



AMDEA

The UK Home Appliance Association

Your ten minute guide

to our brand guidelines

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**we know
you don't
have
much
time**

So we've put together this short, easy-to-digest guide that will help you get to know our brand in just ten minutes.

Designed for any stakeholder, supplier or partner who wishes to use the AMDEA logo.

Keep it somewhere handy and you'll have a great source of reference whenever you need it.

**For more information, contact:
rebecca.hildreth@amdea.org.uk**

what we do in 10 seconds and our boiler plate

If you have to explain what we do:

AMDEA represents the majority of home appliance manufacturers, importers and distributors in the UK. Our members include over 150 leading brands that produce the appliances people use for cooking, cleaning, laundry and personal care. Our associate members are leaders in appliance repair, reuse and recycling.

To simplify things even further we have our strapline:

The UK Home Appliance Association

our values¹

Our brand positioning underpins everything we do, including our values. We're driven by: valuing people, integrity, mutuality, inclusivity and professionalism.

They're part of everything we say and do. They affect our behaviour, how we work with people and how we communicate.



our values²

Skills: We are committed to safeguarding the future of the UK home appliance industry by attracting, developing, and retaining the engineering talent that will power innovation for generations to come.

Community: We bring together the wider home appliance industry as a community that shares ambitions for excellence.

Integrity: We act with integrity, earning the trust of our members, stakeholders, and partners to promote our members interests and support the appliance industry.



our values³

Connectivity: We convene national and international stakeholders and partners, building relationships, sharing knowledge and encouraging thoughtful exploration of emerging issues.

Authoritative: We are the trusted voice of the home appliance industry, grounded in knowledge, expertise and evidence.

Excellence: We provide an excellent service to our members whilst championing excellence in safety, sustainability and the circular economy, technology, standards, and regulation in the home appliance industry.

our priorities

AMDEA focuses on promoting a sustainable, circular economy, reducing trade barriers, and safeguarding consumers:

- **Transitioning to a Circular Economy**
- **Supporting Sustainable Trade and Compatibility**
- **Safeguarding Consumers and Promoting Safety**
- **Advocating for the Home Appliance Industry**

our focus

Our work focuses on promoting excellence in safety, sustainability and technical standards, acting as a bridge between the industry, government regulators and consumers:

- **Representing Industry Interests**
- **Promoting Safety and Registration**
- **Supporting Sustainability and Repair**
- **Providing Information and Support**
- **Raising Standards**

us in eight words

These words sum up our brand's personality:

- **expert**
- **independent**
- **friendly**
- **engaging**
- **respectful**
- **trustworthy**
- **focused**
- **inspiring**

our tone of voice

Talking consistently is an important part of our brand.

What our tone is:

- **confident**
- **intelligent**
- **professional**
- **friendly**
- **enthusiastic**
- **independent**
- **clear**
- **straightforward**



what our tone is not

We are not:

- **arrogant**
- **disrespectful**
- **overly official**
- **overly familiar**
- **patronising**
- **dull**
- **smug**

a quick word on



AI is a useful tool for generating images, graphics or text. However it can lack authenticity, personality and is sometimes incorrect. Do not use AI to write personal emails to colleagues or close partners/stakeholders. Do not use AI to generate images of people as this undermines our authenticity.



our writing style¹

Keeping our writing consistent

A strong style guide gives every member of our team a shared framework for how AMDEA communicates. When people write in different ways, even small variations in spelling, punctuation or preferred terminology can make the organisation's output feel uneven.

A clear set of standards helps writers make confident choices, allows us to keep work aligned, and ensures that audiences experience AMDEA's messaging as clear, consistent and easy to follow. It also reinforces AMDEA's role as the voice of the UK appliance industry, presenting that voice with clarity and authority.

A unified tone of voice underlines the professionalism, credibility and attention to detail that AMDEA strives for as an organisation and desires from its members. By setting expectations for language, structure, and tone, the style guide becomes a practical tool that strengthens AMDEA's reputation and streamlines the creative process, allowing teams to focus on ideas rather than debating the basics.

Guiding your writing – general facts and reference

As a UK-based organisation we use standard UK English for all written output, rather than American English. Ensure computer spell checks are set to UK English for ease of use.

Gold standard guiding our writing is the BBC News style sheet, which can be found online:

www.bbc.co.uk/newsstyleguide

It is a great resource, giving clarity on how to use the language correctly.

We should always try to keep writing neutral, factual, and confident. Avoid hype, exaggeration, and overly technical phrasing.

A few simple things that might crop up in everyday writing are listed below.

- Spelling: Use UK rather than US
- our vs -or: colour, flavour, honour (UK) NOT color, flavor, honor (US).
- re vs -er: centre, theatre, metre (UK) NOT Center, theater, meter (US).

- ise/-yse vs -ize/-yze: organise, analyse (UK) NOT organize, analyze (US).
- Double 'l': Travelling, cancelled (UK) vs traveling, canceled (US).

Vocabulary choices

- UK: programme, cheque, defence, flat, lift, petrol, biscuit, holiday, pavement, rubbish, trousers, (NOT program, check, defense, apartment, elevator, gas, cookie, vacation, sidewalk, trash, pants).
- Present Perfect: UK uses present perfect for recent actions ("I've lost my keys"), while US can use simple past ("I lost my keys").
- Prepositions: "At the weekend" (UK) NOT "On the weekend" (US).

our writing style²

Grammar

- Collective Nouns: AMDEA has lots of members, but itself is a single entity. Therefore, it is treated in grammar as a 'collective singular' and takes a singular verb ("AMDEA is launching a new initiative..."). Elsewhere, when writing about two or more members doing something, we use the plural form (Our members are very angry").
- Capital letters for titles: Like AMDEA, the Government is one organisation, made up of lots of parts, so is treated as singular.

There is sometimes confusion about when to use capital letters when referring to it.

- Use Capital 'G' (Government) when referring to a specific entity or the current administration in power, typically preceded by "the" (eg. "the Government," "the UK Government," "the Victorian Government").
- Lowercase 'g' (government) when referring to government in a general, generic, or adjectival sense ("local government," "government officials").

- Job titles: A similar rule applies to job titles. We capitalise job titles when they are accompanied by someone's name – (AMDEA Chief Executive Officer Stefan Hay said...)
- Lowercase job titles when used generically: the chairman, the director, the spokesperson

Terminology

- Use clear, everyday language wherever possible. Although we work in an industry that loves new technology, we should strive to avoid jargon unless it is essential and widely understood.
- Explain technical terms on first use. If a phrase is specific to the appliance industry, define it briefly so all audiences can follow. Use the rule that you are trying to explain it to a mate in the pub
- Use full names on first reference, followed by the abbreviation: we are the Department for Energy Security and Net Zero (DESNZ).
- Avoid promotional phrasing. Stick to factual, neutral wording that reflects AMDEA's role as the voice of the UK appliance industry.

