

# On Brand

**urbansplash**

**urbansplash**

2018 is our 25th year, and it's a good time to reflect on the past while we apply ourselves to the challenges of the future.

Our updated brand book shows us how we will continue communicating what we've been saying and doing for years.



Lister Mills, Bradford



"We will leave this city  
not less, but greater  
and more beautiful  
than it was left to us."

– Oath sworn by the  
citizens of Ancient Athens



Who we are

12 – 13

Our golden rules

16 – 25

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08 – 09

How we behave

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Our history

We're  
entrepreneurial  
enthusiasts –

we breathe  
new life into  
buildings and  
places we love.

We're always brave.

We're creative from the ground up.

We're constantly learning.



Rebel at heart

We have an edge – we’re natural risk takers; looking at things from another angle is something we do daily.

We don't like to hear "it will never work". Changing our industry for the better has been a real buzz from day one – and, we admit, flouting the rules gives us a kick.

Idiosyncratic, distinctive, unconventional – but only because we like to forge our own radical path and seek adventure.

Doing things our way allows us to be bold and challenge conventions, to leave our positive mark on the world makes us proud.



A wise head

As our stature has grown – so has our wisdom, only by learning through our mistakes and embracing imperfection can we arrive at where we are today. We’re well travelled and like to bring good ideas to the table so we’re serious about embracing culture and collaboration – giving us a cosmopolitan take on creating neighbourhoods.

25 years brings maturity and the confidence to be understated – to let our brilliant products, people and places be the focus.

Striving for better is something we believe in and think our customers deserve.



Original thinkers

We’re all about innovation; from the design focus of our products and places, to the way we conduct business. We do things our way and make places that are full of character.

Using our imagination is key to developing visionary schemes and evolving a brand that people see as iconic.

Creating structure and stability within our towns and cities and inspiring people to live well is what drives us on.

Leaving  
our positive  
mark on the  
world makes  
us proud.



House, New Islington

- ① Whatever we're doing, as individuals and as a company, we always look for the best way of doing it.

And if someone else can do it better, we invite them to work with us.

- ② We always start with a vision in mind; if you don't know your destination, you'll never get there.

- ③ We don't wait and see; we start early and take risks.

- ④ We always question convention; there's always a better, more efficient way.

- ⑤ We set trends; we never jump on bandwagons.

- ⑥ We prefer talent to experience; we only hire the best.

- ⑦ We expect everybody in the company to make a difference; if they're not doing that they don't belong here.



# We see things differently.

Where other property companies see risks, we see opportunities.

Where they follow the rules, we follow our instincts.

Where others see the chance for a quick profit, we see a fair deal and the long-term rewards of regeneration.

Where they see the same old boxes, we see striking, sustainable architecture.

Where they see 'residential and commercial units', we see homes and businesses.

Where they see problems, we see places.

# It's what we do.











Matchworks, Liverpool





Brewhouse, Royal William Yard, Plymouth





Britannia Mills, Manchester



# Our first 25 years

We like to talk about our past projects because actions speak louder than words.

1993

Concert Square,  
Liverpool



1994

Schoolhouse,  
Manchester



1995

Smithfield Buildings,  
Manchester



1996

Britannia Mills,  
Manchester



1997

Collegiate,  
Liverpool



1998

Tea Factory,  
Liverpool



1999

Matchworks,  
Liverpool



2000

New Islington,  
Manchester



2001

Box Works,  
Manchester



2002

Timber Wharf,  
Manchester



2003

Budenburg  
Haus Projekte,  
Altrincham



2004

Lister Mills,  
Bradford



2005

3Towers,  
Manchester



2006

Chimney Pot Park,  
Salford



2007

Rotunda,  
Birmingham



2008

Longlands,  
Stalybridge



2009

Midland Hotel,  
Morecambe



2010

Matchbox,  
Liverpool



2011

Lakeshore,  
Bristol



2012

Saxton,  
Leeds



2013

Park Hill,  
Sheffield



2014

House,  
New Islington,  
Irwell Riverside,  
Manchester



2015

Stubbs Mill,  
Manchester



2016

Smith's Dock,  
North Shields



2017

Avro,  
Manchester



Where we're going

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Our key messages

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Our mission

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What we want to talk about

We want to  
talk about  
the future –

it's where  
we're going.



We want to deliver exceptional places for people to live and work and better futures for our towns and cities.

To do this we will continue to learn, challenge and innovate, we'll champion great design and collaborate with the best creatives and thinkers.

We'll be exemplary partners, landlords and employers, we'll adopt the highest standards and provide great service.

By working to be the best in everything we do we'll remain sector leaders and continue to be the regeneration partner of choice.





# 01. Rethinking our cities

Cities are made of people and places. We began with small projects that encouraged pioneering people and transformed forgotten places. We've moved from individual buildings to city blocks to future neighbourhoods but our focus has remained on creating better places for people.

