

BRAND GUIDELINES

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BRAND STORY

Mission and Vision of Tarem Services

Mission:

Tarem Services Limited was founded to create fairer working conditions, particularly in the cleaning industry. From day one, we have focused on providing high-quality services while ensuring our staff receive a stable income and fair employment opportunities. We believe anyone in work should not struggle to support themselves or their family.

Through our ethical approach to employment, we aim to set a higher industry standard - one where workers are valued not only for their labour but also for their contribution to society.



Vision:

We envision an industry where businesses are recognised not only for their service quality and professionalism but also for their commitment to worker welfare and community impact.

Our goal is to operate responsibly and sustainably, balancing commercial success with ethical employment practices and social responsibility.

Company History and Growth

A Mission Begins: Tackling In-Work Poverty

Tarem Services Limited, a cleaning social enterprise company, was founded in 1999 with a £10,000 grant from The Prince's Trust to tackle in-work poverty by ensuring fair wages and stable employment, particularly for cleaners.

Expansion and Social Impact

We have since expanded into office and school cleaning, construction labour supply, pest control, and waste management. In 2024, we broadened our mission to address food insecurity, strengthening our support for the communities where we operate.

To further this, we launched the Mobile Foodbank Initiative, providing food and essentials to workers, families, and individuals in need. While our services have grown, our commitment to fair employment, responsible business, and community support remains at our core.

LOGO USAGE

Our Brand Mark

Our brand mark reflects trust, integrity, and expertise. Used consistently, it strengthens our professional identity and aligns with our values of sustainability and excellence.



Expertise:

The tagline "*More than just a cleaning company*" represents our focus on going beyond expectations - delivering quality services while making a meaningful social impact.

Integrity & Sustainability:

The green tones symbolise our commitment to sustainability and ethical practices, ensuring that our work not only serves our clients but also benefits communities and the environment.

Our logo is a key visual representation of these principles. Consistent and correct usage reinforces brand recognition and ensures a professional appearance across all applications.

Primary Logo

Our primary logo consists of “Tarem Services Limited” name and graphical elements. It serves as the default representation of our brand and should be used across all official materials.



Size and Scaling Guidelines

- **Legibility:** The logo must always be used at a size where all text and graphic elements remain clear and legible.



- **Scaling:** The logo must always be resized proportionally to maintain its intended shape and clarity. Distorting the logo through non-proportional scaling is not permitted.



- **Clear Space:** A minimum clear space should always surround the logo. This space should be at least equivalent to the height of a key element of the logo (such as a letter or graphical feature) to ensure it remains distinct and unobstructed.



Acceptable Usage ✓


- ✓ The logo may be placed on different backgrounds as long as there is sufficient contrast for clarity.




- ✓ It can be used in corporate communications, digital platforms, and marketing materials, provided the clear space and size guidelines are followed.

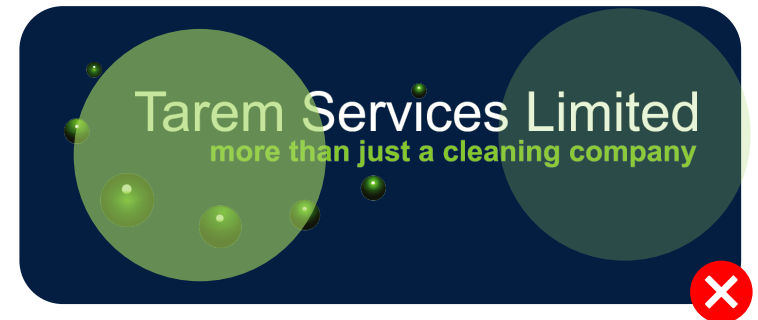



Unacceptable Usage

-  Altering the logo's colours, orientation, or composition is not permitted.



-  The logo must not be merged with other graphics or obscured by overlapping elements.



-  The logo should not be used in ways that imply an endorsement or affiliation where none exists.



LOGO COLOUR PALETTE

Our colour palette establishes a consistent and professional brand identity, reflecting trust, clarity, and sustainability.