Following BBC practice:

- Write dates as day month year, with no commas: 24 March 2026
- Do not use ordinal suffixes: 1 March, not 1st March.
- For ranges, use an en dash and repeat the month only when needed: 12–14 June 2026
- Spell out months in full, no abbreviations (December, NOT Dec)
- Numbers: spell out one to nine; use numerals for 10 and above. Always use numerals for measurements, ages, percentages and statistics.
- Temperatures: use centigrade NOT Fahrenheit. No need to use the degree symbol ("July temperatures averaged 32C this year")
- Acronyms: spell out on first use, then use the acronym alone.
- Avoid creating new acronyms unless they are genuinely useful.

a look at our visual identity

The following pages will give you an overview of how to use our logo, typeface and colour palette.

These are the key building blocks that help tell the AMDEA story and shape people's perception of AMDEA – from consumer through to employee.

They provide all the elements you need to successfully articulate the AMDEA brand in a consistent voice.

logotype¹

Our primary logo

AMDEA's visual identity is a critical element of our overall brand strategy. It is our unique signpost, highlighting our brand personality across all media.

The AMDEA logo is the cornerstone of our identity – it is our 'signature' and the most immediate representation of our company, our people, and our brand. It serves as a positive embodiment of AMDEA's uniqueness, enhancing the perception of the brand in the marketplace. Consistent and repeated use of this logo strengthens and elevates the visual identity of the company.

The AMDEA logo is rendered to maximise visual appeal and effectiveness. It communicates directly and without confusion, qualities that grow increasingly important in a crowded, competitive marketplace.

For high quality printing cmyk .svg or .eps files should be used. These files can scale infinitely without loss of quality. For digital work use either .png or .jpg files.



[Click here to download logo files](#)

logotype²

Consistency and clarity

The AMDEA logo is a vital component of the AMDEA brand identity. As such, it needs to be used appropriately and consistently across all printed and on-screen applications. Misuse of the logo will weaken the messaging of AMDEA.

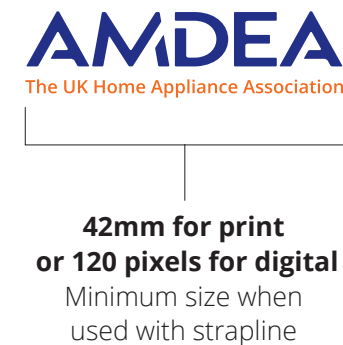
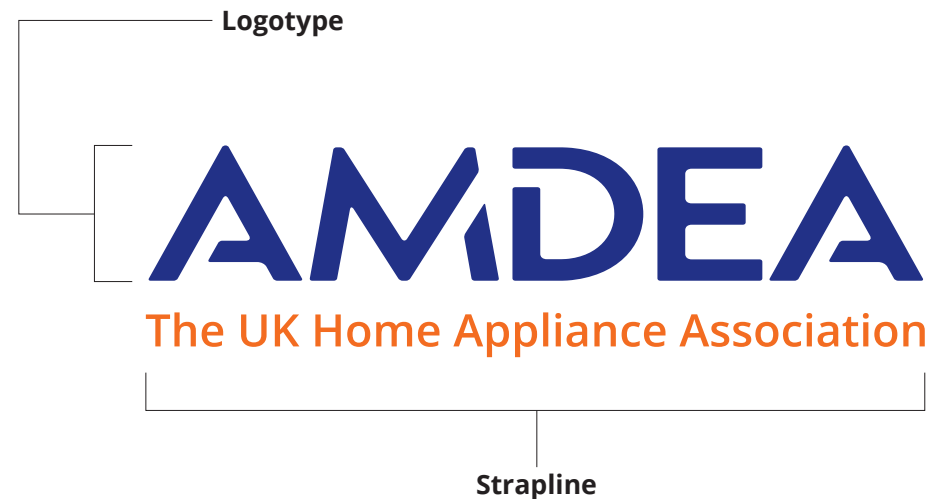
This logotype was created using a custom typeface. It has been converted to outlines, so you do not need this font for reproduction. In order to preserve consistency with our identity, never attempt to recreate the logo.

Strapline

The strapline should be used in conjunction with the AMDEA logo whenever possible. The proportions and position of the strapline to the logo should never be altered.

Minimum size

Should the logo be smaller than 42mm (for print) or 120 pixels (for digital) use the AMDEA logo without the strapline.



logotype³

Clear space

A clear space is defined to maintain the signature's integrity. If the minimum clear space is not applied, the signature's impact will be compromised.

The clear space – **X** – is determined by the height of the logo.

Do not allow any graphic elements, such as copy, photography or background patterns, to clutter up the clear space.



logotype⁴

Colour variations

2-colour

This is the preferred version of our signature, with the logo in Pantone® Blue 2748 and the strapline in Pantone® Orange 21C. This version should only appear on a white or very lightly tinted background.

Negative colour

Used primarily on dark backgrounds that create enough contrast for logo to stand out.

1-colour positive

Used primarily for limited colour jobs when the full colour signature cannot be achieved. The logo maybe printed in either Pantone® Blue 2748, Pantone® Orange 21C or black, but no other colour.

2-colour positive



Negative colour
with orange
strapline



Negative colour



1-colour positive



logotype⁵

Logo placement

The AMDEA logo can only be used landscape, regardless of communication size or dimension, printed or digital. Please keep in mind the clear spacing when placing the logo. This keeps logo placement simple and consistent while allowing enough space for text and other graphics.

Whenever possible the logo should be placed at the top right of the page. Where the design does not permit this, place according to the guide shown here.

The example here shows the *minimum* clear space that should be allowed for (see page 14). Additional space is perfectly acceptable, provided it works in harmony with the design and any stakeholder logo's.