Wich Street  
-27>





House, New Islington



Matchworks, Liverpool









# 02. Live well, by design

We believe in the power of design to improve lives. Through design we can make sustainability second nature, make healthy living easier, make quality affordable and above all make homes that people love.





Saxton, Leeds



Chimney Pot Park, Salford







# 03. Transforming places

Whether we are finding beauty where others see problems or delivering a future neighbourhood from scratch we think about our impact on the place and the city. Every change, from masterplans to minor details is a change for the better.





Royal William Yard, Plymouth



Park Hill, Sheffield







# 04. Space with benefits

We have always been a brand for people wanting more than just space. We support and encourage businesses that are looking for exchange, creativity, community and a place where they are proud to say 'this is where I work'.





### Bike Racks

Use of these bike racks are for commercial occupiers only.

Urban Splash accepts no responsibility for theft or any damage to personal property whilst using the bike racks.

urbansplash









# 05. Established innovators

Innovation is not an aim for our business but a by-product of never accepting the stock answer. We see change as opportunity, not a threat and start with the belief that there is a better way. It is this belief that makes us open to new ideas, intent on learning and enthusiastic collaborators.





Royal William Yard, Plymouth



Lakeshore, Bristol







Urbanism/Placemaking/  
Transformations/  
Great design/People/  
City building/Collaborations/  
Future neighbourhoods/  
Iconic buildings/New ideas



How to say it	66 Key brand characteristics	68 – 71 How we speak	74 – 75 Partnership lock-ups	78 – 81 Our typography	90 – 105 Film and photography
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Our visual  
identity is  
our platform –

it's how we  
talk about and  
show our ideas.



Our visual identity is confident and understated, and allows our great places, buildings, architecture, and people to fly the flag.

Content-led/Confident/  
Mature/Understated/Flexible/  
Customer and partner focused.

Our flexible identity is a vehicle for showing great content in a new and compelling way.

We have content to show that is engaging; communicating our experience and our ideas about cities and improving the way people live and work.



The way we speak reflects the way we work, and the success of our projects.

These are some general principals to remember when writing about, or for, us.

Our rules

The way we write, in print and online, conveys the character of our company: edgy, unconventional, radical, bold, collaborative, cosmopolitan, mature, confident, innovative, imaginative, visionary, iconic. Irreverent but not silly, confident without being cocky, conversational and natural without over familiarity.

Writing for people

We build sustainable communities and rethink how cities work.

Our work affects the lives of the people who live and work in the places we make, and attracts people to new neighbourhoods.

People are at the heart of what we do; so we write in a relaxed and conversational way, person to person.

We write for clients, partners, collaborators, residents and our team – we keep people centre stage.

We, us, our and you

Always use ‘we’, ‘us’ or ‘our’ instead of ‘Urban Splash’. We are people, not just a name. We are real and have real thoughts, opinions and feelings. The same goes for our audience, they should always be addressed as ‘you’.

Jargon free writing

Jargon is confusing and non-inclusive, so it’s best avoided. If someone can’t understand what you’ve written, you haven’t done your job properly. If you really need to use a specific word, make sure it’s explained clearly. Never assume prior knowledge.

We avoid trade clichés, especially estate-agent-speak (e.g.. ‘a much sought-after location...’, ‘the dream home you’ve always wanted...’ etc.).

Be truthful

Facts are your friend – they give context and confidence. Back up quotes and anecdotes with factual information that documents projects and tells real world stories.

Be positive

Use positive words and expressions wherever possible, rather than negatives. Avoid floweriness and over-use of adjectives and superlatives.

Be confident

Our successes are born from 25 years experience in placemaking, and the experience and creativity of our team and collaborators.

This experience makes us industry leaders. We can back this up in our writing by using examples of our projects. By using examples that reference the points we make we can be confident in our writing. It is hard won wisdom, after all.

Be concise

Keep things clear and concise, but leave nothing out. Avoid editorial comment; use interviews and facts to add emotion and context.

Statements, not headlines

Avoid headlines – use strong quotes and statements instead. Rather than trying to be snappy and clever, we summarise our strong beliefs before following up with more detail.

Purpose and medium

Think about the purpose of what you’re writing: ‘What information do I need to include? What does the audience already know and will they understand it?’.

Think about the medium and how much time your audience will want to spend reading this brochure/web page/advertisement...

Looking to the future

Avoid old-fashioned words such as ‘whilst’ or ‘hence’ or ‘thus’. We want our audience to see us as innovative and forward looking, not living in the past.

Homes, not units

We are ultimately talking about people’s homes, businesses and lives.



Our tone of voice avoids being jokey or over-familiar – corporate mateyness can be mistaken for insincerity.

But we can be provocative (it's in our nature).

Powder-  
dry wit &  
Northern  
grit is in  
our DNA\*

\*but use sparingly in copy.



Our logo is one of the most important parts of our visual identity, it conveys our bold character and lets people know who we are.

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→ Our logo

Our logo is the visual embodiment of our brand and should appear across all brand communications.

