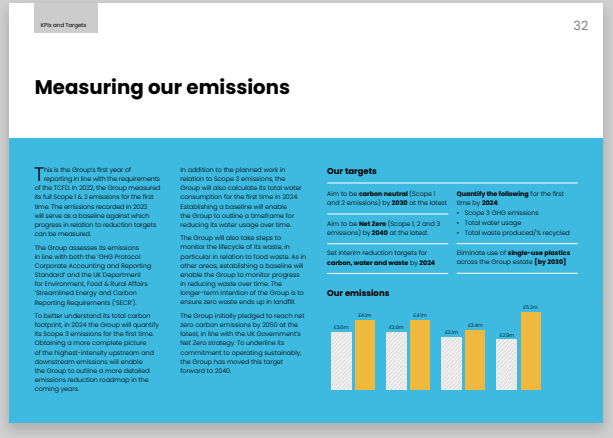
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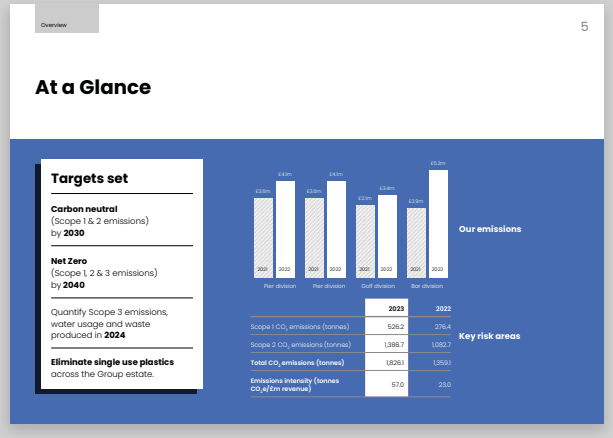




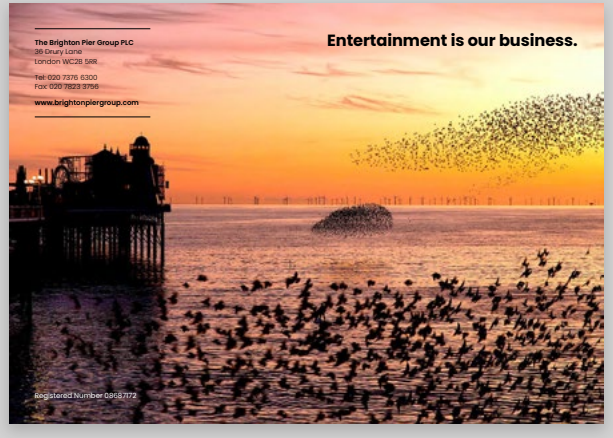












Reputation in The Age of Exposure

White paper for Hawthorn Advisors

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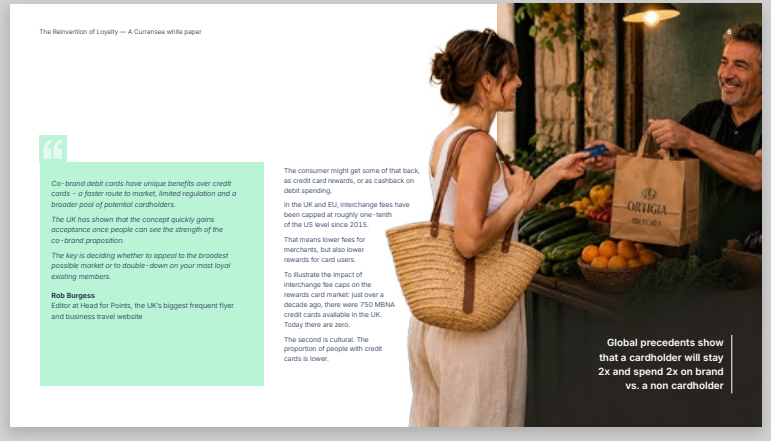


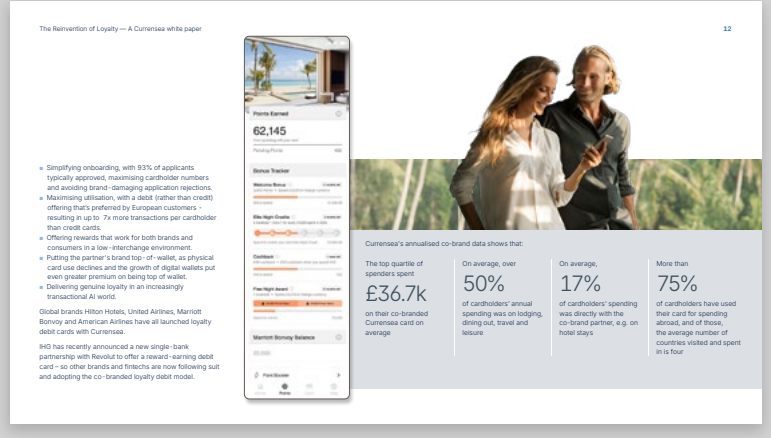
The Reinvention of Loyalty - A Currensea white paper

White paper for Hawthorn Advisors

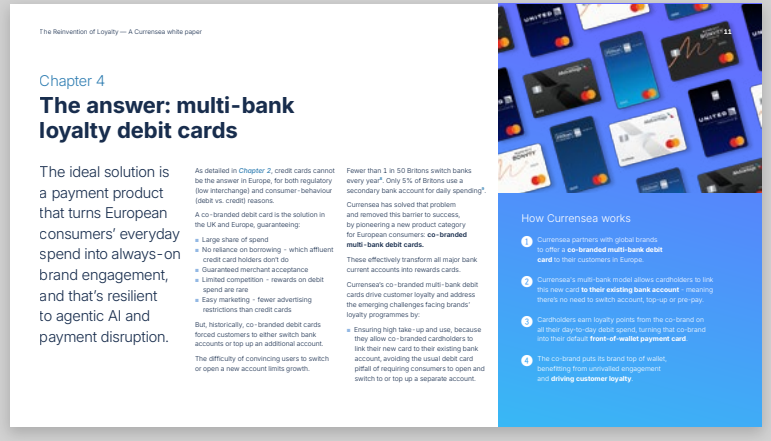
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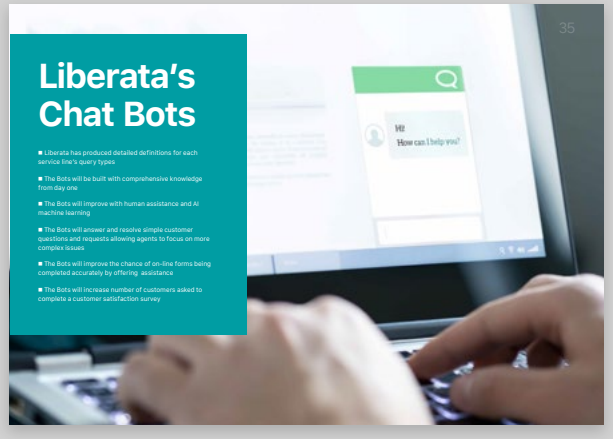


Corporate Services Contract

Performance report and presentation for Liberata

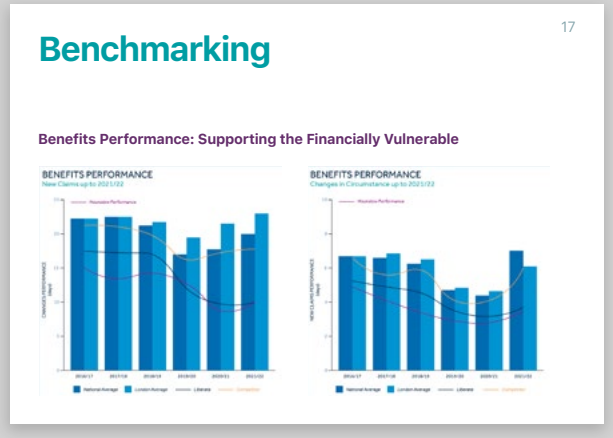










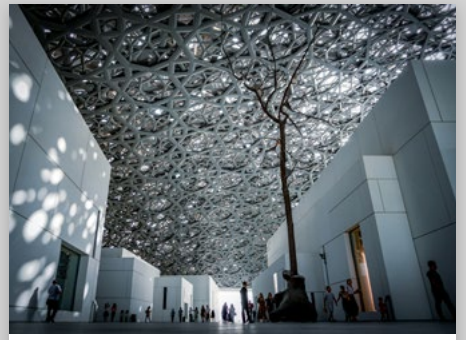






Elevating Abu Dhabi on the world stage

Proposal documents for Hawthorn Advisors

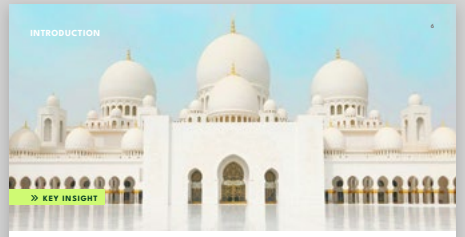


Elevating Abu Dhabi on the world stage

Your strategic global advisory partner for ADMO, Abu Dhabi's raconteur

HAWTHORN

FEBRUARY 2026



» KEY INSIGHT

Abu Dhabi: The evolution from Capital of Capital to Capital of Confidence.

You are widely recognised as the Capital of Capital.
That foundation is not being replaced. It is being elevated.

Abu Dhabi is home to a thousand stories. Stories of family and heritage. Of cultural depth and sovereign ambition. Of stability, stewardship and long-term vision. But globally, those stories feel fragmented. This campaign creates coherence.

In a fragmented, volatile world, confidence is rare. Investors look for it. Families build around it. Governments align with it. Abu Dhabi already embodies stability, fiscal strength, sovereign discipline and long-term governance. It is widely recognised as the Capital of Capital.

The next evolution is clear. The challenge is not telling more stories, but unifying them.

It is ensuring that every story reinforces a clear, disciplined global positioning. This campaign builds on Abu Dhabi's capital strength to position it as synonymous with confidence. Not only in markets, but in safety, policy, partnership and the future.

One that reflects Abu Dhabi's role as a stable capital, a trusted partner, and a long-term architect of progress.

Our strategy transitions ADMO from coordination to custodianship. From amplification to authorship. Ensuring Abu Dhabi is not only seen but understood as the capital of confidence in a complex global landscape.

WHAT THE DATA REVEALS

Our research shows Abu Dhabi is outperforming on fundamentals, but under-credited in global conversation. The opportunity is to convert delivered strength into a single positioning that travels: the capital of confidence.

Measuring strategic success through a rigorous impact framework

To ensure our strategy supports ADMO's global ambitions, we will use a rigorous evaluation framework in the first 30 days, moving beyond media metrics to measure real influence and trust, tracking investment through to tangible impact.

Operational and communications objectives, against which impact is measured

Agreeing SMART objectives and KPIs

INPUT
All activity done ahead in preparation of developing and deploying any comms or campaigns

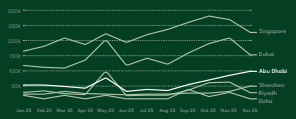
ACTIVITY
What is done to produce communications, e.g., conducting interviews or media training

OUTPUT
What is delivered, e.g., op eds, editorial content, press briefings, website content, social content and multi-media campaign assets

OUTTAKES
How audiences engage with campaign materials, e.g., social media responses, video views, media commentary

OUTCOMES
The results: interview shares and views, report downloads, invites to panels and events, search rankings, etc.