Tarem Services Limited



More than just a cleaning company



Bubbles Gredients



Usage Guidelines for Different Mediums

- **Print Materials:** Use CMYK values for most printed materials to ensure colour accuracy.
- **Digital Applications:** Use RGB or Hex values for web and digital content to maintain accurate screen representation.
- **Large Format Prints:** Pantone colours are recommended for large-scale prints or branding items that require precise colour matching.

Brand Colours

Our communication colour palette ensures a cohesive and professional brand appearance, maintaining readability and visual balance.

- **Navy Blue** - Serves as the primary background colour for both print and digital materials.
- **White Text on Navy Blue** - Used for high contrast elements, such as headings and key statements.
- **Black Text on White** - Ensures clarity and professionalism in body text.
- **Green** - Used sparingly for highlights, such as call-to-action buttons or accent elements, ensuring it complements rather than dominates.

534 C/532 C

656 C

Black 3 C

7487 C

SECONDARY LOGO MOBILE FOODBANK

Usage Guidelines

Tarem Services Mobile Foodbank logo is a secondary brand mark under Tarem Services Limited. It shares key design elements with the primary logo but includes a shopping cart icon and a unique tagline to represent the foodbank initiative.

- **Brand Consistency** - The Mobile Foodbank logo retains Tarem Services' colour scheme, typography, and bubble design, ensuring visual alignment while distinguishing the foodbank initiative.
- **When to Use** - This logo is used exclusively for foodbank-related materials, including outreach, reports, and communications about food distribution efforts.
- **Standalone Use** - The Mobile Foodbank logo must not be positioned next to or combined with the primary Tarem Services logo. If both logos need to be included in a document, they should be placed in separate sections or areas to maintain brand clarity.
- **Scaling and Clear Space** - The logo must be proportional and unobstructed, following the same clear space guidelines as the primary logo.

Note: Always refer to the initiative as "Mobile Foodbank" (one word) and not as "Food bank" to maintain consistency in all branding and communications.

Tackling Food-Insecurity



TYPOGRAPHY

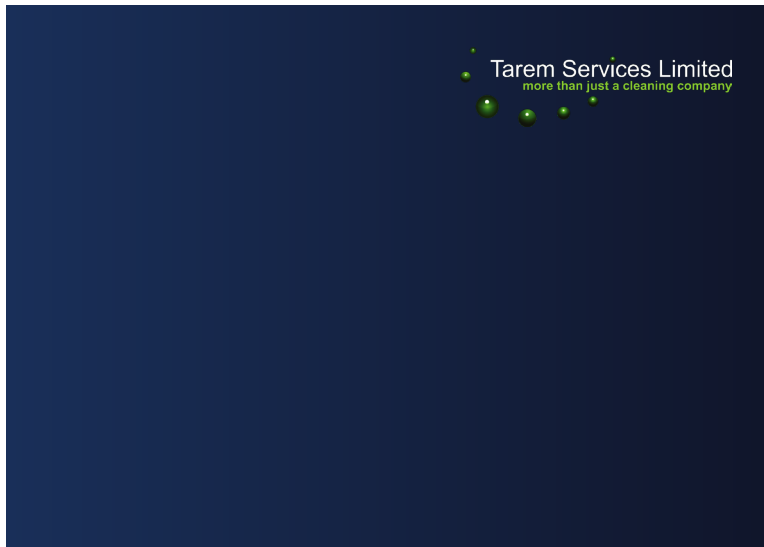
Brand Fonts

Typography is a key element of our brand identity, ensuring clarity, professionalism, and consistency across all materials. Our selected typefaces reflect our commitment to accessibility, strong visual presence, and readability in all formats.

Font Type	Font Name	Weight	Usage
Headings & Graphics	Gotham	Bold	Banners, Flyers, digital graphics
Body Text (Print & Reports)	Avenir LT Std	Regular	Reports, business documents, marketing materials
Supporting text (Captions)	Avenir	Regular	Canva designs, secondary text
PowerPoint Font	Trebuchet MS	Regular & Bold	Presentations, internal reports
Business Communication	Aptos/ Calibri	Regular	Emails, letters, formal business documents
Website Font	Open Sans (Default)	Regular	Optimised for readability across all devices
LinkedIn & Digital Platforms	Platform Default Fonts	N /A	Uses platform-enforced fonts for consistency and accessibility

Guidelines for Font Sizes, Headings, and Body Text

- **Print Materials:** Maintain a structured typographical hierarchy with clear distinctions between headings, subheadings, and body text for readability.
- **Digital Media:** Font sizes should be responsive to ensure optimal readability across devices and screen resolutions.
- **Presentations (PowerPoint):**
 - **Headings:** Minimum **54pt** for clear visibility.
 - **Body text:** Minimum **36pt** to maintain legibility.



