A GUIDE TO GILL GROUP'S BRAND IDENTITY

GILL
Brand Guidelines
External

Introduction

Gill is built on a foundation of technology, innovation and engineering excellence. Our instrumentation is the product of decades of expertise and the long-standing partnerships we've forged with our customers.

Our brand mirrors these achievements. With a bold, confident style that reflects the sectors and environments where we've earned our success, our visual identity is designed to showcase experience, instil confidence and display pride.

How to use this document

These guidelines are a working reference for anyone outside Gill, who is creating or commissioning Gill-branded work. They cover identity, tone of voice and the systems that hold the brand together. If your project sits outside what you see here, get in touch before you build.

> "Your brand is what people say about you when you're not in the room.

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GILL

Gill logos

The logo, its rules and where it earns its space.

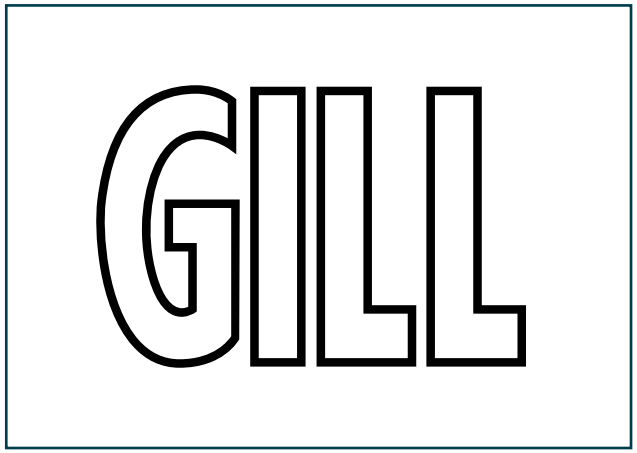
- Primary logos
- Secondary logos
- Logo exclusion zones
- Logo misuse
- Sub-brands
- Co-branding and partner lock-ups
- Logo file formats and assets

01.

Primary logo

Bold, assured and contrasting, the primary Gill logo is designed to ground our brand in the imagery or colours it is set against. The logo is a wordmark consisting of a thick stroke and transparent fill, to allow background imagery or colour to show through.

To guarantee brand consistency, the Gill logo exists only as Black, Teal or White versions. The preferred, primary combinations are Black on White, White on Dark Teal or Dark Teal on White.







The Gill logo can be used over images or on coloured backgrounds, as long as the contrast is good enough to keep it legible.