AMDEA
The UK Home Appliance Association

AMDEA
The UK Home Appliance Association

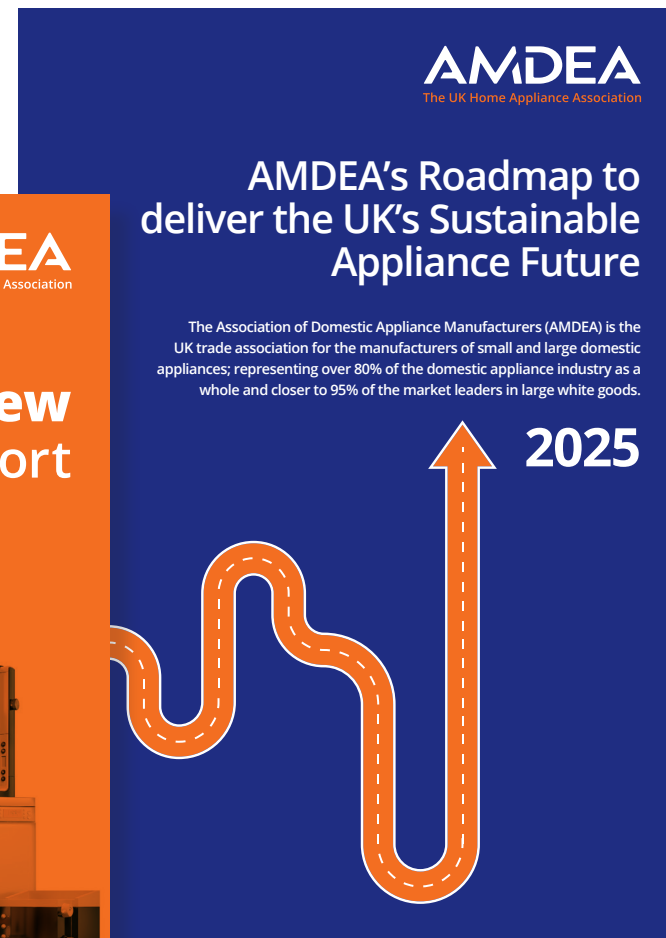
AMDEA
The UK Home Appliance Association

AMDEA
The UK Home Appliance Association

logotype⁶

How our logo can be used

A few examples of how the AMDEA logo may be used:



logotype⁷

AMDEA as lead partner

When working with partners as the lead organisation, the AMDEA logo should be the most prominent. This would normally mean the AMDEA logo is placed larger, at the top of materials and the partner logos are placed smaller, as a group elsewhere, usually alphabetically. Partner logos should be placed along the bottom of a material, rather than the top. For some resources such as trifolds, the logos can instead be placed on the back page.



logotype⁸

AMDEA as an equal partner

When working as an equal partner, all logos should be placed so that no logo is more prominent than any other. For example, this could be a strip of logos along the bottom of a banner or poster. Unless agreed otherwise partner logos will be displayed alphabetically.

When AMDEA is an equal partner, the branding used could be that of a partnership. This should be agreed with the other partner organisations.



logotype⁹

Supporting logos

There is also a provision for two additional supporting logos, which are designed specifically for Conferences and Awards.

The same criteria that is applied for the primary AMDEA logo (colour, sizing, clear space etc.) should also be applied here.

However, when considering large format supporting material – such as roll-up banners, fomex panels etc. – a more relaxed view can be taken as to size and position (see next page). As always the AMDEA logo should always be clearly visible above and work in balance with the design.

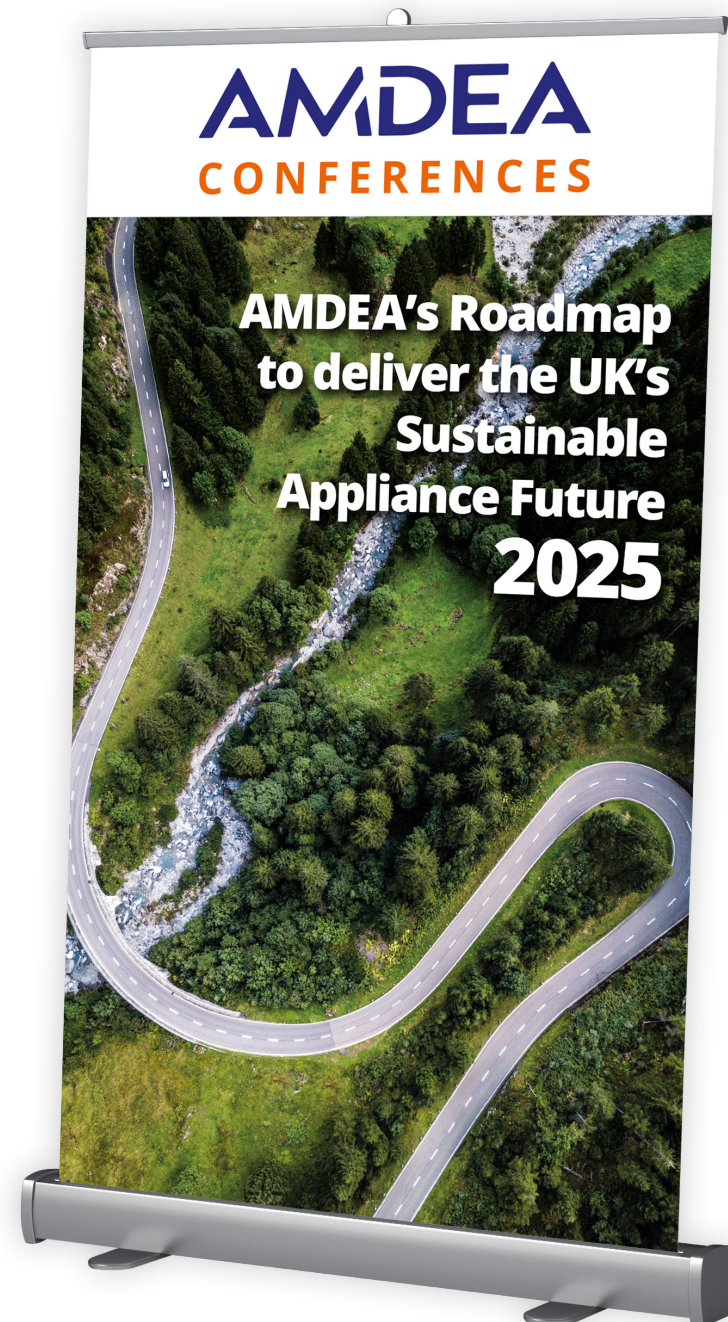
AMDEA
CONFERENCES

AMDEA
AWARDS

logotype¹⁰

Supporting logos

An example of how the an AMDEA supporting logo may be used:



logotype¹¹

Logo treatment

The logo must be used as is and **not** be altered in any way. This means that you must not:

1. Change the logo's orientation or rotation.
2. Disproportionately scale or resize the logo.
3. Change the logo's colours.
4. Display the logo with colour combinations not previously specified.
5. Display the logo in a configuration not previously specified.
6. Attempt to recreate the logo using another font.
7. Make alterations to the logo's text.
8. Add special effects to the logo, e.g., adding a drop shadow.
9. Add an outline to the logo or display the logo as an outline.
10. Use the logo on top of busy photography.
11. Display other elements within the logo's designated clear space.
12. Crop the logo in any way.



colour palette¹

Our brand expression

Colour speaks volumes about our brand. As colour attracts consumers, they evoke emotions – feelings of warmth, security, curiosity – which drive decisions and in reference to brands, that equals a strong market presence. Consistent use of colour strengthens our brand awareness and provides a common link between all our services.