- Always use the official Tarem Services branded PowerPoint template (above) for consistency in all internal and external presentations.

Font Samples

Font Name	Weight	Sample Text
Gotham	Bold	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890
Avenir LT Std	Regular	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890
Trebuchet MS	Regular & Bold	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890
Aptos / Calibri	Regular	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890
		ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890

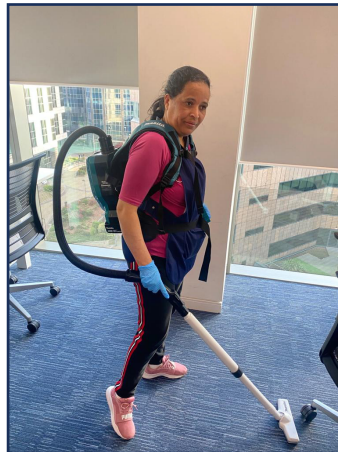
By following these typography guidelines, Tarem Services ensures a strong, recognisable, and professional brand identity across all print, digital, and business communications.

IMAGERY AND PHOTOGRAPHY

Style and Tone of Images

The imagery used in Tarem Services Limited's communications should reflect our commitment to professionalism, community engagement, and sustainability. Images should be:

- **Authentic** - Real-life scenarios featuring genuine people and settings, avoiding overly staged visuals.
- **Professional** - High-quality images that maintain the credibility and standards of Tarem Services.
- **Inspirational** - Imagery that promotes positive action and aligns with our mission of social and environmental responsibility.



Guidelines for Image Selection

- **Relevance** - Images should be contextually appropriate and enhance the message they accompany.
- **Diversity** - Reflect varied backgrounds, ages, and environments in the communities we serve.
- **Brand Alignment** - Select images that reinforce ethical and sustainable values, avoiding anything that contradicts them.

Original Photography

Where possible, we prioritise original photography to create a unique and authentic visual identity.

- All images must meet high-quality standards and align with Tarem Services' brand identity.
- Usage rights and permissions must be secured, especially for identifiable individuals or private locations.
- Signed consent forms are required for authorisation.

Usage of Stock vs. Original Photography

When using stock images, we prioritise those that match our authentic and professional brand identity.

- We source stock photos from reputable platforms such as Unsplash and Pexels.
- All images are reviewed by the marketing team before use.
- We verify licensing and permissions to ensure compliance.



VOICE AND TONE

Our Voice is:

- **Professional** - Clear, approachable, and reflective of our high standards.
- **Ethical** - Honest, transparent, and grounded in our values. We don't overclaim or oversell. We let our actions do the talking.
- **Passionate about Social Impact** - Purposeful and people-first. We speak with quiet conviction about the communities we serve and the lives we aim to improve.

Our Tone:

Our tone shifts slightly based on the audience and platform but always stays true to our voice.

Platform	Tone
Social Media	Friendly, authentic, and mission-led.
Professional Documents	Structured, clear, and confident.
Marketing Materials	Purposeful, informative, and aligned with our social ethos.
Internal Comms	Supportive, respectful, and empowering.

Brand Name Usage:

Tarem Services Limited should always be referred to as "**Tarem Services**" or "**Tarem Services Limited.**" Avoid abbreviations such as "**Tarem Ltd**" to maintain consistency and reinforce brand identity.

WRITING STYLE

Tarem Services Limited is committed to using clear, professional, and accessible British English in all written materials. Our writing style reflects our values of clarity, precision, and inclusivity, ensuring that our communications are easy to understand and engage a diverse audience.

Key Writing Principles

- **Grammar and Punctuation:** We adhere to high standards of grammar and punctuation to ensure professionalism and readability.
- **Active vs. Passive Voice:** We prioritise active voice to create direct, engaging, and clear communication.
- **Internal Communication:** Internal messaging should be simple, clear, and empathetic. We use plain English to ensure inclusivity and approachability, making sure employees feel heard and valued.