IMPACT
Real-world tangible impact such as measurable behaviour or attitude change, like increased tourism rates or Chamber of Commerce outreach



GLOBAL DIGITAL MENTIONS IN THE PAST YEAR: CITY + FINANCE

Despite sustained policy delivery, Abu Dhabi's digital visibility in finance remains structurally under-weight relative to Dubai and Singapore. Mentions show a steady baseline and a gradual uplift over the year, but the gap to the category leaders remains consistent. This indicates a visibility and attribution challenge, not a capability gap.

The visibility gap. Abu Dhabi's delivery outpaces global cut-through.

Abu Dhabi is building world-class frameworks across finance, technology, health and sustainability, but global conversation has not yet caught up.

The opportunity is to translate policy and performance into a clearer, more repeatable narrative that increases visibility, attribution and leadership perception in priority markets.

This is the moment to move from being known for capital to being trusted for what that capital enables.

Confidence.

TARGETED NARRATIVE
Bespoke sector narratives, reinforced by proof points, tested and refined collaboratively with your team.

KEY MESSAGES
An overarching message, and secondary messages with supporting pillars which sit under and qualify the brand promise.

BRAND PROMISE
A credible, differentiated promise to all audience, which defines the tone of all engagement, across all channels.

Narrative development

Following the review of your existing materials and informed from all the insights and intelligence from the audits, we will develop a clear and compelling narrative that:

- Articulates your value proposition
- Can be tailored to different cultural environments
- Is supported by credible data and third-party validation

This narrative will be subject to interrogation and tested in a narrative workshop with the ADMO team.

Our experts and our network have delivered mission-critical support for our clients

Our campaign for the World Heart Federation, a global health NGO, reframed cardiovascular risk for younger audiences, partnering with major platforms, broadcasters and retailers worldwide. The work delivered record-breaking engagement across 140 countries, with 12,000 global media mentions, 1.9m website views, 7m engagements with owned content and a step-change in global awareness on preventative heart health.

CLOSE COLLABORATION TO CREATE A TRULY DIFFERENTIATED NARRATIVE AND TAILOR ACROSS SECTORS

From Japan to Thailand, Manaus to Davos, our senior team is on hand and ready to support. When a senior geopolitical client in Asia recently faced a major reputational crisis, we arranged three top-tier media interviews within two days, with our CEO and senior partner on the ground for support.

A SENIOR TEAM THAT IS ACCESSIBLE FOR REAL-TIME ADVICE AND GUIDANCE IN SENSITIVE MOMENTS

We support a UHNW client's private foundation, encompassing a portfolio of universities, charities and other philanthropic capital ventures. We horizon-scan to spot risks as they appear and protect the reputation of both the foundation and the individual by deploying select, high-value media opportunities at critical moments through our top-tier global outlet networks.

COLLECTIVE GLOBAL EXPERIENCE THAT ANTICIPATES WHAT'S COMING NEXT – AND CAPTURES THE MOMENT

Client A, a Brazil-backed fintech, came to us as they were starting their European expansion. We connected them with key government figures across the UK, Spain and Italy, helping them develop relationships independent of Hawthorn. They are now publicly supported by those entities and engaged around the Olympics and other diplomatic events.

CONTINUED INVESTMENT IN CAPACITY BUILDING – LEAVING THE CLIENT TEAM RESILIENT, NOT RELIANT

Hawthorn Advisors for Legal & General

Proposal documents for Hawthorn Advisors



Hawthorn Advisors for L&G

Ways of Working

15 MAY 2026

HAWTHORN

hawthornadvisors.com

Ways of Working

In this section of our response, we have set out our proposed ways of working with L&G, focused on managing the integration of the Institutional Retirement (IR) and Asset Management (AM) communications brief, whilst ensuring each division has a specialist dedicated team, with the depth of expertise the brief demands.

OUR COMMITMENT TO CLIENT SERVICE

Before we tell you about the team that would support L&G, and explain our proposed approach to account management, we wanted to tell you briefly about Hawthorn's mindset, ethos and commitment to client service.

AT HAWTHORN, WE GENUINELY WORK AS ONE TEAM

Hawthorn has been consciously built without internal divisions so that we are always results-orientated and mission-led. There are no silos, no territorialism and no internal barriers slowing things down.

Because we operate with a single P&L, we base our teams on the right people for the job, not those in the right budget line. That means joined-up, high-impact counsel without the usual agency friction.

IMMERSION IN YOUR BUSINESS

We strive to provide exceptional support to clients, so we invest time at the start of any new relationship to immerse ourselves in their world.

We've visited the Amazon Rainforest with Suzano, spent time behind the scenes at Claridge's, and on the front-line serving customers of financial services firm Teya.

We would love a similar opportunity to get to know you, whether that's by visiting some of your major investments around the country or simply spending time in your London office.

So strong is our belief that the right onboarding process can accelerate results, that we would commit to investing significant time at our own cost during the first three months of the appointment to immerse ourselves in your business and support a seamless transition.

An Integrated Approach

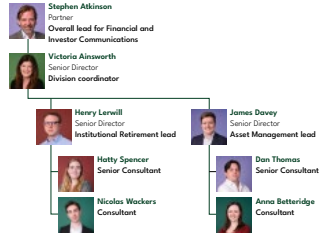
DEDICATED IR AND AM TEAMS

Given this is a new communications structure for two major divisions of L&G, we will maintain flexibility in how we work, adapting and evolving our operating model as the integration of the brief matures, to ensure maximum delivery at every stage.

By putting in place dedicated teams for IR and AM — each with named divisional leads, and the oversight of a Partner to ensure coherence across the combined brief — we will ensure the communications priorities of each division are fully embedded into the wider integrated strategy, whilst also allowing for effective standalone activations where appropriate.

The team structure below has been designed with the 60/40 AM/IR split in mind, with resource weighted accordingly. Critically, both divisional leads report into a single senior partner who would be accountable for the whole programme, ensuring no duplication, no message conflicts and a genuinely unified communications effort.

L&G TEAM



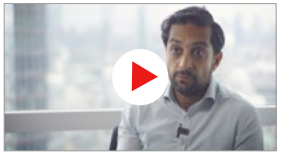
Part 1: An Analysis of Your Audiences

L&G must engage a broad range of stakeholders, from key commercial decision-makers such as pension trustees, sponsors, institutional investors and distribution partners to the policymakers and regulators that shape its operating environment, as well as the industry media that influence wider market perception.

To inform the thinking throughout this proposal, we undertook an in-depth analysis of this stakeholder landscape, drawing on desk research, Hawthorn's sector expertise and confidential conversations with contacts across your key audience groups.

This has given us a clear understanding of audience priorities, perceptions of L&G and the reputational opportunities and challenges that should shape its communications strategy.

The findings are laid out in the following pages, and also brought to life through a short video:



4. Media

L&G is held in high esteem by journalists across pensions, asset management, insurance, and beyond.

It has a reputation for being one of the UK's largest and most important institutional financial services brands, with particular respect for its scale, stability and longstanding expertise across pensions, retirement and investment management. Its leadership in PRT, strength in passive investing and growing role in areas such as real assets and stewardship are all well recognised. Several journalists also highlighted the depth of technical expertise within the business and the quality of access provided to senior executives.

However, there is a general view that whilst a dominant force, the market across both asset management and pensions is becoming increasingly competitive and that L&G is not keeping up with some of its more outspoken peer group in terms of its profile and thought leadership, including the likes of Aviva, which is being increasingly seen as more proactive, outspoken and visible in market debate.

The perception is therefore of a highly respected business whose external profile does not currently fully reflect its scale, influence or market position.

The opportunity is to convert its credibility and existing authority into greater visibility and influence, increasing the consistency of commentary, raising the profile of its leadership team, and more proactively owning the conversations shaping the future of pensions, retirement and asset management.

INSIGHT

Editor, insurance trade publication

"PRT pricing has never been more competitive. Players in the market can't compete on pricing so need advantages in other things - access to assets, ability to do funded reinsurance, low cost of capital - which is a strength for L&G"

But perceptions of L&G have not evolved as quickly as the business itself

Stakeholders recognise L&G's scale, credibility and operational strength, but the business is more often seen as dependable than dynamic, particularly compared to peers.

"They are a bit beige. There is no sizzle – dependable, predictable, reliable yes, but where is the sizzle – what do they want to be?"
Former Head of Corporate Affairs at competitor

"When looking at the peer group, Aviva has more of a contemporary feel, and that makes it feel like much more of a growth business."
Buy-Side analyst

"Bit slow and sluggish."
Corporate Broker, BNP Paribas

At the same time, awareness of L&G's evolution across areas such as private markets, infrastructure, real assets and broader investment capabilities is not getting the cut-through it deserves, despite these areas aligning closely with growing institutional demand and policy priorities.

"They are the premier real asset business in the UK – no one knows that."
Institutional shareholder

"ESG and Responsible Investing was very prominent under Nigel. They bought £100bn of real assets such as student accommodation, insulation business, Cala Homes. This has all gone quiet. What's the story here?"
Former Head of Corporate Affairs at competitor

Meanwhile, competition from alternative asset managers is now a key theme for media, and one that risks drowning out more positive messaging. L&G is confronting this directly and publicly, but needs to avoid being discussed largely in the context of defending its position against new or rapidly growing market entrants.

"Analysts now question whether L&G's dividend is sustainable and whether it can survive as a public company. City advisers told the FT that potential bidders, including insurers and alternative asset managers, had been running the rule over the business."
Financial Times, Will L&G be the City's next domino to fall?, 14 May 2026

Your Challenge and Objectives

L&G's challenge is not a lack of capability, credibility or market relevance.

In many of the areas now most valued by stakeholders – scale, long-term investment capability, productive finance, real assets and institutional resilience – L&G is operating from a position of strength.

The challenge is that these strengths are not yet being connected into a clear, distinctive and resonant external narrative.

At a time when competitors are increasingly framing themselves around growth, innovation and economic impact, there is a risk that L&G's stability and security are viewed as signs of conservatism rather than competitive advantage.

Stakeholders understand and trust what L&G has historically been known for. They are less clear on what the business has become, where it is going next and why its model is increasingly differentiated in today's market.

The opportunity therefore is not to reinvent L&G's story, but to make its evolution more visible, tangible and relevant to the audiences shaping future commercial decisions.

With this in mind, your communications objectives should be to

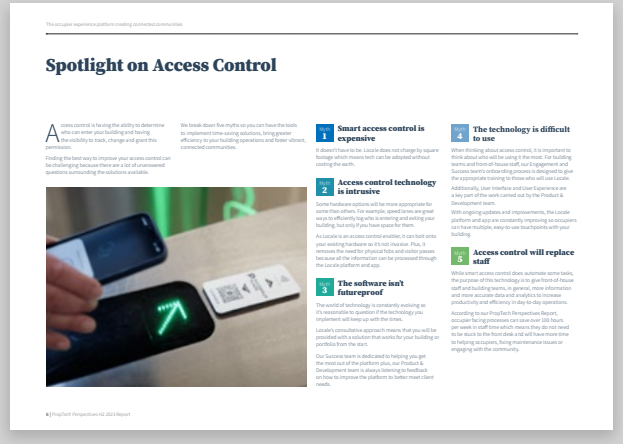
- Demonstrate L&G's continued innovation in response to changing market demands and investment trends.
- Reinforce trust through the business's long-standing track record, scale and delivery.
- Support L&G's broader equity story by strengthening understanding of its differentiated and strategically important model.
- Raise the profile and authority of a relatively new leadership team across key audiences.