Colour value breakdowns have been created to ensure consistency of colour across all formats:

Pantone

Used for single or two colour print.

CMYK

Used for four colour print.

RGB

Used for digital projects and Microsoft programmes.

Web / HTML

Used when coding a website.



colour palette²

Primary colour

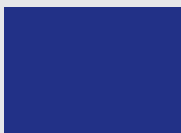
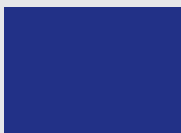
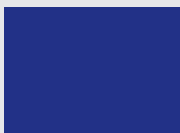
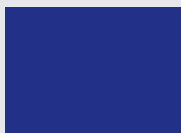
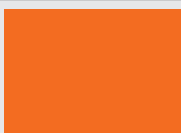
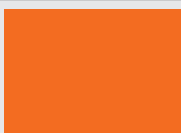
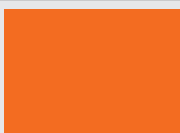
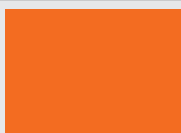
Our primary colours serve as the core visual identity, establishing immediate recognition and consistency across all our platforms.

Colour contrast is a simple yet incredibly effective technique for harnessing the power of colour, particularly when looking at accessibility, bringing harmony, interest, and legibility to print and digital projects.

The AMDEA corporate colours of blue and orange are high-contrast colours which provide great legibility and readability.

The blue has been chosen to denote professionalism and assurance, and the more flamboyant orange flag represents energy and aspiration.



 Pantone® Blue 2748C	 C 100 / M 95 Y 2 / K 10	 R 3 / G 31 / B 115	 #031F73
 Pantone® Orange 021C	 C 0 / M 71 / Y 100 / K 0	 R 255 / G 88 / B 0	 #FF5800

colour palette³

Primary colour usage

In addition to our logo, primary colours can be used on publication covers and throughout internal pages to help break up large columns of text, providing clearer navigation.

UK Standards, regulation and policy

Overview of regulatory and standards climate in the UK in 2025 by Robert Gosling, Head of Technical, Regulations and Standards



Robert Gosling

2025 was another year shaped by regulatory change, yet also one where AMDEA demonstrated the value of coordinated engagement and clear, evidence based advocacy. The year in many ways was summarised by AMDEA's paper on Regulatory Burdens & Drag paper which is proving to be a powerful tool in meetings with government departments, illustrating how disconnected regulatory timelines create costly overlap and operational friction. Those discussions reinforced the need for a holistic, cross government approach to product policy, one that considers the cumulative impacts on manufacturers rather than treating each regulation in isolation. This theme cut across our work throughout 2025, from safety reforms and chemicals legislation to ecodesign and market surveillance.

Supporting Members Through Intense Regulatory Timelines

Across the year, AMDEA supported members through 21 implementation dates, spanning product safety, chemicals, environmental requirements, and ecodesign. With 18 forecasted and confirmed implementation dates already mapped for 2026, this pace shows no sign of slowing. The AMDEA IF (Implementation & Forecast) dashboard has therefore become a central pillar of member support, bringing clarity, predictability and forward visibility to an increasingly dense policy environment.

Innovation Recognition: IF Dashboard Shortlisted for TAF Award

A standout moment was the shortlisting of the AMDEA IF dashboard for a Trade Association Forum Innovation Award. This external recognition matters because it validates the need for tools that not only track legislative change but also synthesise it into meaningful, actionable intelligence. In a year where uncertainty was the norm, the dashboard helped members plan with confidence and underlined AMDEA's commitment to providing practical, industry driven solutions.

"I'd like to take this opportunity to thank you all for your support during 2025. For me it is a minefield trying to navigate all of the regulations, current and upcoming. Without your help I would have stood on many IED's."

Clive Dunkerley, Liebherr

2025 Predictions - A Short Review

- Tumble dryer disruption (90%)**
 Unfortunately confirmed. Ongoing uncertainty over GB ecodesign and labelling rules created planning challenges and risked consumer confusion, reinforcing AMDEA's message that regulatory clarity is critical.
- A clear UK plan on EU derived legislation (50%)**
 Partial progress only. While the Product Regulation & Metrology Act provided new tools, an overarching strategy for ensuring UK-EU compatibility remains a work in progress.
- Packaging EPR delays (10%)**
 Timelines largely held, but implementation was partially overshadowed by concerns with government about attempted fraud and instances of overcharging as around £16bn flowed through the system. AMDEA continued to raise member concerns around increasing cost burden, transparency and operational readiness.

Bringing Members Together on Shared Priorities

Repairability, connected products, AI ready compliance systems, due diligence obligations



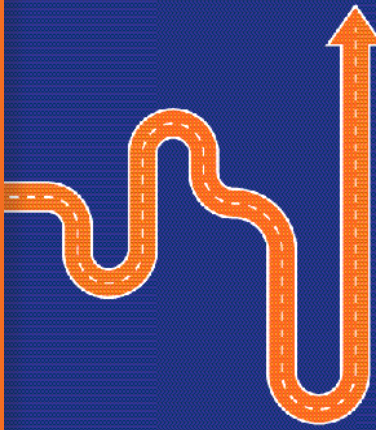
A Year in Review 2025 report





AMDEA's Roadmap to deliver the UK's Sustainable Appliance Future

The Association of Domestic Appliance Manufacturers (AMDEA) is the UK trade association for the manufacturers of small and large domestic appliances; representing over 80% of the domestic appliance industry as a whole and closer to 95% of the market leaders in large white goods.