Secondary logos

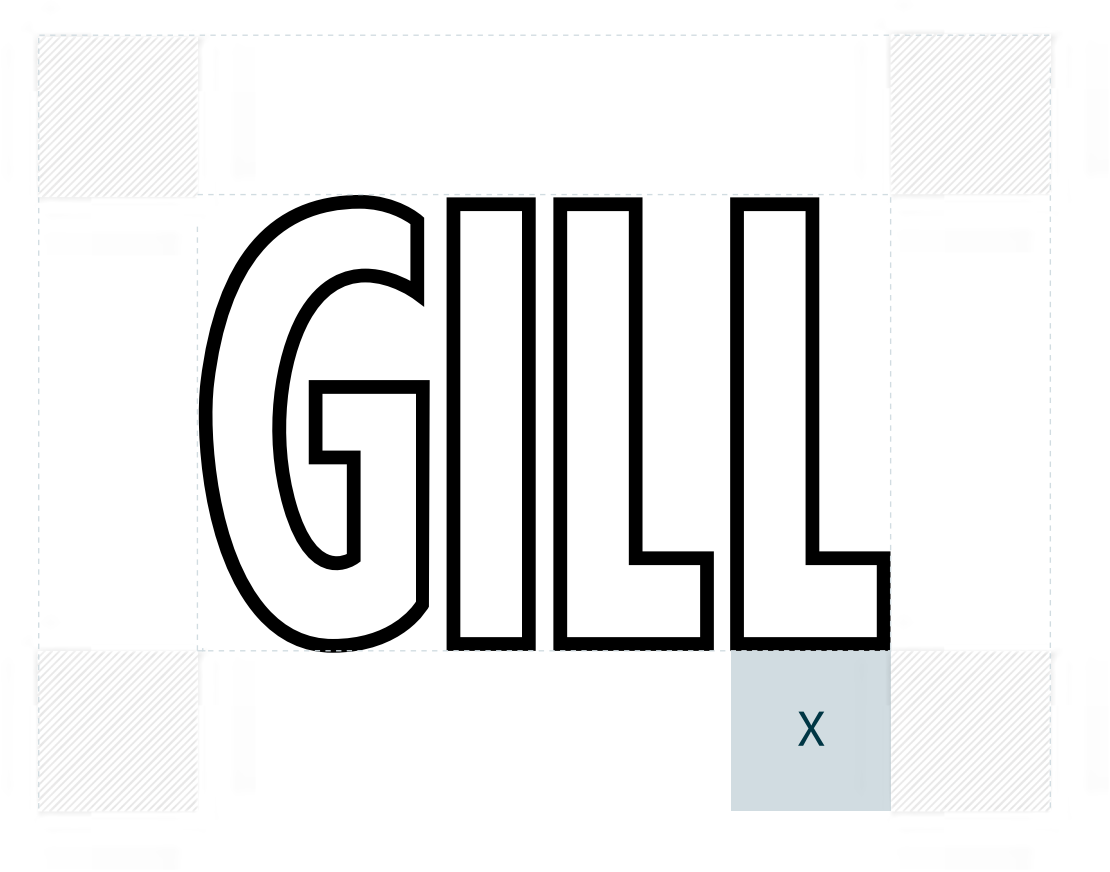
These secondary logos can be used where appropriate. For example, social media profiles, trade shows and places where the logo needs to pop, or look good within a circle.



Logo exclusion zones

The Gill logo needs breathing space to maintain brand clarity.

The minimum exclusion zone (X) is set by the width of the Gill 'L'. No other objects should encroach on this area, and the logo must always maintain this minimum distance from the edges of the artwork, unless it is set atop suitably contrasting photography.



Minimum logo size

40px — Smallest height on screen (web, digital, presentations).

15mm — Smallest height in print.

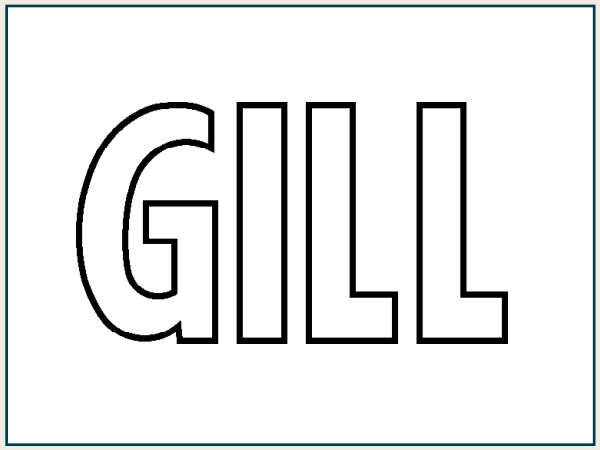
The logo is a fine-stroke, transparent-fill wordmark, so it closes up faster than a solid mark when it shrinks. Below these sizes, legibility goes.

When in doubt, size up.

Logo misuse

Do not alter, distort or recolour our logo in any way. A few of the most common mistakes are shown here.