Various reports and white papers

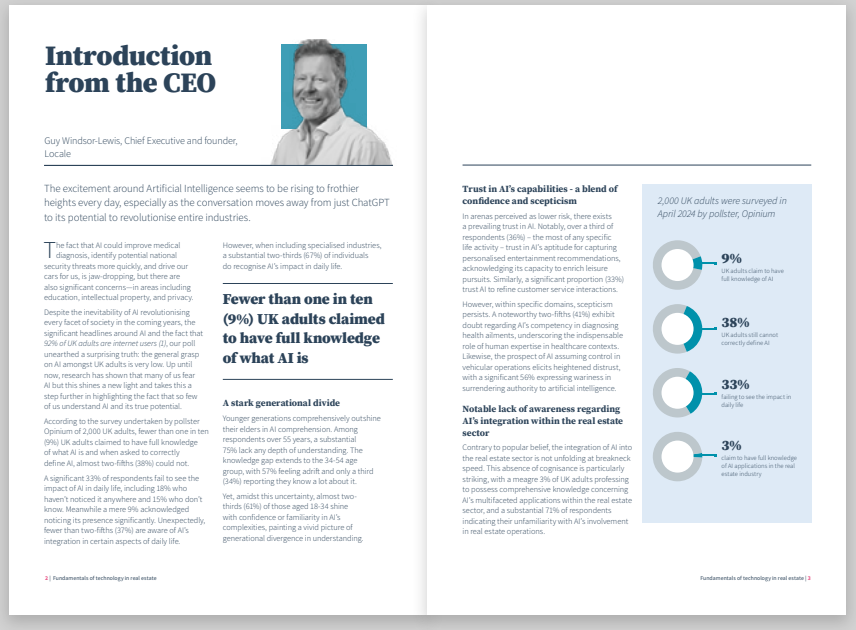
Produced for Locale

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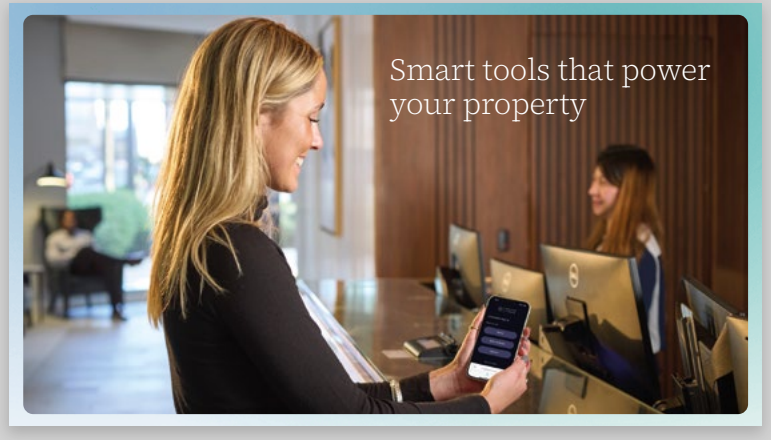






Smart tools that power your property

Sales presentation for Locale



2025 Locale at a glance



20 years
of experience delivering technology solutions

25+ staff
working together to bring clarity and insight to building management

80 million+ sq ft
of UK real estate

40,000+
properties use Locale

99.9% customer satisfaction rating

92% customer retention rate

75%+ clients say Locale delivers on their needs

70% clients have stayed with us between 3-11 years

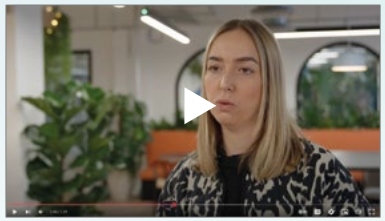
75% clients use Locale daily

50% commercial **10%** mixed-use **40%** residential

How to build a community using technology

We spoke to Antonia Fowles, Community Manager at BLOK Bristol, about how she uses Locale to simplify the day-to-day operations of running a modern commercial building.

Beyond streamlining tasks, Locale has also helped shift perceptions of the office, transforming it into a destination that people enjoy visiting and want to share with friends and family.



YouTube

https://youtu.be/W1hj5-ZdkYk?si=5qgKcR3oO9Nnni98

Save time. Reduce admin.

Save your team **over 100 hours per week** managing your building smarter with Locale*



Save your team **three hours** per day with Locale's Helpdesk solutions [1]

[1] South Quay Building



Halve your team's workload with Locale's delivery solution, saving **five hours** per day [2]

[2] Silk District



Save your team **three hours** per day with key management automation [3]

[3] Royal Exchange



Optimise your visitor experience and save **five hours** per day [4]

[4] Holland Park Villas

*based on illustrative model with evidenced case study sources

Your investment

	Essentials Easy-to-use engagement and communication platform *Starting from £100/month*	Advanced Enhanced service and functionality with full support *Starting from £250/month*	Pro Best-in-class occupier experience with full control and insights *Starting from £500 /month*	Enterprise Completely bespoke offering. *Please contact us directly.*
Announcements	✓	✓	✓	✓
Content Pages	✓	✓	✓	✓
Document Storage	✓	✓	✓	✓
Events Calendar	✓	✓	✓	✓
Local Travel	✓	✓	✓	✓
Occupier Database	✓	✓	✓	✓
Offers and Promotions		✓	✓	✓
Staff Directory		✓	✓	✓
Web and Mobile Apps		✓	✓	✓
White-label Branding and Custom Domain			✓	✓
Amenity Bookings			✓	✓
Digital Forms			✓	✓
Key Management			✓	✓

Meet your team

Our in house team of experts are here to help you discover the right building management solution and answer all your questions.



Guy Windsor-Lewis
Chief Executive
guy@locale.co.uk



Rob Maxwell
Director, Strategy & Growth
rob@locale.co.uk



Luka Bartlett
Senior Consultant, Strategy & Growth
luka@locale.co.uk



Dan O'Gorman
Chief Product Officer
dan@locale.co.uk



James Borg
Consultant, Strategy & Growth
james@locale.co.uk



Rebecca Tompkins
Consultant, Strategy & Growth
rebecca@locale.co.uk

locale.co.uk info@locale.co.uk 01865 249758

The graduate's guide to Bristol

A series of guides for Kuehne & Nagel

View PDF →

KUEHNE+NAGEL

A relocation guide to

Bristol

- Welcome to Bristol
- Top tips for moving
- Bristol letting agents
- Transport in Bristol
- Shopping centres and leisure
- Food and drink
- Health and fitness
- Medical Points
- Attractions
- K+N locations
- Mileage calculator

Questions or comments?
If you have any questions or need help with your move, your relocation team can be contacted on
0121 713 6952

Welcome to Bristol

Congratulations, you're starting an exciting new role in Bristol. Before you can actually move and start your new role, you need to know where to move.

Bristol is a vibrant city with a whole host of different areas to consider. It can be daunting to know how to move to a new city when you've possibly only visited once or twice before. The main thing is to do research, research, research!

It's essential to visit a few areas to see which one feels right for you. To help you narrow down your search here is a brief description of some popular areas.

Clifton

A picturesque and very popular area within Bristol. Great views and cafes, bars and independent shops. It's one of the most sought-after areas to move to. Trains run to Avonmouth station

Totterdown and Temple Meads

Creative and brightly coloured houses and artistic area, more affordable than Clifton and central with good transport links.

Redcliffe and the City Centre

Property is springing up all over this area, it's popular and very well connected to transport and shopping and nightlife.

Horfield

Good for young professionals and students. Close to the university and a nice diverse area to live.

Avonmouth

It's close to the office and lies on the bank of the River Avon. Houses here are a mix of Victorian terraces and 1930s and 1950s houses. The village has a few local shops but it also walkable to Shirehampton high street.

Offices in Bristol

KN Drinks Logistics Ltd
Unit 11, Poplar Way East
Cabot Park,
Avonmouth
BS11 0YH

Kuehne + Nagel Ltd
Kuehne + Nagel House
Third Way, Avonmouth
Bristol, Avon, BS11 9YE

Kuehne + Nagel Ltd
Unit 1-4
Folly Brook Road, Emerald park
Bristol, BS16 7FQ

Kuehne + Nagel Ltd
c/o 07C Building
Golf Course Lane
Filton, Bristol, BS99 7AR

Distances and timings in this document are based on the Avonmouth office.

Bristol letting agents

Ocean Estate Agents Shirehampton
Keith McKie, 01 275 844441
14/16 High St, Bristol BS11 0DP
www.oceanhome.co.uk

The Letting Game Letting Agents
0117 989 8215
Henleaze House, Harbury Rd, Bristol BS9 4PN
www.thelettinggame.co.uk

CJ Hole Westbury-on-Trym Estate and Letting
0117 950 0118
25 Canford Ln, Bristol, BS9 3DQ
www.cjhole.co.uk/rent

Let's Rent Bristol
0117 904 6696
80 Mina Rd, Bristol BS2 9XL
www.letsrentbristol.co.uk

Haart Estate Agents
0117 958 6737
104 Whiteladies Road, Clifton, BS8 2QQ
www.haart.co.uk

Sarah Kenny Residential Lettings
0117 946 7171
30 Regent St, Bristol, BS8 4HU
www.sarahkennyresidentiallettings.co.uk
Open 7 days/week for viewings.