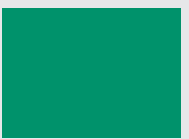
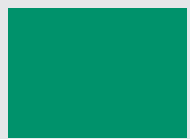
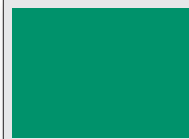
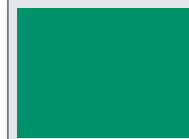
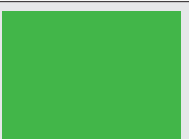
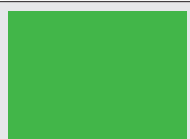
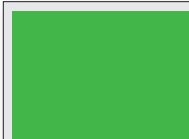
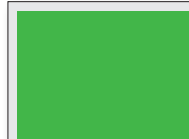


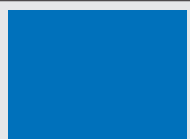
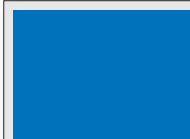
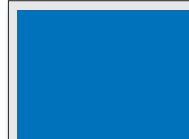
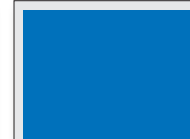
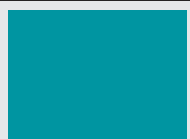
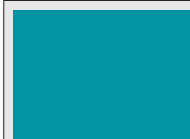
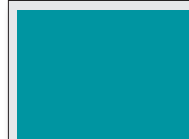
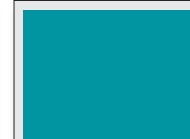
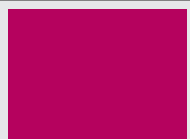
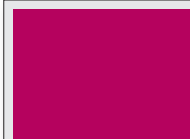
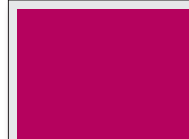
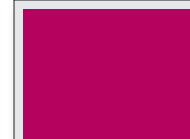
2025

colour palette⁴

Secondary colour

Secondary colours play a supporting role to our primary colour palette, designed to add depth, variety, and visual interest without overpowering the core brand identity. Secondary colours provide the flexibility needed for different print and digital applications.

			
Pantone® Yellow 130C	C 100 / M 35 Y 0 / K 0	R 240 / G 171 / B 0	#F0AB00
			
Pantone® Green 3288C	C 100 / M 3 Y 72 / K 13	R 0 / G 133 / B 102	#008566
			
Pantone® Olive 369C	C 73 / M 0 Y 100 / K 0	R 88 / G 166 / B 24	#58A618

			
Pantone® Blue 300C	C 99 / M 51 / Y 1 / K 2	R 0 / G 101 / B 189	#0065BD
			
Pantone® Teal 321C	C 100 / M 3 / Y 34 / K 12	R 0 / G 139 / B 149	#008B95
			
Pantone® Purple 2602C	C 67 / M 100 / Y 0 / K 0	R 124 / G 16 / B 154	#7C109A
			
Pantone® Rubine 220C	C 5 / M 100 / Y 22 / K 24	R 163 / G 0 / B 80	#91004B

colour palette⁵

Secondary colour usage

Secondary colours can be used in various ways, including graphics, charts, tables and illustrations. They can also be used to define section breaks. Secondary colours can also be used to add a further hierarchy to text pages. However, it is recommended that this is kept to a minimum to avoid pages becoming to 'busy'. Legibility is always the first concern.

PROGRAMME

13:30 – 14:50	Session 2 – Owner Behaviours and New Business Models	Speakers
20 mins	Keynote Address	• The Re-Start Project, Co-Director – <i>Fiona Dear</i>
60 mins	Panel Discussion and Audience Q&A	• Electrical Safety First, Technical Director – <i>Martyn Allen</i> ; • BEIS, Head of Sustainable Behaviours – <i>Sophia David</i> ; • Citizens Advice, Policy Manager – <i>Colin Griffiths</i> ; • Product Care Group, Executive Director – <i>Simone Fisher</i>
14:50 – 15:10	Afternoon Refreshment Break	
15:10 – 16:30	Session 3 – The Circular Economy Challenge	Speakers
20 mins	Keynote Address	• Materials scientist, engineer and UCL researcher – <i>Mark Miodownik</i>
60 mins	Panel Discussion & Audience Q&A	• BEIS, Deputy Director – <i>Wendy Middleton</i> ; • Cranfield University, Head of the Centre for Digital Engineering – <i>John Erkoyuncu</i> ; • Fisher & Paykel, Supply Chain Manager – <i>Eva Bernell</i> ; • Defra, Senior Policy Officer – <i>James Butterworth</i>
16:30 – 16:45	Closing Remarks	Speakers
15 mins	Closing Remarks	• BEIS/ OPSS, Chief Executive – <i>Graham Russell</i>
16:45 – 19:00	Networking & Drinks Reception	

Keynote Address – PAOLO FALCIONI Director General, APPLIA Europe



In his keynote speech on the transition to net zero, Paolo Falcioni, Director-General of APPLIA, focused on the relationship between legislation and appliances.

He said that legislation should set the target and allow the industry to find the best possible way to hit it – it shouldn't be too restrictive.

The EU is responsible for 8-9% of global CO2 emissions – residential buildings account for 10-15% of that, said Paolo. Overall, residential buildings are responsible for 7% of the overall CO2 emissions in the world.

Sustainability means being able to reduce the impact on the environment, but while growing both the European and the world GDP – in 1990, Europe decreased its CO2 emissions by 24% while growing the GDP by 60%.

"It is possible to do both things together," said Paolo.

He pointed to the success of the Ecodesign policy in Europe on helping the EU reach the 20% energy efficiency target for 2020.

Ecodesign

"Appliances of the future will be sustainable," he said, adding that Ecodesign and water usage are key.

'It is impossible to use recycled plastic unless there is a good supply – that is one of the challenges that we have'

Paolo Falcioni, Director General, APPLIA Europe

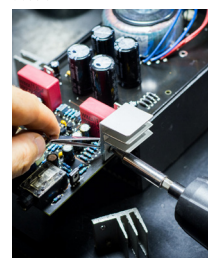
Residential buildings are responsible for 7% of the overall CO2 emissions in the world.

"We have to offer better products with benefits," said Paolo, explaining how when he visited the IoT, technology trade show in Berlin, he'd seen products that were made with up to 65% of recycled plastics.

He also highlighted how the quality, the cost, the volume and supply of recycled plastics for the manufacturing of appliances has to improve.

Repair

Repair is also key, said Paolo – as long as it is done correctly. "The right to repair is there but we need a network of repairers. When a product is repaired but it does not work well, the consumer will go after the brand, not the repairer – we have to make a better link between the repair network and the liability of the brand."



2025: A Year In Numbers

285m

Register My Appliance media reach

225m

Know Watt's What press media reach

126m

Know Watt's What social media impressions

11.5m

Register My Appliance social media impressions

80,000

New visitors to the Know Watt's What web pages

80,000

New visitors to the Register My Appliance website

921

Members participating at meetings

806

Views of the AMDEA IF

42

Documents submitted

237

Hours of free 1:1 consultation

39

1:1 meetings with senior individual members

38

AMDEA and stakeholder meetings

1

New members

1

Awards nominated for

SESSION TWO : Owner Behaviours and New Business Models

typeface¹

Typography

As with all successful identity programmes a logo alone is not enough. To be effective, a complete visual vocabulary has to be developed to ensure consistency.