Don’t use old version



Don’t change weight or spacing



Don’t fill solid



Don’t add effects



Don’t rotate



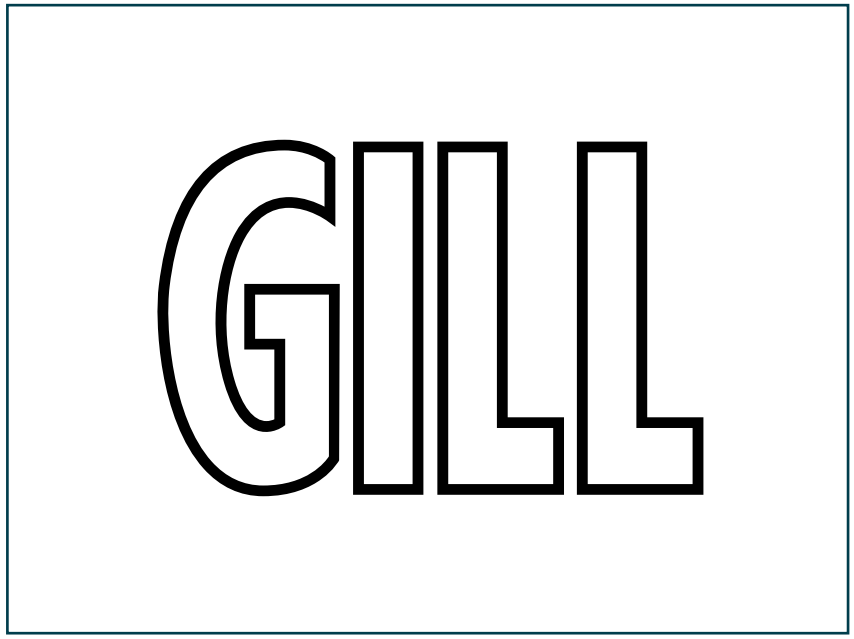
Don’t recolour off brand



Sub-brands

The brand architecture is two brands: Gill Group and Labcal.

Labcal, although part of the Group, operates as a standalone brand and must never be visually linked to Gill Group. Keep the two entirely separate.



Gill Group
Parent brand. Used across corporate communications, group-level content and shared product ranges.



Labcal
Specialist brand. Used for calibration services and any communication where Labcal stands alone.

Co-branding and partner lock-ups

When Gill appears alongside your own brand, the two should sit as equals with clear space between them, never merged or restyled. These rules cover partnership lock-ups and how to reference Gill and its products in your own materials. If your use case isn't shown here, check with us before you publish.



Do

- Keep both logos on the same horizontal line
- Use a single divider rule between them (Dark Teal on light backgrounds or White on dark.)
- Give the lock-up room to breathe
- Use an approved logo

Don't

- Merge, overlap or box the two logos together
- Recolour or restyle the Gill logo to match yours
- Imply ownership or endorsement without sign-off

Referencing Gill in words

- "In partnership with Gill Group"
- "Powered by Gill sensing technology"
- "Compatible with the WindObserver range"

Logo file formats and assets

Using the right file keeps the logo sharp wherever it lands. Here's what we supply and when to reach for each. All versions come in Black, Teal or White only. Need the master files? Email **marketing@gill.group** and we'll send them over.

Format	Best for	Notes
EPS/AI	Print, large format, signage, exhibition	Vector. Scales to any size with no loss. This is the one to send your printer.
SVG	Web and digital	Vector, tiny file, crisp on any screen or resolution.
PNG	Screen, decks, docs where vector won't place	Transparent background. Raster, so don't scale it up past the size supplied.
PDF	Placing in documents, proofing, sharing	Vector. Reliable in Office and for sign-off.

Rule of thumb: vector (EPS, SVG, PDF) for anything that scales or prints; PNG only for fixed-size screen use.

PLANNING A CO-BRANDED PEICE?

Send the layout to **marketing@gill.group** for a quick check before it goes to print or live. We'll usually turn it round within one working day, and it saves a reprint.

GILL

Colour palette

The colour palette is a key element of our brand's visual identity. Colours have been chosen to suggest trust, innovation, growth and originality - staples of our brand.

Primary & secondary colours
Colour mixing & proportions
Accessibility

02.

Brand colours

Primary

The primary palette consists of Gill's three core colours. These are used across the vast majority of brand applications.

GILL DARK TEAL
C96 M60 Y48 K47
R0 G61 B76
Hex 003D4C

GILL PALE SAGE
C34 M7 Y38 K0
R184 G208 B175
HEX B6CFAE

GILL AQUA
C64 M0 Y22 K0
R45 G204 B211
Hex 2DCCD3

Secondary

The secondary palette gives a wider selection of colours. These are to be used sparingly, mainly for applications such as graphs, charts, icons or data visualisation.