Bristol Residential Letting Company
0117 973 5237
www.bristolreslet.com

Average Bristol rental prices
per calendar month

PROPERTY TYPE	PRICE
Room in house share	£531
1 bedroom property	£780
2 bedroom property	£1,012
3 bedroom property	£1,221
4 bedroom property	£1,588

Average property price information taken from Rightmove.co.uk

Search for house-share online:
www.gumtree.com
www.spareroom.co.uk
www.rightmove.co.uk

Shopping centres and leisure

The Mall at Cribbs Causeway
Patchway, Bristol BS34 5DG
9:30am-8pm Monday-Friday
9am-8pm Saturday
11am-5pm Sunday
Huge shopping centre with stores such as John Lewis, H&M, Topshop/Topman, New Look etc. Also variety of restaurants such as Pizza Express, Nando's, Frankie and Benny's etc. Can also find the Vue Cinema here
- 13 minute drive via M5 or bus route 3 from K&N

Clifton Down Shopping Centre
21 Whiteladies Rd, Bristol BS8 2NN
7am-10pm Monday to Saturday
9am-5:30pm Sunday
Variety of shops and food/drink such as Boots, Holland & Barrett's, Starbucks and Sainsbury's
- 20 minute drive via Portway/A4, or bus route 3 from K&N

Park Street
Park Street, Bristol, BS1 5NF
- Bus route 3, or train from Avonmouth to Clifton Down from K&N

Bristol Shopping Quarter
69 Broadmead, Bristol, BS1 3DX
Made up of four shopping centres (Broadmead, The Galleries, Quakers Friars and Cabot Circus), this huge shopping area caters for everyone in terms of high street stores, department stores, bars and restaurants
- 25 minute drive via A4, or bus route 3 from K&N

Everyman Cinema
44 Whiteladies Rd, Bristol BS8 2NH
- Bus route 3, or train from Avonmouth to Clifton Down from K&N

The Orpheus Cinema
51 Northumbria Dr, Bristol BS9 4HN
- Bus route 3 from K&N

Bristol Hippodrome
St Augustine's Parade, Bristol BS1 4UZ
+44 (0)117 302 3310,
www.atgtickets.com/venues/bristol-hippodrome/
- Bus route 3, or via the Portway Park & Ride from K&N



Health and fitness

Anytime Fitness Bristol Cribbs Causeway
The Venue, Merlin Rd, Patchway, Bristol BS10 7TT
Open 24 hours
www.anytimefitness.co.uk, 0117 927 7225
- Bus route 3, or 1.2 minute drive via M5 from K&N

Bannatyne Health Club
80 Redland Road, Bristol, BS6 6AG
7am-10:30pm Monday to Friday
8:30am-9:30pm Saturday and Sunday
www.bannatyne.co.uk/health-club/bristol
0117 942 5805
- Train from Avonmouth station to Redland station, or 20 minute drive via Portway/A4 from K&N

David Lloyd, Bristol
Westbury, Greystoke Ave, Bristol BS10 6AZ
6am-10:30pm Monday to Friday
6:30am-10pm Saturday and Sunday
www.davidlloyd.co.uk, 0345 125 7018
- Bus route 11, or 16 minute drive via M5 from K&N

Yoga Bristol
Various locations across Bristol
See website for drop in public classes Monday to Friday
www.yogabristol.co.uk, 07899 034645

Parkrun
Free running events run across the country for runners. Closest to Bristol is Ashton Court
www.parkrun.org.uk/ashton-court

British Military Fitness
Military fitness outdoor events run in Clifton, early morning sessions and Saturday mornings.
www.bemilitaryfit.com/bristol-clifton-downs

Henbury Leisure Centre
A local authority gym with swimming pool and state of the art gym equipment and classes
www.everyoneactive.com/centre/henbury-leisure-centre
- Approximately 5 miles from K&N



Medical Points

Capel Road Branch Surgery
46 Capel Rd, Bristol, BS11 0PN
8:30am-6:30pm Monday to Friday
0117 916 2226
- 10 minute drive or bus route 3 from K&N

Pioneer Medical Group
1 Collins St, Bristol, BS11 9JJ
8am-6:30pm Monday to Friday
0117 959 1919
- 17 minute walk from K&N

Lawrence Weston Clinic
Ridingleaze, Bristol, BS11 0QE
8am-8pm Monday to Friday
0117 342 6900
- 9 minute drive or bus route 3 from K&N

Shirehampton Group Practice
Pembroke Rd, Shirehampton, BS11 9SB
8:30am-6:30pm Monday to Friday
0117 916 2226
- 12 minute drive via B4054 or bus route 3 from K&N

Stoke Bishop Dental Centre
15 Druid Hill, Bristol, BS9 1EW
0117 968 4888
- 14 minute drive via Portway/A4 from K&N

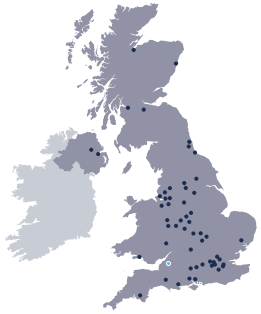
My Dentist
Unit No. 3 Village walk, Bristol, BS11 9LP
8:30am-6:30pm Monday to Friday
0117 982 0055
- 20 minute walk from K&N

Southmead Hospital and A&E
Southmead Rd, Westbury-on-Trym, Bristol, BS10 5NB
0117 950 5050
- 23 minute drive via Portway/A4 and A4162 from K&N

Bristol Royal Infirmary & A&E
Upper Maudlin St, Bristol BS2 8HW
0117 923 0000
- 21 minute and eight mile drive from K&N

K+N locations

Aberdeen
Banbury
Barnsley
Basingstoke
Bedford
Belfast
Birmingham
Bournemouth
Bristol
Castle Donington
Chester
Cleveland
County Antrim
Coventry
Croydon
Dagenham
Dartford
Derby
Donnington
Fareham
Glasgow
Greenford
Harlesdon
Haydock
Heathrow
Hereford
Heywood
Inverness
Ivybridge
Ipswich
Leeds
Leicester
Liverpool
Livingston
Manchester
Middlewich
Milton Keynes
Newcastle
Northampton
Nottingham
Poole
Reading
Southampton
Stockley Park
Sutton in Ashfield
Swanley
Swansea
Tadcaster
Telford
Thatcham
Wakefield
Waltham Point
Warrington
Washington
Wellingborough
Wolverhampton
Yeovil