→ Logo rules

Our logo is designed to be easy to use; however, it does come with some rules to ensure it looks its best on every occasion: It should only ever appear in black or white and at no smaller than 15mm wide. It should never be warped, adjusted or re-typed.



Multiply don't divide –

Collaboration makes  
better places for people  
to live, work and play.

Forging partnerships is  
what we do and we can  
highlight this through the  
use of our multiply device.

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Our understated colour palette shows confidence and allows our content to take centre stage.

→ Neutrals

When working with partners on schemes that need their own identity our neutral colours give us flexibility and a solid base to work from.

→ White

White is an important element in our brand and is used as both a colour and spacial component. White creates extreme contrast and helps to make the content the focal point.

→ A hint of blue

Our only non-neutral colour is Urban Splash Blue, which should appear in small amounts across all core brand communications.

Black  
C0 M0 Y0 K100  
R0 G0 B0

75% Black  
C0 M0 Y0 K75  
R64 G64 B64

25% Black  
C0 M0 Y0 K25  
R191 G191 B191

White  
C0 M0 Y0 K0  
R255 G255 B255

Urban Splash Blue  
C100 M45 Y0 K0  
R0 G119 B192  
Pantone 300



A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z		
a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t	u	v	w	x	y	z		
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Light  
Medium  
Bold

We've got our very own font, it's called Urban Splash and it's been designed just for us.

We use Urban Splash Light for writing our headlines. It's never used for body copy, letters or emails.

The other weights of our typeface can be used when we want to be more provocative in our communications.

Aa  
Aa  
Aa

Our secondary typeface is Univers, we use this as body copy and for longer pieces of text.

↓ Univers 45 Light

ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
abcdefghijklmn  
opqrstuvwxyz  
0123456789

↓ Univers 55 Roman

ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
abcdefghijklmn  
opqrstuvwxyz  
0123456789