Fonts are the visual voice of our brand. They help create positive first impressions and build lasting connections with our audience. When done well, typography lets people know what our brand is all about, guides perception and ensures accessibility.

A cohesive use of fonts across digital and print media fosters familiarity, helping our audience recall and trust our brand more easily. In fact, research shows that typography can boost brand recognition by as much as 80%, proving its importance as a design cornerstone.

Minimum type size

Typeface heading hierarchy and type size will depend on what kind of project is being undertaken, though every care should be taken to ensure that legibility is never compromised. However, if your intended audience are known to have visual impairment, the RNIB guidelines recommend that a minimum type size of 12pt should be used.

ABC
defgh
12345



typeface²

Open Sans – our primary typeface

Our primary font is Open Sans – a popular, modern sans-serif typeface known for its versatile yet friendly appearance. It is highly legible, making it an excellent choice for web, print, and mobile user interfaces. It is predominantly applied to headings, titles, and key branding materials to ensure consistency across print and digital media. It is available in 36 weights – which includes semi-condensed and condensed faces – providing flexibility and scope.

Open Sans should be used in the first instance. Semi-condensed and condensed faces may be substituted when space is at a premium.

Open Sans Light & Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Open Sans Regular & Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Open Sans Medium & Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Open Sans Semi Bold & Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Open Sans Bold & Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Open Sans Extra Bold & Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890



typeface³

Open Sans – our primary typeface

Open Sans Semi-condensed Light & Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Open Sans Semi-condensed Regular & Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Open Sans Semi-condensed Medium & Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Open Sans Semi-condensed Semi Bold & Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Open Sans Semi-condensed Bold & Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Open Sans Semi-condensed Extra bold & Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890



typeface⁴

Open Sans – our primary typeface

Open Sans Condensed Light & Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Open Sans Condensed Regular & Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Open Sans Condensed Medium & Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Open Sans Condensed Semi Bold & Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Open Sans Condensed Bold & Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Open Sans Condensed Extra Bold & Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

typeface⁵

Calibri – our secondary typeface

Calibri is our secondary typeface and is a standard font that is pre-installed on most platforms. It ensures web, email, and digital text remains readable across different operating systems in the absence of Open Sans (typical usage would be Microsoft documents, such as PowerPoint and Word and email signatures). A popular sans-serif font known for its soft, rounded design that is highly legible.

Calibri Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Calibri Light Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890*

Calibri Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Calibri Regular Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890*

Calibri Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890**

Calibri Bold Italic

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890***

imagery¹

Choosing the appropriate style

Photography and graphics are an essential and intrinsic part of an organisation's brand. Whether using imagery for an impact report, website or social posts, there needs to be a set style and personality that reinforces who we are, supports our brand and gives context to our work. All images used should support the written content and not be used purely as decoration.

There are a number of image libraries where both photos and illustrations can be purchased. These are not free and require payment for each image used. A selection of some of the most popular are:

www.adobestock.com

www.alamy.com

www.gettyimages.co.uk

www.istockphoto.com

www.pixabay.com

www.shutterstock.com

www.stocksy.com

Some of AMDEA's publications and communications material refer to specific technologies from both manufacturers and organisations. In such instances it is always worth contacting these organisations direct to see if there is any existing imagery that could be used to underpin the article.

Found an image online? Photographs, illustrations etc. will generally be protected by copyright as artistic works. This means that a user will usually need the permission of the copyright owner(s) if they want to perform certain acts, such as copying the image or sharing it over the internet.

Photography

When considering photography, images should:

- feel like real-life situations with real people
- reflect diversity by showing people from a mix of ethnic backgrounds, sexes and ages
- tell a story relating to a theme
- include natural poses rather than overly staged shots
- not be processed with filters
- reflect technology that is specifically referred to in publications and communications material

- reflect manufacturing processes that are referred to in publications and communications material
- where appropriate, highlight real-world events such as climate change and cost of living crisis
- be impactful, bold and colourful

Photography can also be combined with graphic devices to further emphasise technology or products.

Graphic illustration

Graphic illustrations are an effective way to visually convey business concepts and ideas otherwise impossible to illustrate with photography. The style of graphic illustrations we use is flat, minimalistic and concise.

Image quality

For print, high resolution images are required so the photos aren't pixelated. They need to be a minimum of 300dpi (dots per inch). For online work 72dpi (or above) is completely adequate. Please note that in both of these cases we are talking about images that have not been enlarged – that they are used at 100%. Enlarging an image will inversely lower the dpi causing pixelation – bigger is usually better.



imagery²

Taking better pictures with your camera phone at a conference or event

This section is designed to help get the most out of these occasions, allowing you to take great photos which can be used for marketing and communication material in both the print and digital domain.

1. CLEAN THE LENS!

You'd be surprised by how many people wonder why their images are blurry but haven't wiped the lens. Look at the camera lens on the back of your phone. Chances are it has lots of fingerprints and smudges on it at the very least. Give it a wipe and you might be pleasantly surprised by how much crisper and clearer your photos are.

2. TAKE THE SHORTCUT

Most phones have a shortcut to take you straight to the camera from the lock screen, allowing you to catch moments that you otherwise might miss. On an iPhone you can just swipe left from the lock screen. Different Android phones work in different ways but just Google 'shortcut to camera' and you'll find it.

3. CHANGE THE SHAPE

Lots of people stick with holding the phone upright,

taking rectangular pictures in portrait orientation. Not everything looks best like this. Experiment with turning the phone on its side into landscape orientation, or switching it to a square.

4. STEP AWAY FROM THE ZOOM

With camera phone photos don't ever bother using the Zoom function unless it's absolutely essential. On any camera a zoom degrades image quality, but on a phone it can be really awful. You're much better just walking nearer to what you're photographing – you can easily zoom with your feet!

5. TURN ON THE GRID

Most phones have a 'grid' function that you can turn on, which overlays horizontal and vertical lines onto the image on your screen. It can really help you with your composition and to keep your angles correct and avoid wonky images. Again, just Google 'turn on grid' to find out how to turn yours on.

6. NAIL YOUR FOCUS

Many otherwise great images are spoiled by poor focus. It's especially easy to lose focus if there's a lot going on in the frame, as your camera's autofocus will decide for you which thing to focus on and it may well not be the

thing you wanted it to. With camera phones it's super-easy to tell the camera where to focus. Just tap on the relevant spot on the screen and you should see a focus square appear over your focus point of choice. You can change focus by tapping other areas at will. If you want to lock the focus so it doesn't move even if your phone does, then just tap and hold. Ideally focus on eyes, face or whatever the point of interest is in your photo.