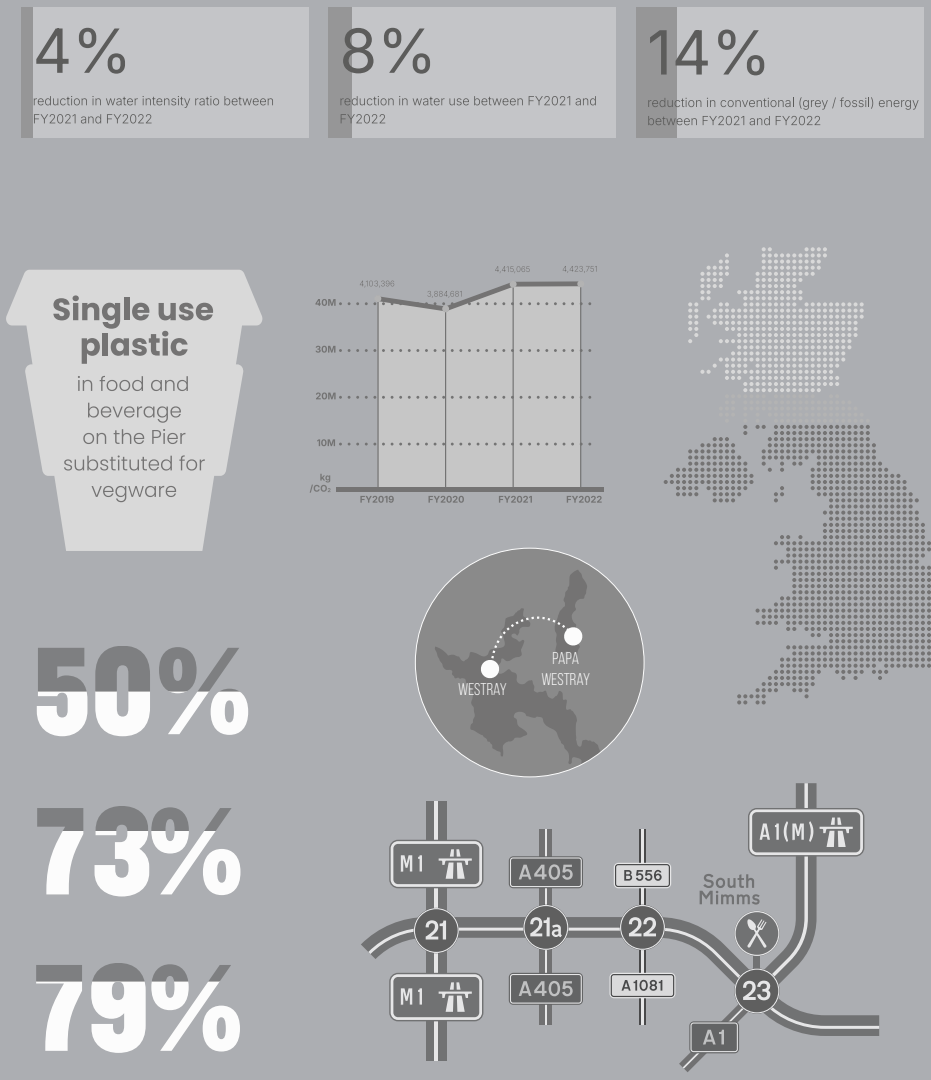
Mileage calculator

	Birmingham	Bristol	Castle Donington	Coventry	Dartford	Derby	Donnington	Glasgow	Greenford	Heathrow	Leeds	Liverpool	Nottingham	Manchester	Milton Keynes	Stockley Park	Wellingborough
Birmingham		90mi 1h 45m	21mi 25m	14mi 16m	46mi 1h	25mi 30m	200mi 4h 40m	315mi 5h 50m	115mi 2h 10m	113mi 2h 10m	98mi 2h	93mi 1h 5m	87mi 1h 20m	79mi 1h 20m	115mi 1h 55m	62mi 1h 10m	
Bristol	90mi 1h 45m		129mi 2h 12m	107mi 1h 45m	163mi 2h 40m	118mi 2h 25m	35mi 2h	377mi 6h 20m	127mi 2h	110mi 1h 50m	209mi 3h 20m	180mi 2h 50m	127mi 2h 20m	160mi 2h 50m	115mi 2h 20m	109mi 2h 45m	119mi 2h 30m
Castle Donington	21mi 25m	129mi 2h 12m		45mi 54m	145mi 2h 35m	11mi 16m	92mi 1h 30m	280mi 4h 45m	123mi 2h 4m	122mi 2h 7m	114mi 1h 55m	98mi 2h	44mi 1h 10m	86mi 1h 30m	73mi 1h 17m	127mi 2h 10m	64mi 1h 7m
Coventry	22mi 25m	107mi 1h 45m	45mi 54m		117mi 2h	48mi 1h	55mi 1h 10m	232mi 4h 10m	84mi 1h 45m	84mi 1h 40m	118mi 2h 10m	114mi 2h	49mi 1h	112mi 2h 10m	66mi 1h 5m	87mi 1h 40m	45mi 1h
Dartford	143mi 2h 20m	163mi 2h 40m	145mi 2h 35m	117mi 2h		150mi 2h 40m	173mi 3h	443mi 7h 20m	40mi 1h 15m	42mi 1h 10m	223mi 3h 50m	207mi 3h 40m	136mi 2h 30m	215mi 3h 45m	72mi 1h 20m	59mi 1h 5m	82mi 1h 30m
Derby	46mi 1h	118mi 2h 25m	11mi 16m	48mi 1h	150mi 2h 40m		69mi 1h 15m	295mi 5h	127mi 2h 15m	129mi 2h 20m	74mi 1h 25m	92mi 2h 1m	15mi 30	77mi 1h 30m	77mi 1h 25m	129mi 2h 18m	77mi 1h 25m
Donnington	35mi 45m	35mi 2h	92mi 1h 30m	55mi 1h	173mi 3h	69mi 1h 15m		278mi 4h 55m	146mi 2h 25m	147mi 2h 25m	114mi 2h 25m	72mi 1h 20m	69mi 1h 25m	61mi 1h 25m	100mi 1h 50m	145mi 2h 24m	94mi 1h 45m
Glasgow	298mi 4h 40m	377mi 6h 20m	298mi 4h 45m	232mi 4h 10m	443mi 7h 15m	295mi 5h	278mi 4h 55m		407mi 6h 25m	409mi 6h 30m	229mi 3h 45m	230mi 3h 45m	304mi 5h	223mi 3h 50m	243mi 3h 55m	407mi 6h 25m	361mi 5h 50m
Greenford	115mi 1h 55m	127mi 2h	123mi 2h 4m	84mi 1h 45m	40mi 1h 15m	127mi 2h 15m	145mi 2h 25m	407mi 6h 25m		8mi 20m	196mi 3h 10m	210mi 3h 40m	123mi 2h 25m	190mi 3h 10m	52mi 1h	8mi 18m	78mi 1h 20m
Heathrow	113mi 1h 50m	110mi 1h 50m	122mi 2h 7m	84mi 1h 40m	42mi 1h 10m	129mi 2h 20m	147mi 2h 25m	409mi 6h 30m	8mi 20m		196mi 3h 10m	210mi 3h 40m	130mi 2h 20m	192mi 3h 10m	55mi 1h 5m	3mi 9m	75mi 1h 20m
Leeds	118mi 2h 40m	209mi 3h 21m	114mi 1h 55m	118mi 2h 10m	207mi 3h 40m	74mi 1h 25m	114mi 2h 25m	229mi 3h 40m	196mi 3h 10m	196mi 3h 10m		74mi 1h 25m	62mi 1h 5m	45mi 1h	147mi 2h 20m	196mi 3h 10m	128mi 2h 10m
Liverpool	98mi 1h 50m	180mi 2h 21m	98mi 2h	114mi 2h	207mi 3h 40m	92mi 2h 1m	72mi 1h 20m	230mi 3h 45m	210mi 3h 40m	210mi 3h 40m	74mi 1h 25m		110mi 2h 20m	35mi 50m	165mi 2h 40m	210mi 3h 40m	156mi 2h 35m
Nottingham	51mi 1h 5m	127mi 2h 20m	14mi 20m	49mi 1h	149mi 2h 40m	15mi 30m	69mi 1h 25m	304mi 5h	123mi 2h 25m	130mi 2h 20m	92mi 2h 1m	110mi 2h 20m		87mi 1h 40m	77mi 1h 30m	129mi 2h 7m	77mi 1h 20m
Manchester	87mi 1h 20m	160mi 2h 50m	86mi 1h 30m	112mi 2h 10m	136mi 2h 30m	77mi 1h 30m	61mi 1h 25m	223mi 3h 50m	190mi 3h 10m	192mi 3h 10m	45mi 1h	35mi 50m	87mi 1h 40m		143mi 2h 20m	197mi 3h 10m	142mi 2h 20m
Milton Keynes	77mi 1h 20m	115mi 2h 20m	73mi 1h 17m	66mi 1h 5m	72mi 1h 20m	77mi 1h 25m	100mi 1h 50m	243mi 3h 55m	52mi 1h	55mi 1h 5m	147mi 2h 20m	165mi 2h 40m	77mi 1h 30m	143mi 2h 20m		134mi 2h 10m	22mi 40m
Stockley Park	115mi 1h 55m	109mi 2h 45m	127mi 2h 10m	87mi 1h 40m	59mi 1h 5m	129mi 2h 18m	145mi 2h 24m	407mi 6h 25m	8mi 18m	3mi 9m	196mi 3h 10m	210mi 3h 40m	129mi 2h 7m	197mi 3h 10m	134mi 2h 10m		78mi 1h 20m
Wellingborough	62mi 1h 10m	119mi 2h 30m	64mi 1h 7m	45mi 1h	82mi 1h 30m	77mi 1h 25m	94mi 1h 45m	361mi 5h 50m	78mi 1h 20m	75mi 1h 20m	128mi 2h 10m	156mi 2h	77mi 1h 20m	142mi 2h 20m	22mi 40m	78mi 1h 20m	

Reports, publications and presentations

Information design, maps and explanatory diagrams

Brand systems and identity design

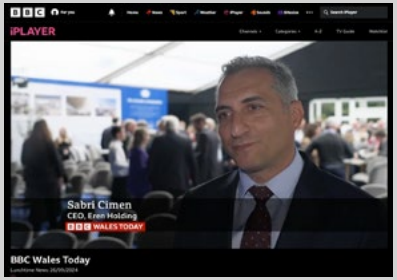


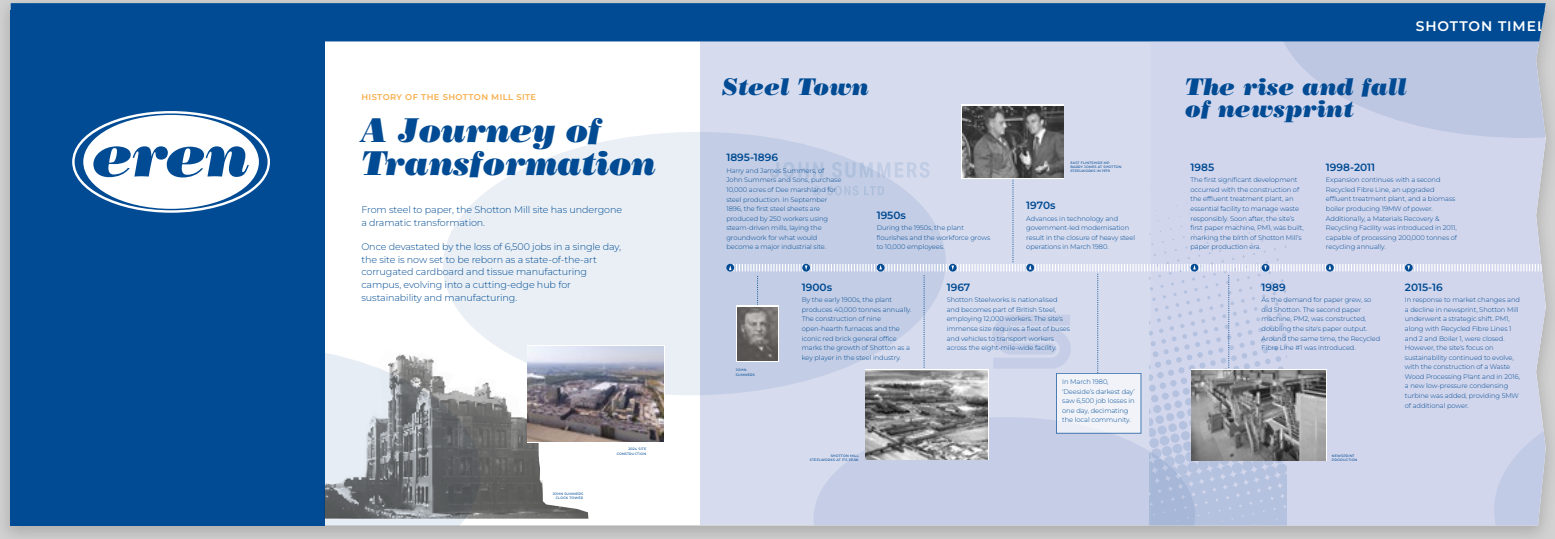
A Journey of Transformation

An 18-metre story wall created for the launch of the £1bn Shotton Mill paper plant by Eren Holding











Group progress

4%
reduction in water intensity ratio between FY2021 and FY2022

8%
reduction in water use between FY2021 and FY2022

11%
of all our energy is now from renewables

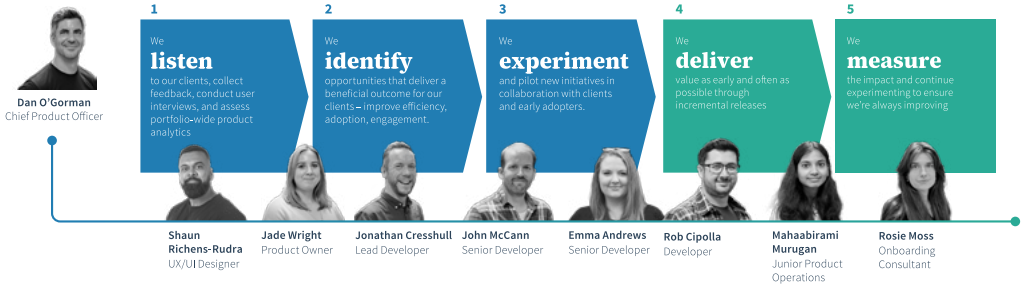
10%
reduction in energy intensity (kWh/MT) between FY2021 and FY2022

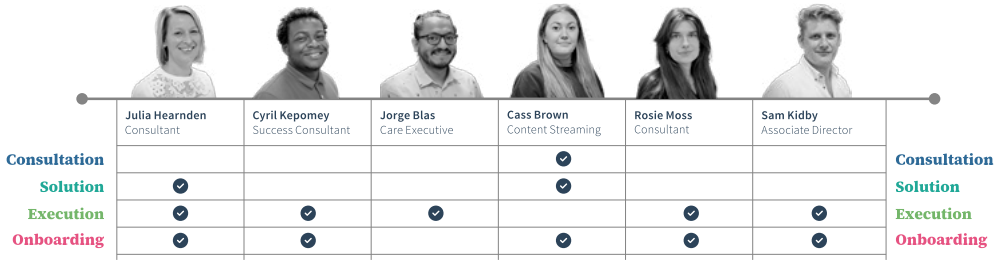
14%
reduction in conventional (grey / fossil) energy between FY2021 and FY2022

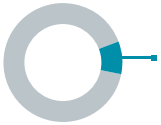
18%
reduction in carbon emissions since FY2019

24%
reduction in grey electricity since FY2019

58%
increase in renewable energy since FY2019







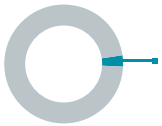
9%
UK adults claim to have full knowledge of AI



33%
failing to see the impact in daily life

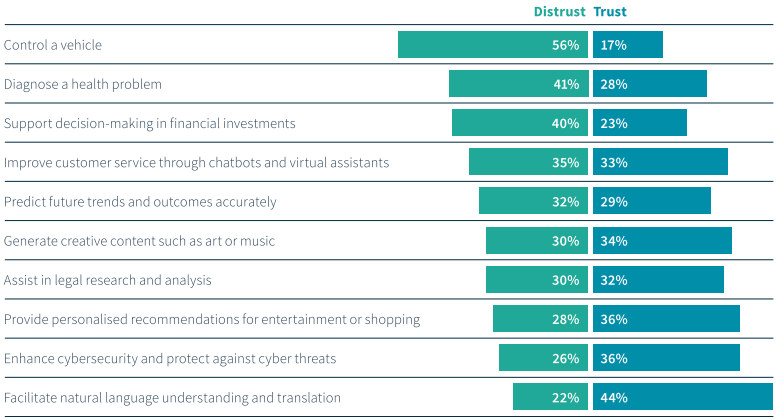


38%
UK adults still cannot correctly define AI



3%
claim to have full knowledge of AI applications in the real estate industry

UK adults least trusting of AI to control a vehicle



Key progress made

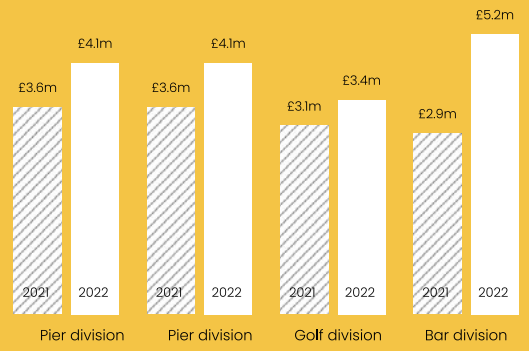
100% of energy is procured from renewable sources

Single use plastic in food and beverage on the Pier substituted for vegware

Carbon-neutral biomass heating system burns wood pellets to heat facilities in Lightwater Valley

Up to **45%** of the electricity needs of Lightwater Valley are powered by an adjacent solar farm.