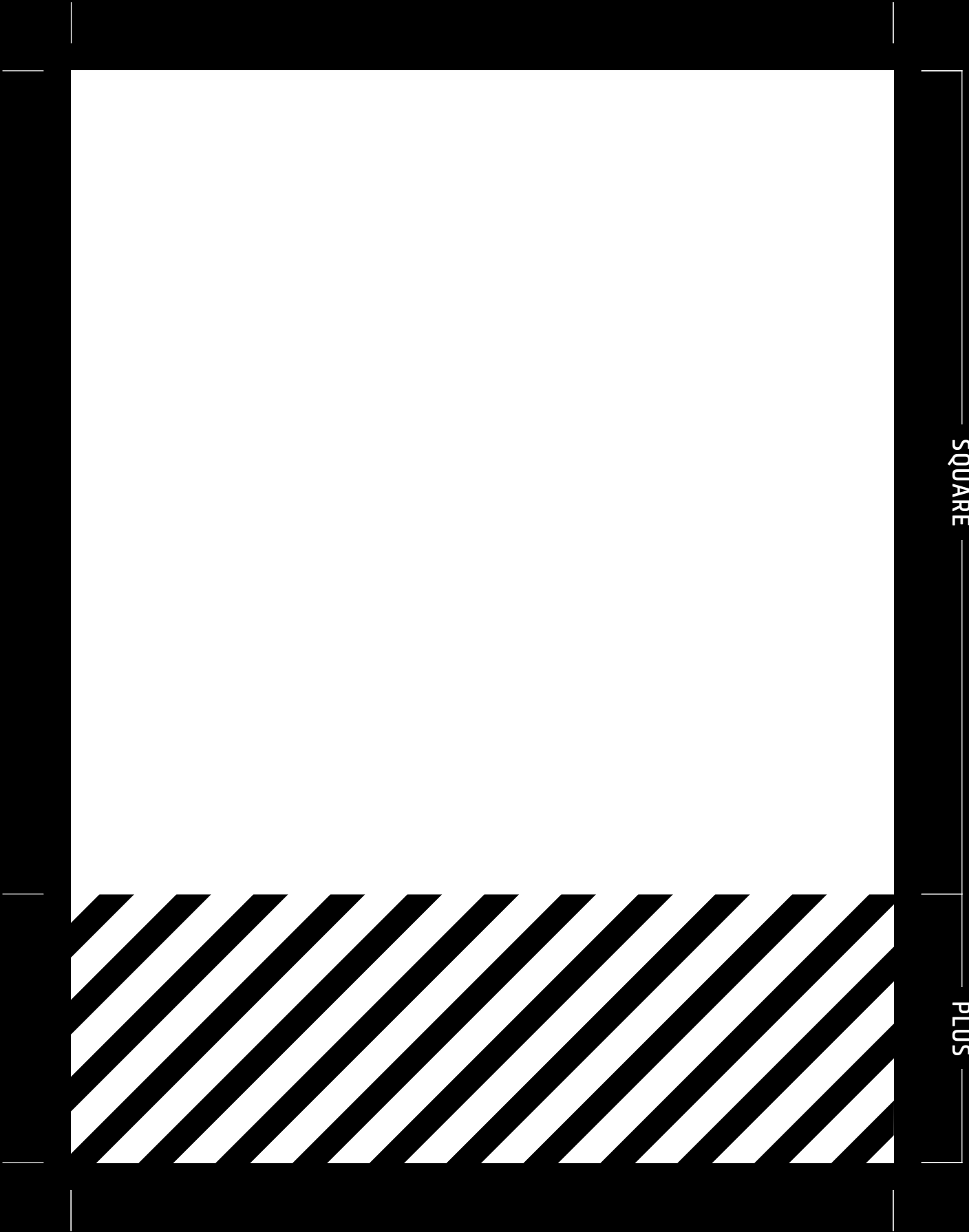
↓ Univers 65 Bold

**ABCDEFGHIJKLMN**  
**OPQRSTUVWXYZ**  
**abcdefghijklmn**  
**opqrstuvwxyz**  
**0123456789**

The Arial typeface should be used for emails and Microsoft Office applications.

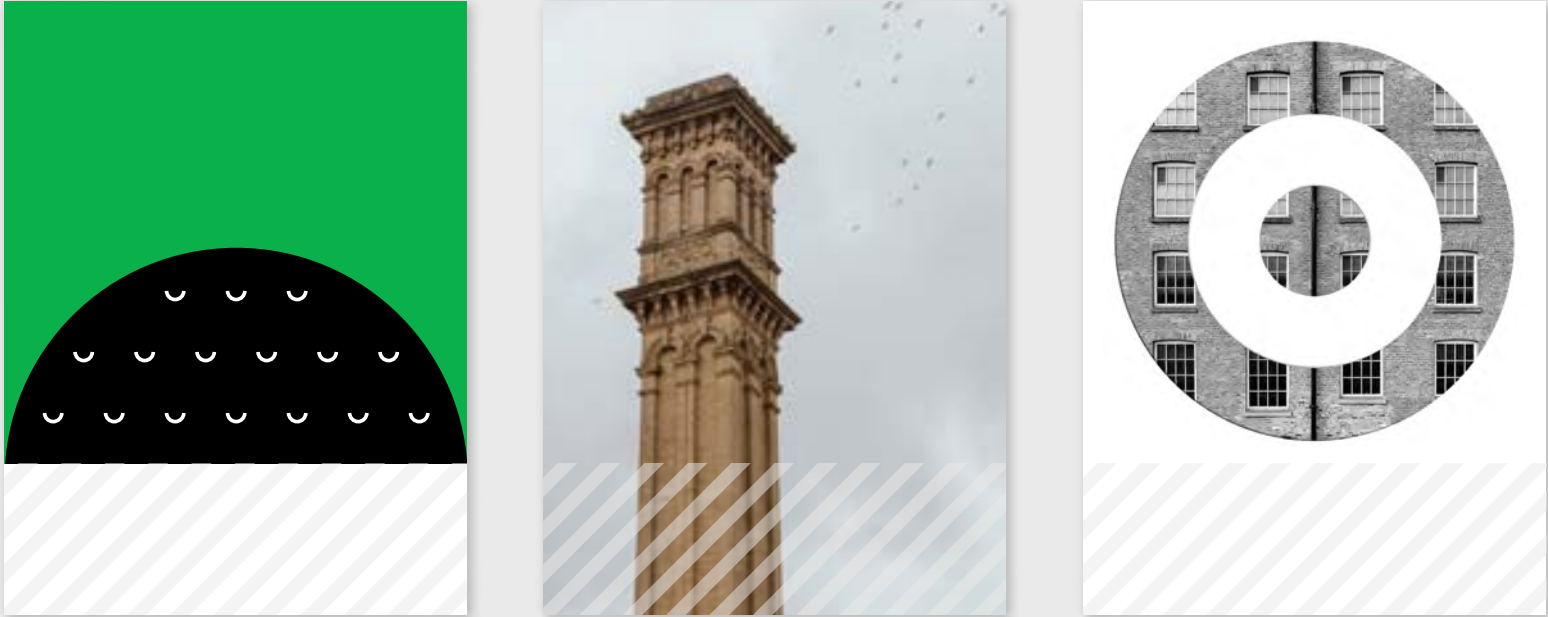


We have a new print size, it's called Square+ and it's bespoke to us. It's our main print format and is used for magazines, brochures, bid documents, manuals, books and more.