7. CONTROL THE LIGHT

When you point your camera phone at something, it will measure (meter) the light and will adjust the exposure automatically to what it thinks is the correct level. Unfortunately, phones often get this wrong and the image on your screen can be far too dark or bright. All you need to do to override this is lock the focus and then if you drag your finger up or down on the screen next to it, you'll 'drag' the exposure up or down with it, making the picture brighter or darker, as you wish.

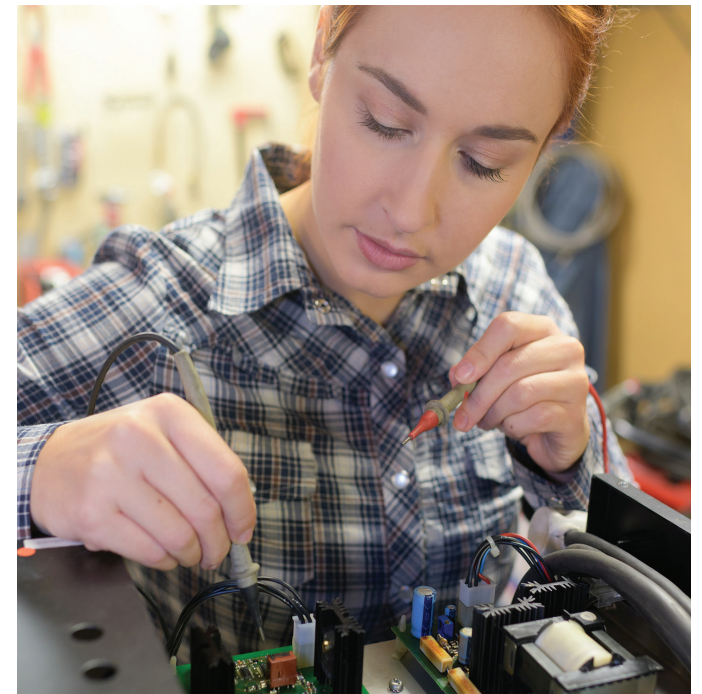
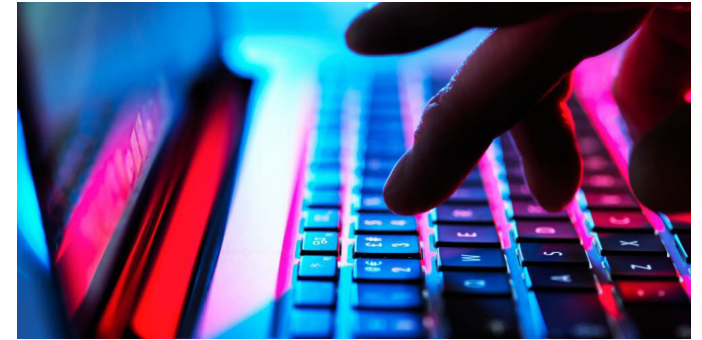
8. ALTERNATIVE SHUTTERS

On many phones, you can press the shutter (ie take the picture) by using the volume buttons on the side of the phone instead of the usual 'shutter button' on the front of the phone. It makes taking pictures so much easier sometimes.

imagery³



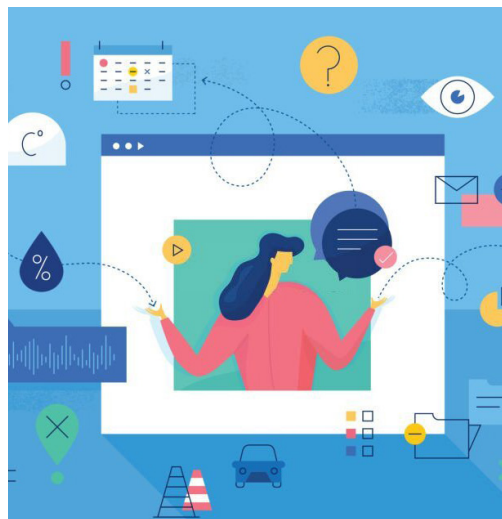
imagery⁴



imagery⁵



imagery⁶



social media¹

Our digital presence

Social media branding shapes our business identity on social platforms to create brand recognition and nurture relationships with our target audience. It's an extension of our overall brand strategy, fine-tuned to take advantage of the unique features of social media, leading to better engagement and customer loyalty. AMDEA have social media accounts on **Facebook**, **X**, **Instagram** and **LinkedIn**.



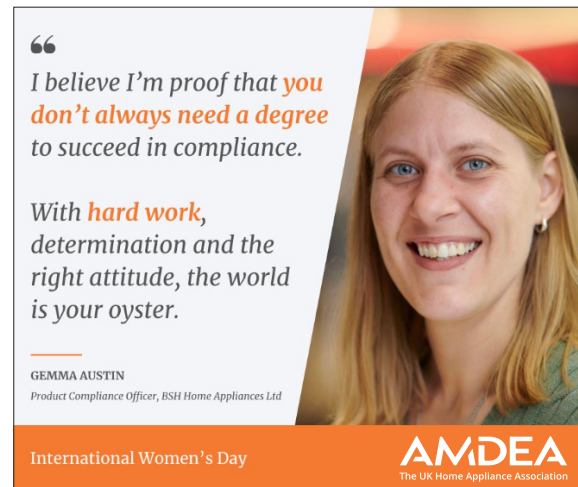
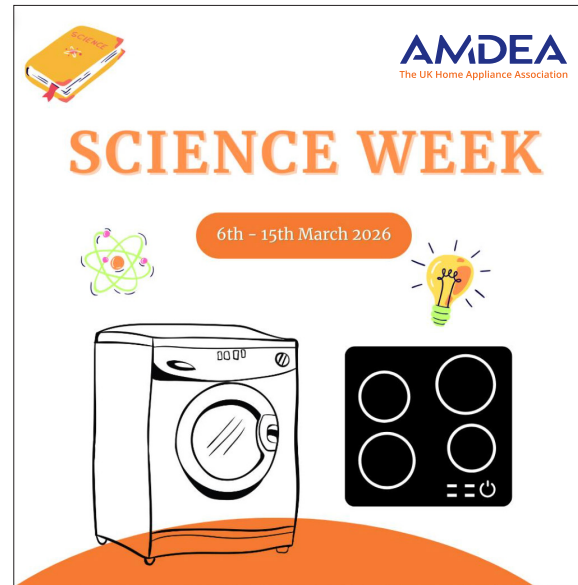
social media²

Choosing the appropriate style

Social media ads can vary considerably in layout depending on the content and platform. So it is essential that the AMDEA logo is clearly sighted. This can be a in the top right or bottom right of the post as a first recommendation and top left or bottom left as a secondary recommendation.

Any of the primary logo colour variations maybe used (see page 17). Logos can be situated in clear white space or within a strip reflecting our primary colours. The negative colour (white) logo can be used on any dark background that provides enough contrast.