Established **Scope 1 & 2** emissions



Our emissions

	2023	2022
Scope 1 CO_2 emissions (tonnes)	526.2	276.4
Scope 2 CO_2 emissions (tonnes)	1,386.7	1,082.7
Total CO_2 emissions (tonnes)	1,826.1	1,359.1
Emissions intensity (tonnes CO_2e/£m revenue)	57.0	23.0

Key risk areas

Positive sentiment towards renewable/low carbon energy sources

79% OFFSHORE WIND

74% SOLAR FARMS

73% ONSHORE WIND

50% NUCLEAR POWER

45% HYDROGEN GAS

EREN EMPLOYS
14,000
PEOPLE

IN 2022 EREN GENERATED
5%
OF TURKEY'S ELECTRICITY

BITLIS EREN UNIVERSITY
9,500
STUDENTS
350
ACADEMICS

ESTABLISHED IN
1969

EREN IS TURKEY'S
largest
MANUFACTURER OF PAPER AND CORRUGATED CARDBOARD

27
COMPANIES IN TURKEY
36
COMPANIES GLOBALLY

EREN SECTORS
Energy
Port
Paper
Packaging
Cement
Textiles
Retail

IN
2021
THE SHOTTON PRODUCTION FACILITIES IN WALES WERE PURCHASED

EREN RETAIL BRANDS

BURBERRY LONDON

LACOSTE

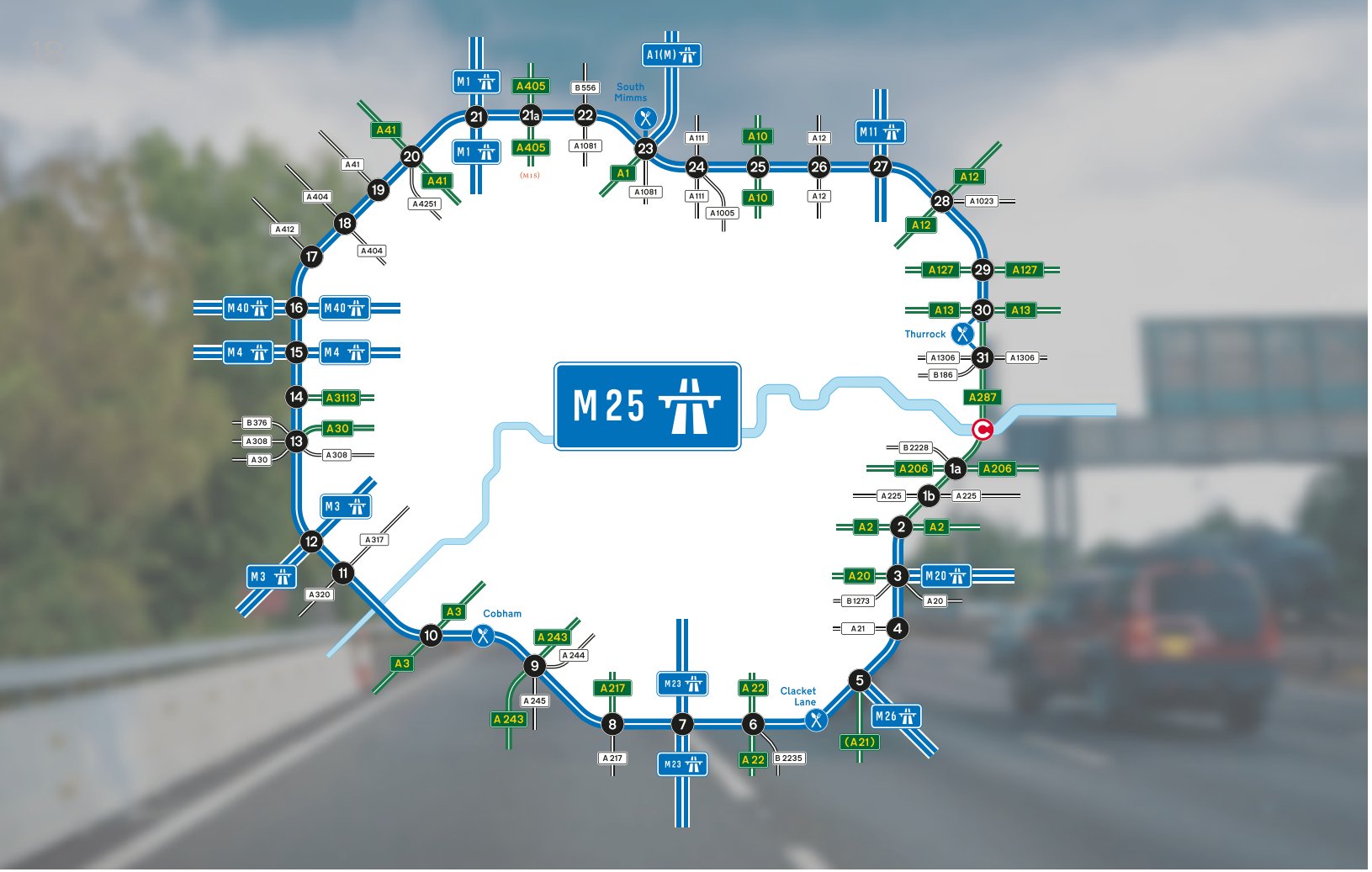
GANT

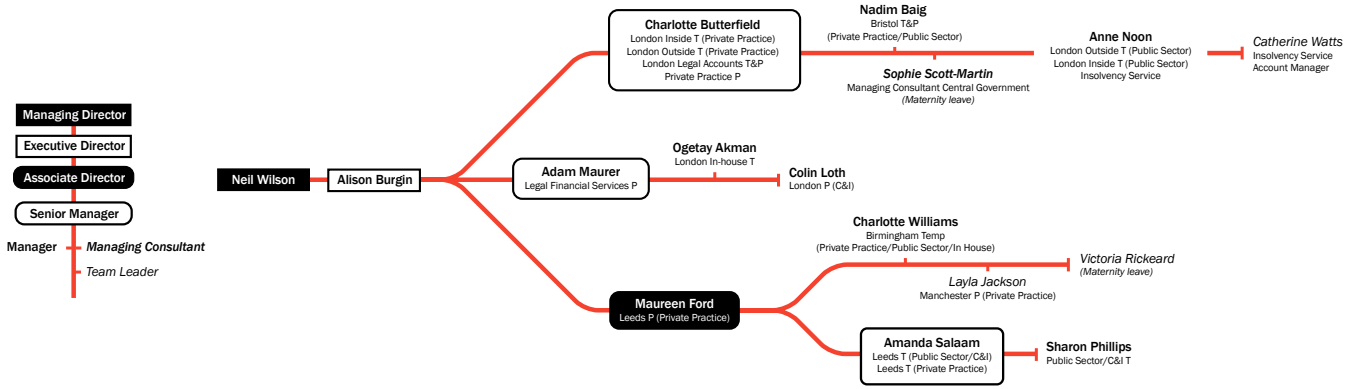
CONVERSE

NAUTICA

SuperStep

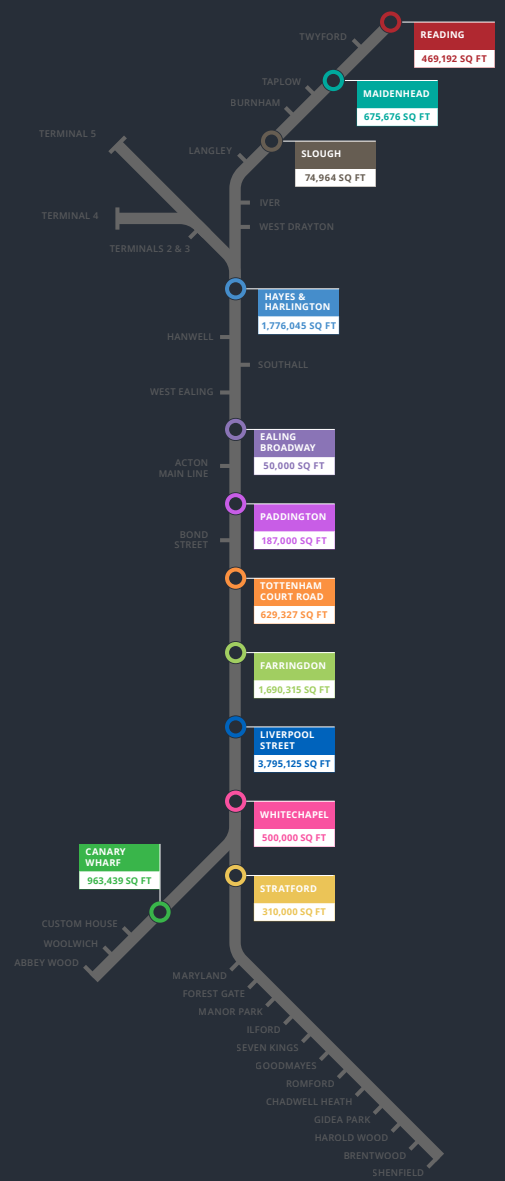
House of SuperStep





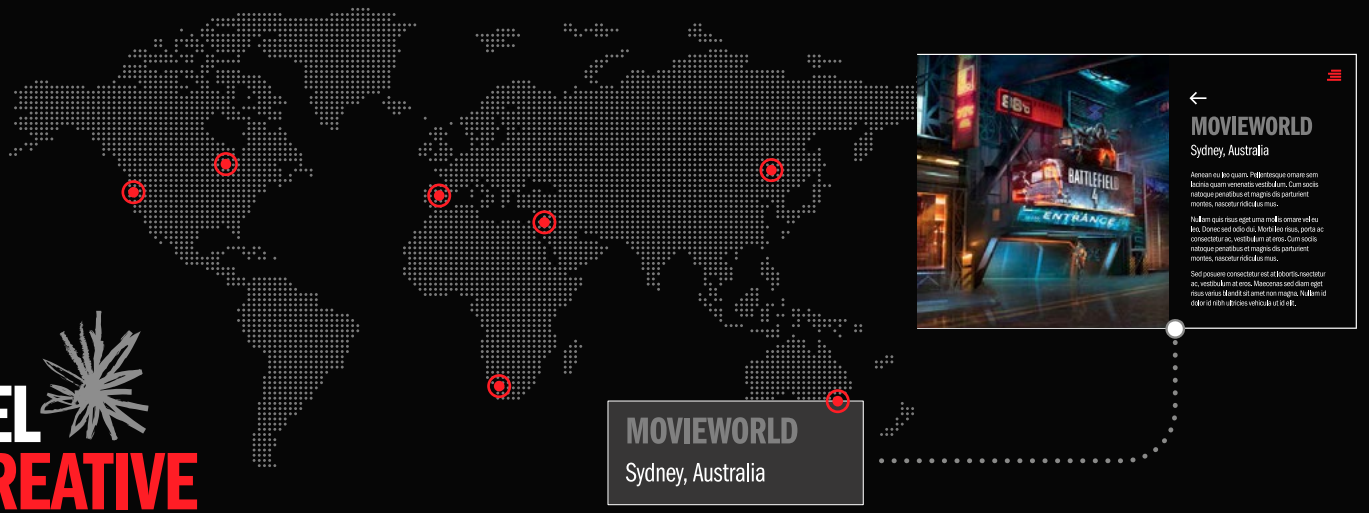
LOCALE GROUP

The Locale Group on the Elizabeth line



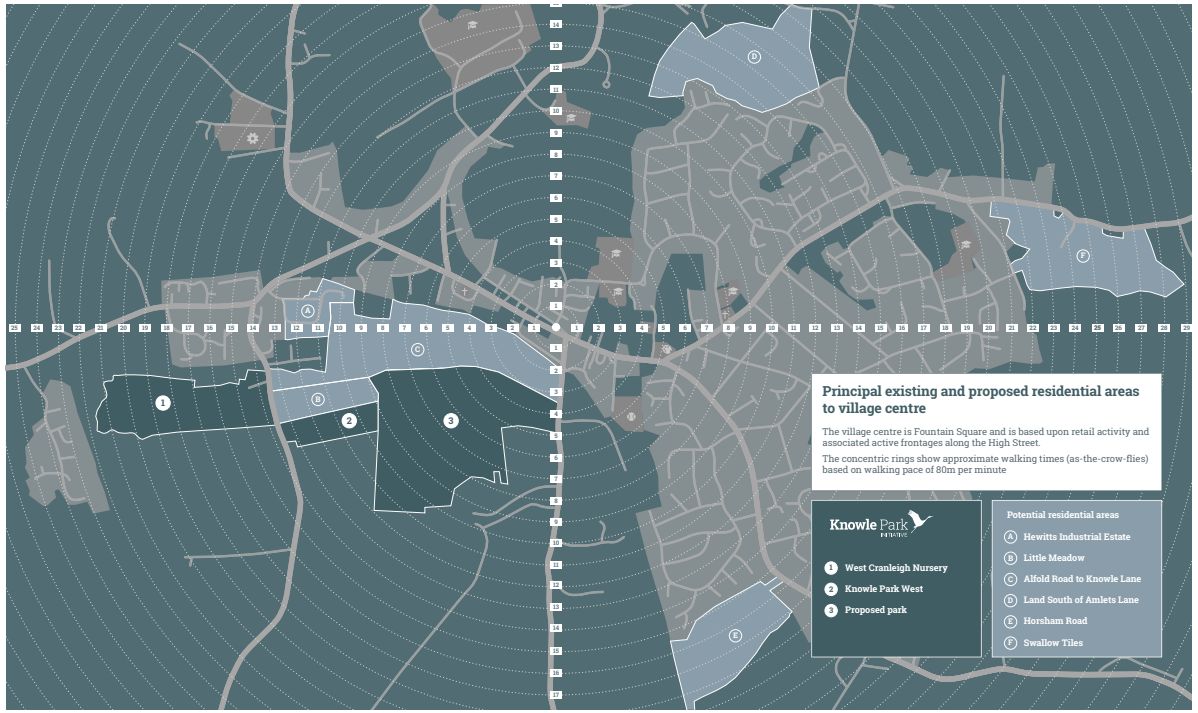


Commercial flight records

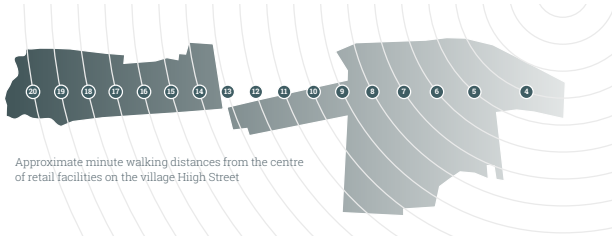


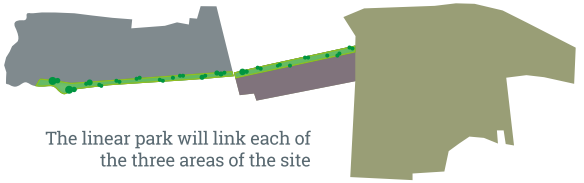
PEL CREATIVE











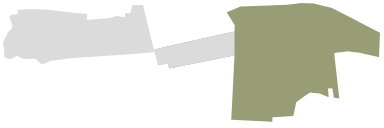
The linear park will link each of the three areas of the site



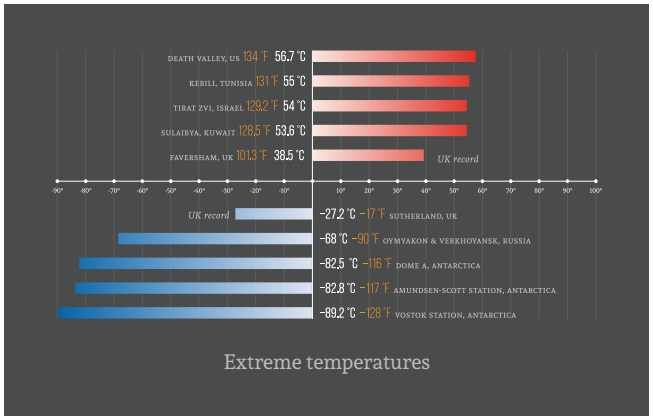
The **Nurseries**
222 NEW HOMES



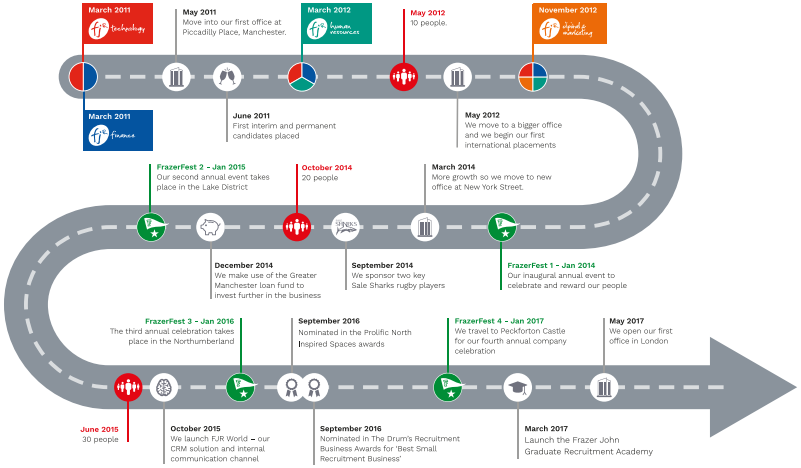