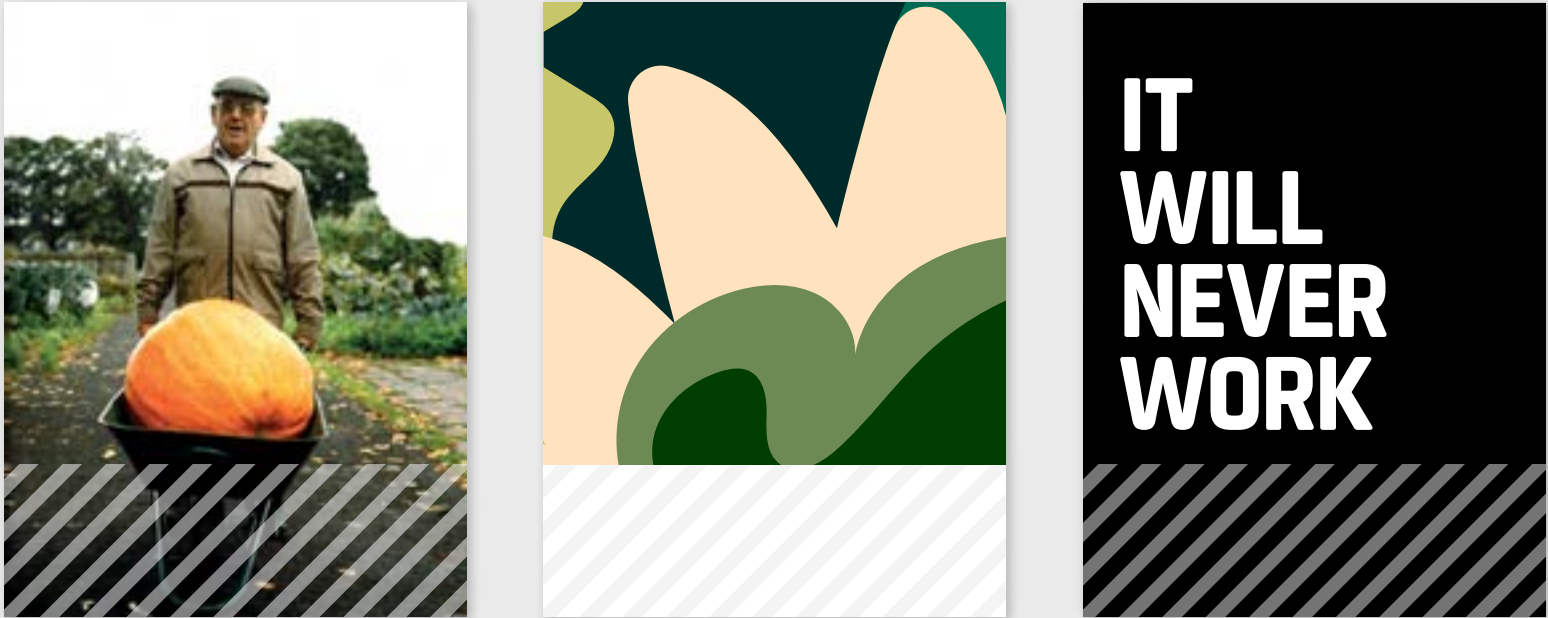




We have created this format to be flexible, allowing the story to be told in whatever way we want, whether that be through photography, pattern, illustration or type.



1



2

→ Focal point

The main point of focus of any image used on our covers should be placed within the boundary of the square. The square is our focal point and the area where the largest section of image is visible.

→ Cropped or full bleed

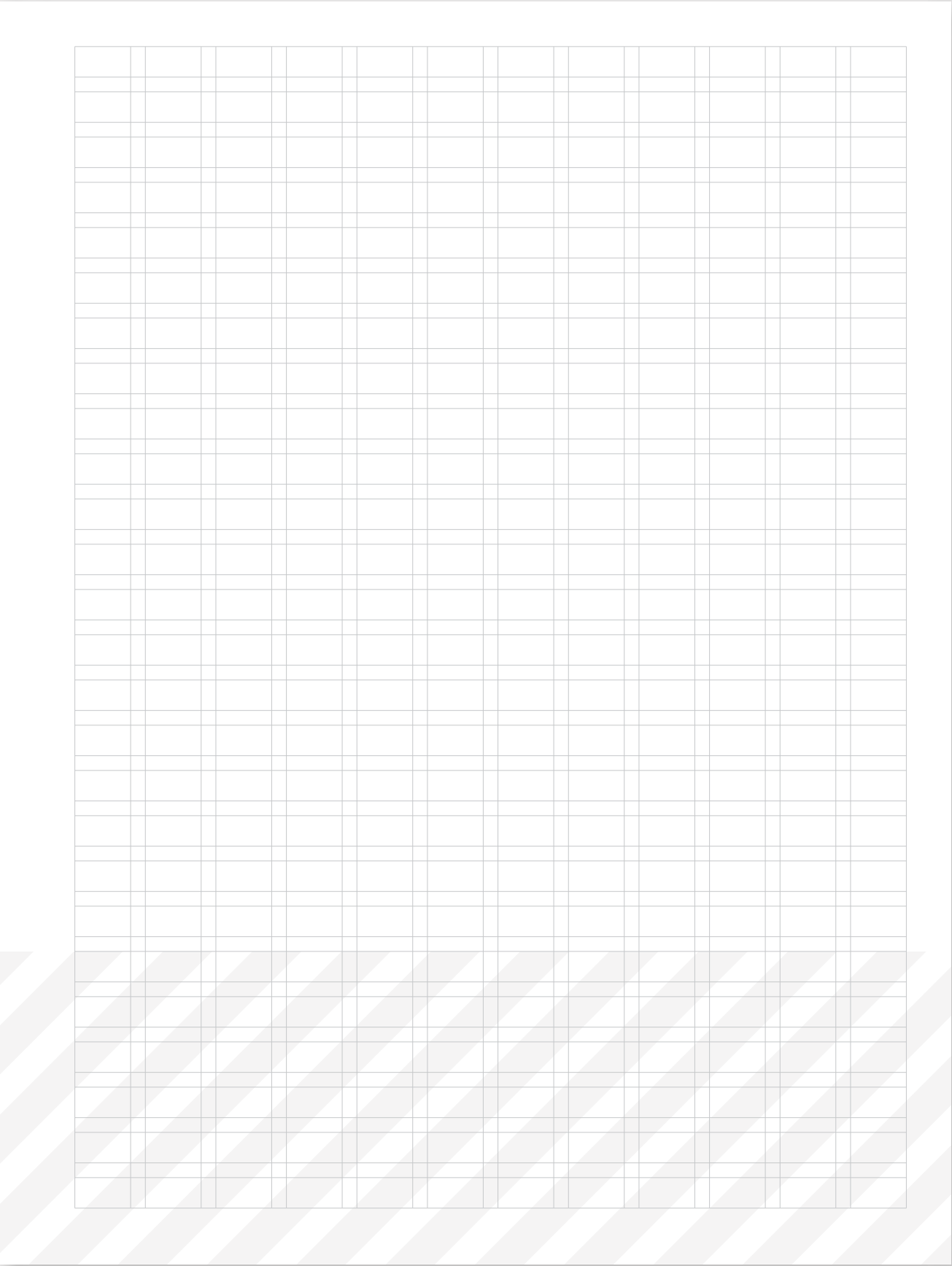
Images can either be cropped into the square (1) or fill the whole cover (2). Full bleed images that severely reduce the legibility of any additional information in the 'plus' section should be cropped.