Formatting Standards

- **Headings and Subheadings:** Structure content with clear and descriptive headings to guide the reader.
- **Consistent Terminology:** Maintain uniform language across all materials to ensure clarity and coherence in describing our services, initiatives, and values.

PRINT AND DIGITAL MATERIALS

Tarem Services Limited's print materials should maintain a consistent and professional brand identity.

All materials should adhere to the following design principles:

- **Layout:** Use clean and structured layouts that balance text, images, and white space for easy readability.
- **Branding Elements:** Apply the Tarem Services logo, colour palette, and typography consistently. The logo should be visible but not overpowering.
- **Contact Information:** Clearly display key details, including address, phone number, email, and website URL for accessibility.



Email Signature Standards

Email signatures for Tarem Services Limited employees should maintain a uniform, professional appearance and include comprehensive contact details.

Email Signature Format:

Best regards,
Diego Fernandez
Head of Operations

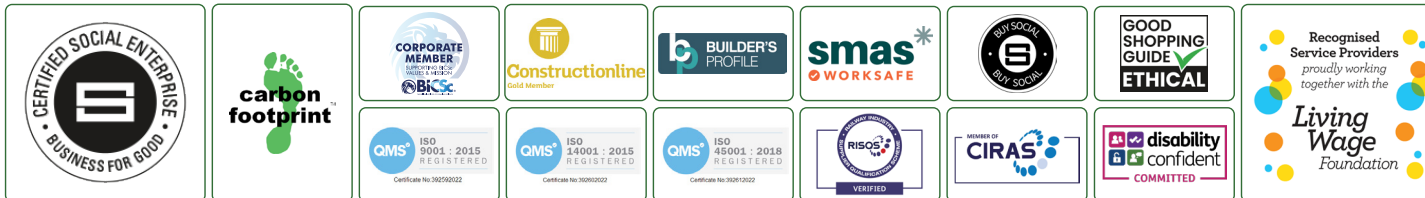


T: 020 7358 8000
F: 020 7358 8001
E: diego@taremservices.com

Head Office: Unit 19 Brockley Cross Business Centre, 96 Endwell Road SE4 2PD
Barnet Office: 133 Balfour House, 741 High Road, North Finchley N12 0BP
Company Reg: 03768270

www.taremservices.com

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TESTIMONIALS, QUOTES & SUCCESS STORIES

Guidelines for Ethical Use

Using testimonials, quotes, and success stories from clients and staff helps illustrate real experiences and the impact of Tarem Services Limited. To ensure ethical usage and compliance, the following guidelines must be followed:

- **Consent and Permission:** All testimonials, quotes, and success stories must have a signed consent form from the contributor, whether a client or staff member. Contact Marketing to obtain the appropriate consent form.
- **Authenticity and Accuracy:** Testimonials should always reflect the real voices of our clients and staff. We update them regularly, so they stay honest, relevant, and representative of the lives we impact.
- **Relevance and Context:** Use testimonials and success stories in appropriate contexts that add value to the narrative. They should enhance understanding and engagement without being misleading or out of context.
- **Ongoing Review:** Testimonials should be periodically reviewed to ensure they remain aligned with current service quality and relationships.

Following these guidelines ensures that testimonials, quotes, and success stories are used responsibly, reinforcing transparency and authenticity in Tarem Services Limited's communications.

REVIEW AND UPDATES

Reviewing and Updating Guidelines

- **Annual Review:** Tarem Services Limited's brand guidelines will be reviewed annually to ensure they remain relevant and effective. The review will consider market trends, company strategy, and stakeholder feedback.
- **Ad-hoc Updates:** In addition to the annual review, updates may be made in response to significant internal changes, industry shifts, or regulatory updates that impact branding.
- **Providing Feedback:** Team members and stakeholders are encouraged to share insights and suggestions to improve the brand guidelines.
- **Feedback and Suggestions:** Can be submitted via support@taremservices.com, providing a direct and accessible way for employees and stakeholders to contribute.
- **Social Impact Integration:** We are committed to continually improving how we capture and communicate our social impact, ensuring it remains central to our brand story.





For any questions or further clarification regarding these brand guidelines, please contact:

 support@taremservices.com