Knowle Park **East**
43 SELF-BUILD HOMES

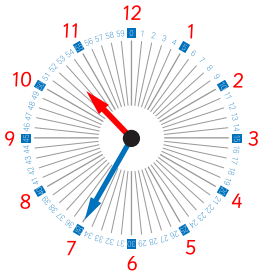


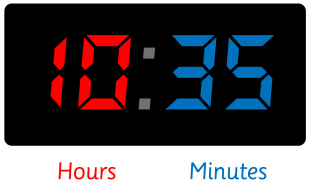
Knowle **Park**
60% OF THE LAND

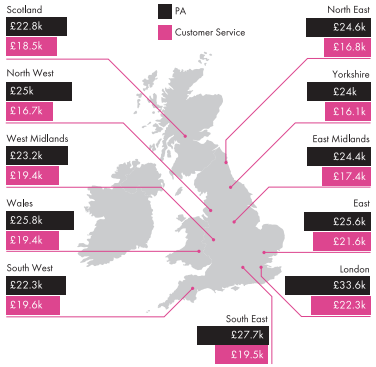




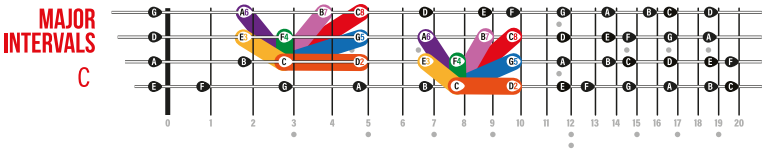


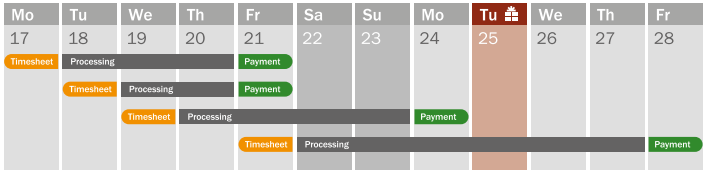


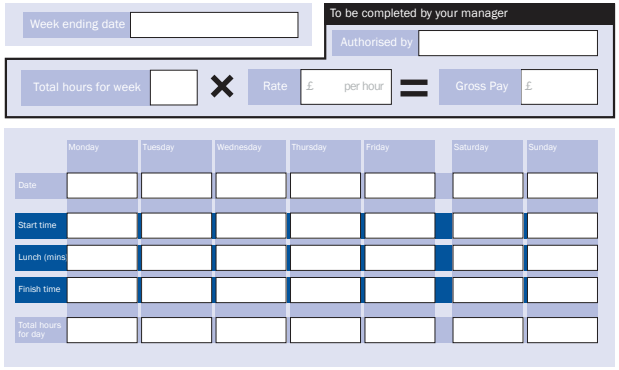


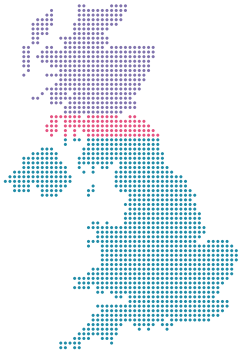


Salaries for PA and Customer Service roles by region



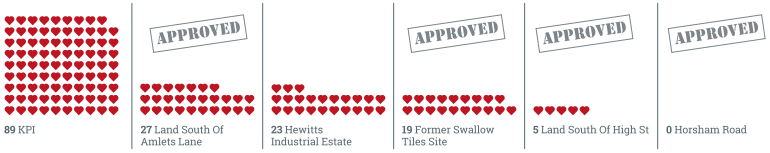






65% commercial
6% mixed-use
34% residential

Letters of support received by the council for Cranleigh's proposed developments



Reports, publications and presentations

Information design, maps and explanatory diagrams

Brand systems and identity design




Knowle Park
TRUST


WISER
MINDS


THE PSYCHIATRIC
CARE CLINIC


Nomos
Expert
Reports


Hutton


Care
Character
THE RIGHT PEOPLE FOR THE CARE SECTOR


ASB
ALL SAINTS' SCHOOL BLACKHEATH
ALUMNI ASSOCIATION


Badenoch
& Clark


CURVES
PROJECT
DESIGN


the
travel
vault


Mellow
Farm


FAST
TRACK
FITNESS RETREATS


LaRive Bio
AG




Premier
EPOS


Knowle Park
INITIATIVE


xlrtdgrfx


SILVER

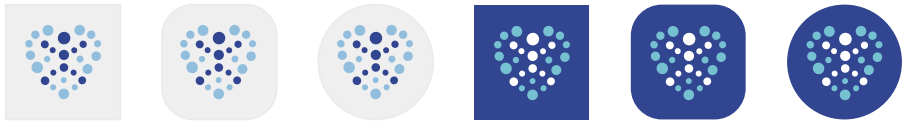
Primary Logo

Care Character
THE RIGHT PEOPLE FOR THE CARE SECTOR

Secondary Logo

Care Character
THE RIGHT PEOPLE FOR THE CARE SECTOR

Social Media Icons



Locale logo for white backgrounds

LOCALE

Locale logo for blue and dark backgrounds

LOCALE

LOCALE

Make sure there is at least a minimum amount of space equal to the width of the 'A' around the logo