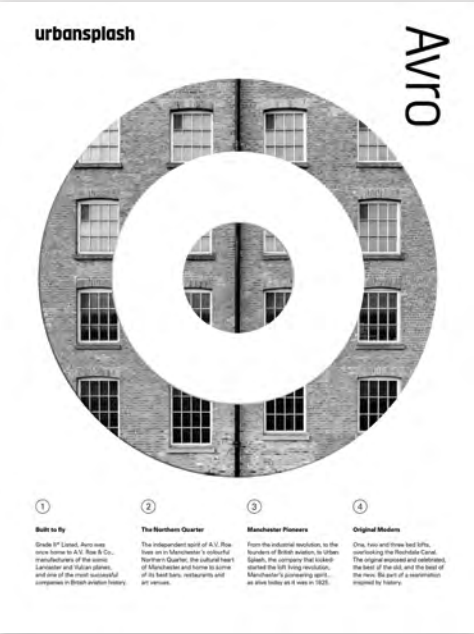
↓ Square+ grid

Our Square+ grid is the foundation for structuring and organising our content and ensuring our covers are consistent.



↓ Scheme magazines

Our scheme magazines should capture the personality of their respective schemes. They should be challenging, eye catching and have shelf appeal.



↓ Joint venture magazines

For joint venture scheme magazines our typeface should be replaced with that of the joint venture brand. A partnership lock-up should also be used in place of our logo.



← Spines

Each Square+ magazine will have a colour block on its spine. Our schemes will have an Urban Splash Blue block and joint ventures will have a colour from their scheme palette.

← Spotlights

Numbered spotlights are used on our magazine covers to highlight specific sections of content within the publication.

↓ Bid documents

Our bid documents also use the Square+ format. They can be produced in either portrait or landscape format depending on what best suits the proposal.



↓ Books

Our book covers do not need to adhere to the same rules as our other publications. Although they share the same grid they do not need to include logos and spotlights.



→ Typographic covers

When an image isn't suitable we can use typography as an alternative on our publication covers.

→ Sub headings

Subheadings should always live within the 'plus' section of our cover.



We also use the Square+ aspect ratio to create other brand communications, from posters and cards to signage and light boxes.

→ Common sizes

In some cases a more commonly used size may be more suitable than Square+, such as using the A series paper sizes for our stationery. Always take this into consideration when selecting a format.