The rules regarding clear space around the logo can be relaxed a little when considering social media posts due to the limited space available. The most important aspect is to ensure our logo can be clearly recognised.



email signatures

Electronic communication

How we present ourselves in electronic communication is another element of the corporate identity and a very important part of the way we communicate. An email signature serves as a digital business card, promoting professionalism, brand consistency, and communication clarity.

Typically, an email signature includes the sender's name, job title, contact information, and company branding elements like logos and social media links.

For a smart-looking email signature, keep the details short but accurate. You don't have to add all your links and social media accounts, so prioritize which two or three you'd like to include. Images also show authority and build trust, so add a logo or picture – if appropriate – for extra impact.

Text and images should be set out as per the example given opposite.

Logotype	
10pt Calibri bold	Rebecca Hildreath Head of Communication and Marketing
10pt Calibri light	E: rebecca.hildreath@amdea.org.uk M: 44 7985 410177 www.amdea.org.uk www.registermyappliance.org.uk
8pt Calibri light	The Association of Manufacturers of Domestic Appliances Vintage House, 36-37 Albert Embankment, London SE1 7TL
Relevant images	  

video opening sequence

Introducing a video

A video opening sequence (or intro) is used to immediately grab the viewer's attention, establish the video's mood, tone, and theme, and introduce branding or key participants. It sets expectations for the content, provides necessary context, and boosts engagement in the first few seconds.

There are no fixed guidelines on how the logo should animate at the beginning of the video. However, at the end of the animation the AMDEA logo should appear in its correct form without any filter effect and sit in the middle of the screen.

Examples of opening animation could include:

Fade/Dip / 3D Rotation & Tumble / Slide/Sweep /
Pop/Stomp / Write-on/Stroke Reveal / Mask/Wipe Reveal
Particle Explosion/Formation / Liquid Motion / Glitch Effect
Glowing/Neon Effect / Geometric Shape Build /
Hand-Drawn/Stop Motion

Example 1.



Example 2.





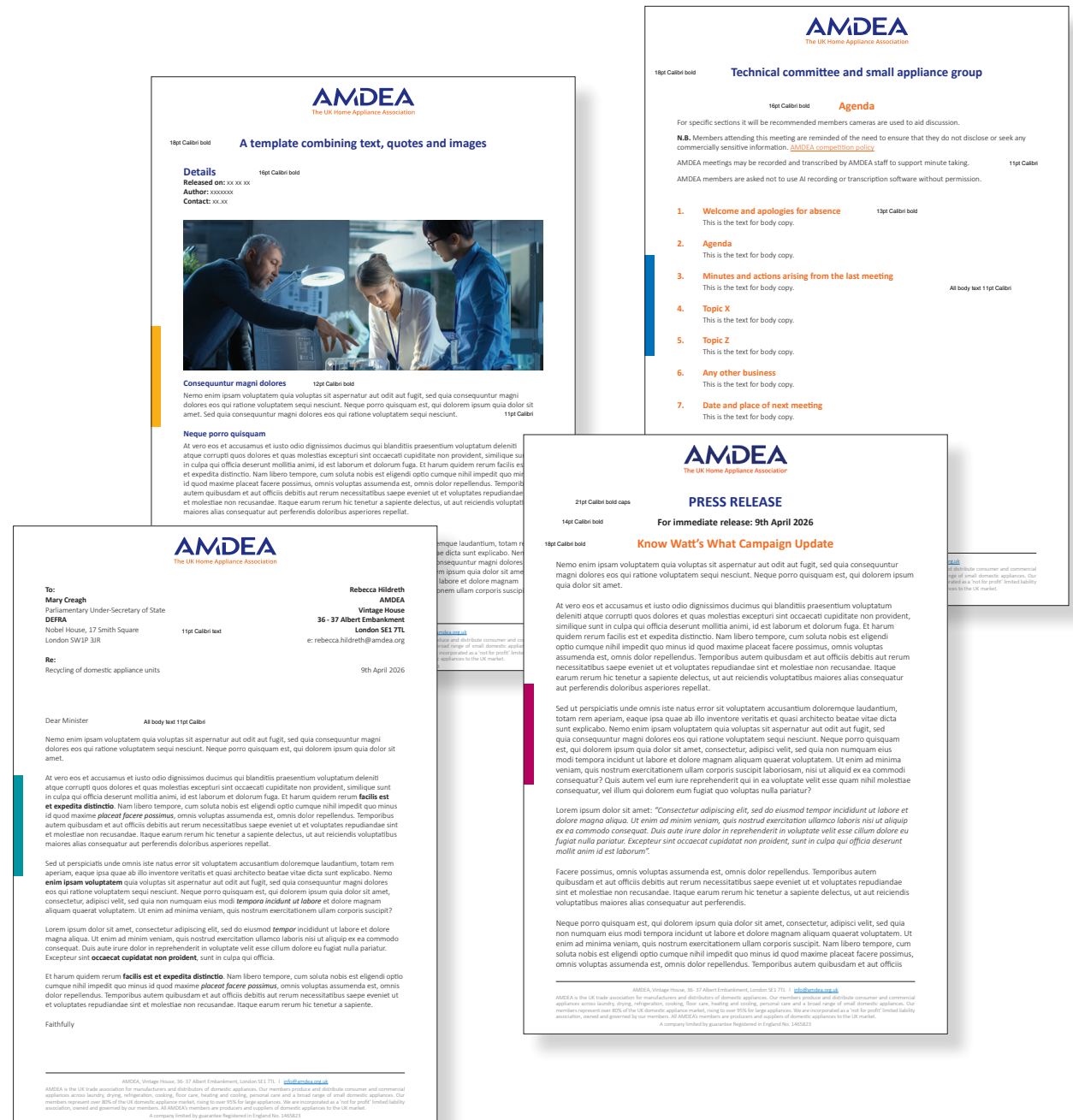
templates

Templates designed to simplify internal and external documents

Microsoft templates are pre-designed, customizable files used as starting points for documents, spreadsheets, and presentations. They save time and ensure consistent formatting, branding, and structure across projects like press releases, reports, agendas, and presentations. They allow users to avoid creating documents from scratch. Style sheets are provided within the documents, allowing you to format your output with consistency and clarity.

The following templates are available:

- agenda for meetings
- minutes for meetings
- press releases
- formal letters
- policy positions and reports
- leadership pieces





useful contacts

**Rebecca Hildreth –
Head of Communications and Marketing:**
rebecca.hildreth@amdea.org.uk

General AMDEA enquiries:
info@amdea.org.uk

Press enquiries:
press@amdea.org.uk