bg6

RGB
63 / 139 / 202

CMYK
74 / 36 / 0 / 0

HEX
#3F8BCA

100% black



La Rive Bio AG





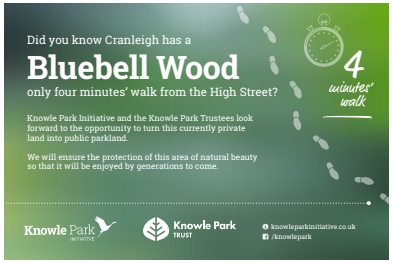
La Rive Bio AG

LaRive Bio AG



Knowle Park
TRUST







LEAF

LAND AND WATER

SIX BRANCHES
FOR SIX FOCUS AREAS

Members to include representatives from

PARISH AND DISTRICT COUNCILS

FRIENDS & FELLOWS OF KNOWLE PARK

LOCAL INDIVIDUALS

LOCAL ORGANISATIONS

Board of Trustees meet quarterly plus annual open AGM

CHAIR OF TRUSTEES

CULTURE TEAM

EDUCATION TEAM

HERITAGE TEAM

EVENTS MANAGER

RECREATION TEAM

ECOLOGY TEAM

WELLBEING TEAM

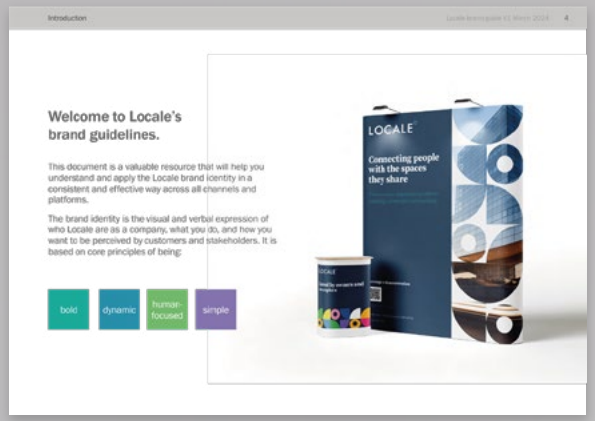
MAINTENANCE TEAM

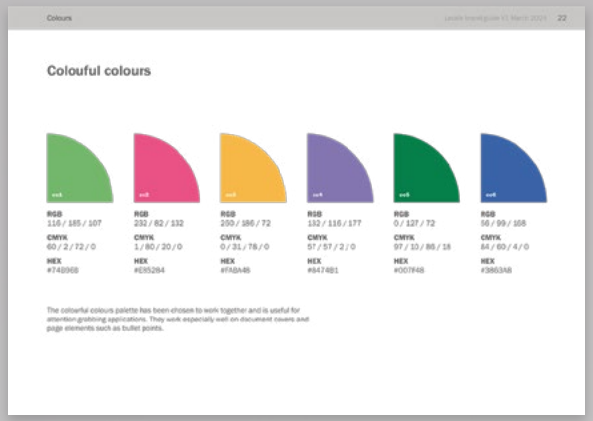
Teams contain a Trustee and team members and meet bimonthly.

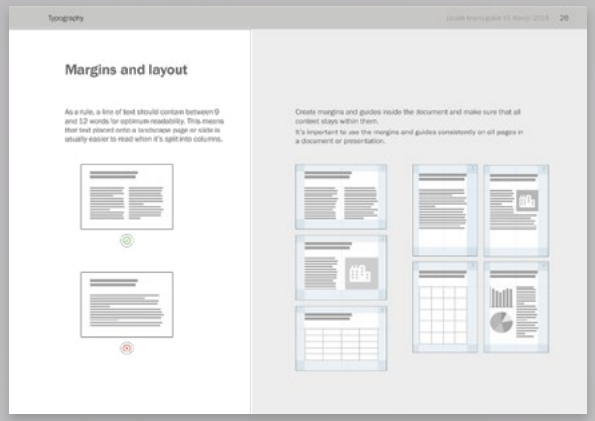
CRANLEIGH COMMUNITY

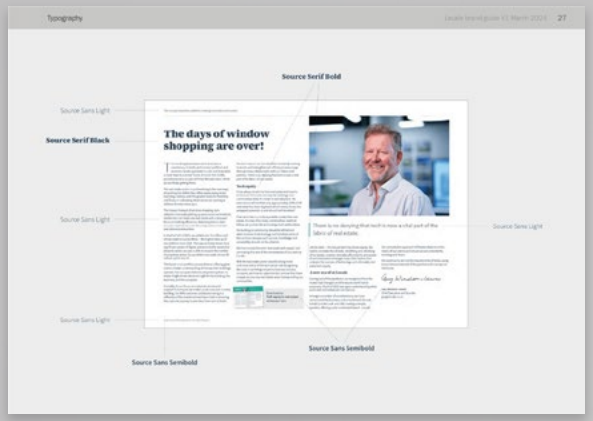
FRIENDS AND FELLOV OF KNOWLE PARK

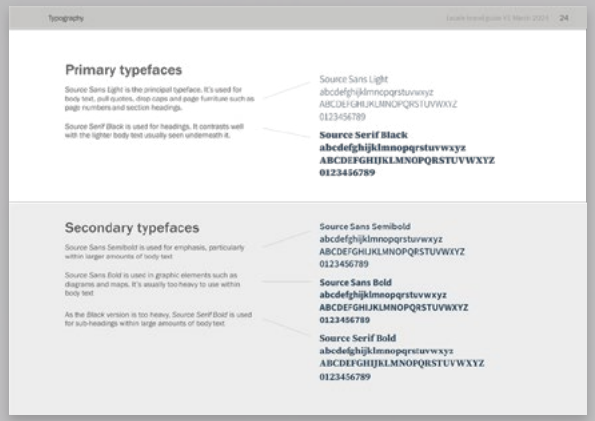



Introduction
Welcome to Locale's brand guidelines.
This document is a valuable resource that will help you understand and apply the Locale brand identity in a consistent and effective way across all channels and platforms.
The brand identity is the visual and verbal expression of who Locale are as a company, what you do, and how you want to be perceived by customers and stakeholders. It is based on core principles of being:
bold
dynamic
human-focused
simple
LOCALE
Connecting people with the spaces they share


Colours
Colouful colours
RGB 116 / 185 / 107
CMYK 60 / 2 / 72 / 0
HEX #74B968
RGB 232 / 82 / 132
CMYK 1 / 80 / 20 / 0
HEX #E85284
RGB 250 / 186 / 72
CMYK 0 / 31 / 76 / 0
HEX #FABA48
RGB 132 / 116 / 177
CMYK 57 / 57 / 2 / 0
HEX #8474B1
RGB 0 / 127 / 72
CMYK 97 / 10 / 86 / 18
HEX #007F48
RGB 56 / 99 / 168
CMYK 84 / 60 / 4 / 0
HEX #3863A8
The colourful colours palette has been chosen to work together and is useful for attention-grabbing applications. They work especially well on document covers and page elements such as bullet points.


Typography
Margins and layout
As a rule, a line of text should contain between 9 and 12 words for optimum readability. This means that text placed onto a landscape page or slide is usually easier to read when it's split into columns.
Create margins and guides inside the document and make sure that all content stays within them.
It's important to use the margins and guides consistently on all pages in a document or presentation.


Typography
Source Serif Bold
Source Sans Light
Source Serif Black
Source Sans Light
Source Sans Light
The days of window shopping are over!
Source Sans Semibold
Source Sans Semibold


Typography
Primary typefaces
Source Sans Light is the principal typeface. It's used for body text, pull quotes, drop caps and page furniture such as page numbers and section headings.
Source Serif Black is used for headings. It contrasts well with the lighter body text usually seen underneath it.
Source Sans Light
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789
Source Serif Black
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789
Secondary typefaces
Source Sans Semibold is used for emphasis, particularly within larger amounts of body text
Source Sans Bold is used in graphic elements such as diagrams and maps. It's usually too heavy to use within body text
As the Black version is too heavy, Source Serif Bold is used for sub-headings within large amounts of body text
Source Sans Semibold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789
Source Sans Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789
Source Serif Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789


Shapes
Dos and don'ts
The shapes sit tight against the document's edges, ignoring the margins used by the rest of the content.
Don't distort the shapes to fit a space. Keep the square proportions of each shape.
Don't make the grid too small and use too many shapes. Seven shapes wide and three shapes high is usually the maximum.
Use the shapes sparingly
In documents and presentation, use only on the front and back pages and section dividers.
Resist the urge to use them to fill white space!


LOCALE
Rob Maxwell
Director of Strategy and Growth
LOCALE
Rishi Banerjee
Director, Marketing & Communications


Loved by owners and occupiers
From buildings to business parks, let's bring it to life
Connecting people with the spaces they share

THE PSYCHIATRIC
CARE CLINIC

Revised logo

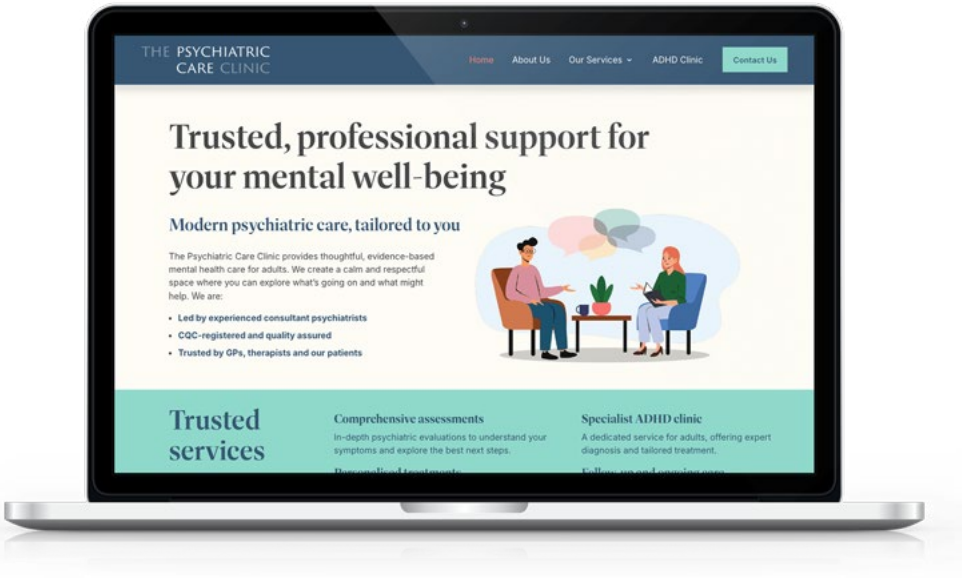
PCC
PSYCHIATRIC CARE CLINIC

Previous logo











Gareth Rimmer

Have a project or an idea you'd like to get off the ground? I'd love to hear about it.

I'm based in Blackheath, south east London, and work remotely with clients across the UK and Europe, as well as on-site in and around the capital.

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Recruiter? You can also view my LinkedIn profile or download my CV.

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