Park Hill  
Sheffield





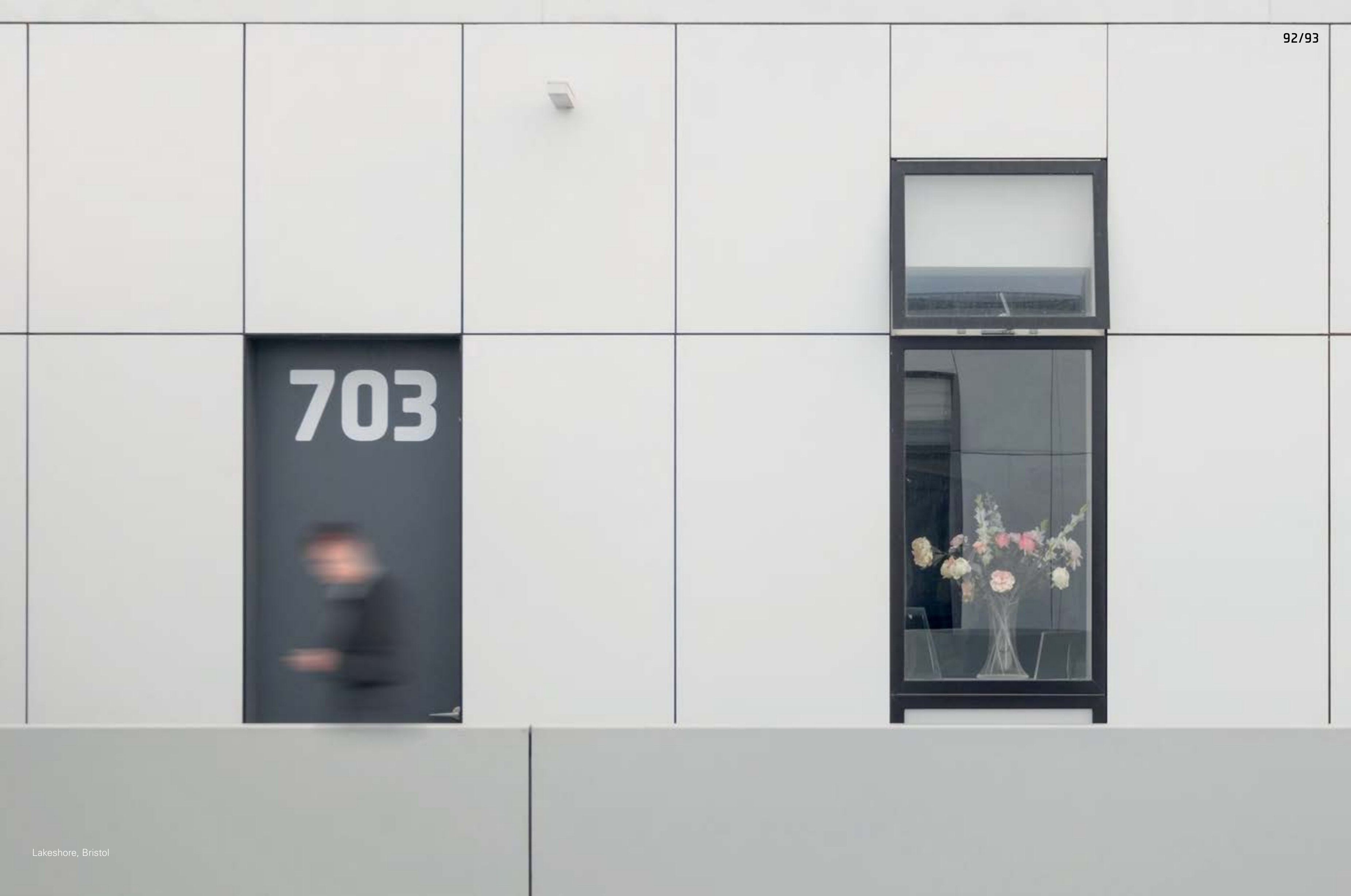
We have been around for 25 years now and we have a proven track record of delivering successful and innovative regeneration projects up and down the country.

Our new photography revisits our portfolio and celebrates the lasting quality of our spaces.



Lakeshore, Bristol













Timber Wharf, Manchester



Burton Place, Manchester





House, New Islington



House, New Islington





Royal William Yard, Plymouth



Royal William Yard, Plymouth









Saxton, Leeds



Saxton, Leeds



Concepts	110 – 111 Website	114 Handover boxes	116 – 117 Posters	119 Adverts	122 – 127 Signage and hoardings
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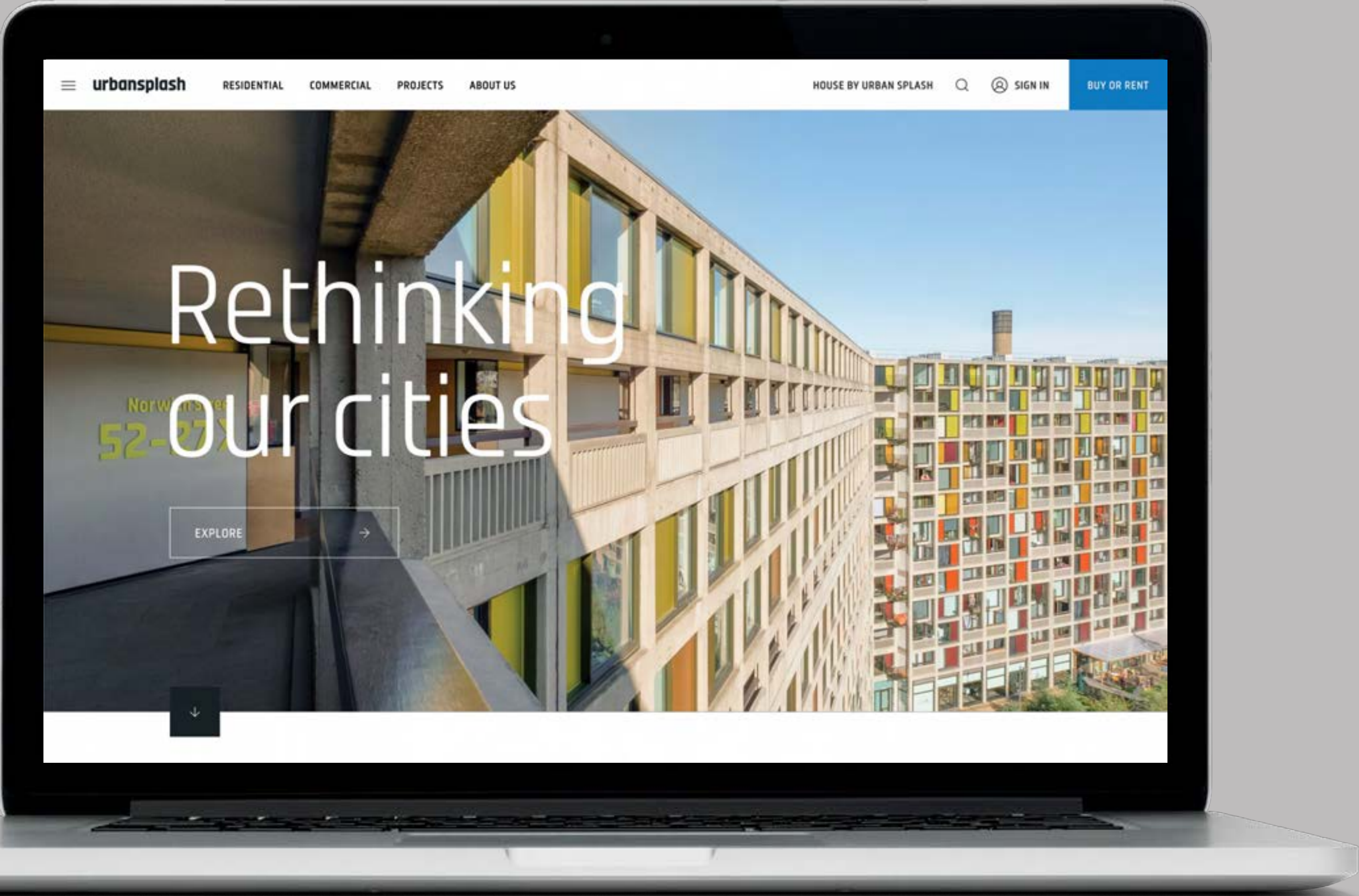
The brand  
in action –

visual  
lookbook

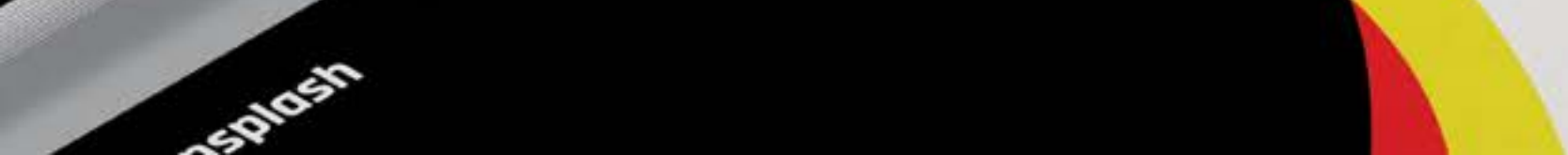




































Flexible  
leases in  
24 hours



[urbansplash.co.uk/commercial](https://urbansplash.co.uk/commercial)





**urbansplash**

Live well,  
by design.



0333 666 9999  
live@urbansplash.co.uk

**urbansplash**

urbansplash

urbansplash



# IT WILL NEVER WORK

25 years of Urban Splash  
1993 – 2018

31 March – 16 June 2018  
Free Entry

RIBA North  
National Architecture Centre,  
21 Mann Island,  
Liverpool, L3 1BP

#US25

RIBA NORTH [urbansplash](#)

# GOLD DIG- GERS

25 years of Urban Splash  
1993 – 2018

31 March – 16 June 2018  
Free Entry

RIBA North  
National Architecture Centre,  
21 Mann Island,  
Liverpool, L3 1BP

#US25

RIBA NORTH [urbansplash](#)



It's our silver  
anniversary  
but we won't  
sit back and  
wait for the  
golden years.



Same attitude.  
Same values.  
Same approach.  
New markets.  
New challenges.

We're doing what we've  
always done: taking on  
problems that others avoid,  
doing what we say we'll do,  
and doing it with quality.

There's so much we want to do. We're finding amazing new challenges all over the UK, and as we take them on we've grown from a regional business to a national one with over £1 billion of ongoing projects.