GILL BURNT ORANGE
C15 M75 Y100 K4
R204 G86 B22
HEX CC5616

GILL LINEN
C7 M6 Y13 K0
R240 G237 B226
Hex F0EDE2

GILL DEEP SAGE
C73 M38 Y60 K29
R68 G105 B91
Hex 43695B

GILL DARK BLUE
C96 M84 Y47 K56
R14 G31 B59
Hex 0E1F3B

GILL PALE GREY
C18 M8 Y11 K0
R217 G225 B226
Hex D9E1E2

GILL AIR FORCE BLUE
C61 M31 Y31 K10
R107 G143 B156
Hex 6B8F9C

GILL BLACK
C69 M62 Y59 K72
R45 G42 B41
Hex 2C2A29

Colour mixing and proportions

Use the 60/15/15/10 rule as a starting point. Dark Teal anchors the brand; Pale Sage and Aqua support; Burnt Orange is the sharp accent used sparingly.



Other combinations also work, but keep Dark Teal as the largest colour, and never use too much Burnt Orange. For example:



Accessibility

Using correct colour pairings is essential for accessibility and readability. Always ensure sufficient contrast between text and background colours so that content is legible for all users, including those with visual impairments or colour blindness. All colour combinations must meet WCAG 2.1 AA contrast standards as a minimum.

AAA rated combinations work well at any size, even body text, whereas AA combinations should be used at a larger size only.

ACCESSIBLE TEXT PAIRINGS (WCAG AA)

White on Teal
Pass AAA

Teal on White
Pass AAA

White on Dark Blue
Pass AAA

Teal on Linen
Pass AAA

Teal on Pale Grey
Pass AAA

White on Orange
Pass AA

Aqua on Teal
Pass AA

Teal on Sage
Pass AA

Teal on Aqua
Pass AA

GILL

Typography

Typography shapes how the brand is perceived before anyone reads a word. Applied consistently, it reinforces our authority and clarity; applied carelessly, it undermines everything else we've built.

Primary typeface
Secondary typeface

03.

Primary typeface

The typeface used for professionally produced Gill applications is Myriad Pro. A timeless, elegant typeface, it reflects and supports our brand's experience, quality and innovative nature. Light should be used sparingly, with regular used as standard, and semibold for titles and highlights.

If you need a copy of these fonts, just let us know.

Myriad Pro

This is your default option for all documents, unless authorised by the brand team.

Aa Bb Cc (Light)
Aa Bb Cc (Regular)
Aa Bb Cc (Semibold)

FALLBACK FONT

Open Sans

Where Myriad Pro isn't available (Microsoft Office, email, web), use Open Sans as the system fallback.

Aa Bb Cc (Light)
Aa Bb Cc (Regular)
Aa Bb Cc (Semibold)

Secondary typeface

Good Pro is our secondary typeface and brings personality to our marketing output. We use it for headings, subheadings and callouts where we want visual weight and presence. It is not used in editable documents, presentations or body copy. When in doubt, reach for Myriad Pro instead.

Used correctly, it gives our brand a distinct visual voice - used everywhere, it loses that edge.

Good Pro

Aa Bb Cc (Light)
Aa Bb Cc (Regular)
Aa Bb Cc (Medium)
Aa Bb Cc (Bold)

USE OF CAPITALISATION

We use sentence case for the majority of our text, including website headings, social media, and presentations. Use full caps sparingly and never capitalise each word of a sentence or title.

GILL

Tone of voice

How Gill sounds, on every channel, every time. Our tone of voice isn't just what we say, but how we say it. It shapes every customer touchpoint, and builds recognition, trust and engagement.

Our voice
Our voice, in practice

04.

Our voice

Gill's voice has a specific character: the two sections below capture it in brief - a quick summary for an immediate reference, and the full version for a deeper understanding of what we're about and why. Always keep these in mind when writing for Gill.

IN A NUTSHELL

We speak clearly and confidently, focusing on solving our customers' problems with expertise and friendliness, making complex technical information simple and human.

THE FULL VERSION

At Gill Group, we speak with clarity, confidence, and a human touch. We turn technical expertise into language people can grasp, showing customers we understand their challenges and have the solutions to solve them.

Our voice is friendly, trustworthy, and occasionally witty, because precision doesn't have to be dry. Across every brand, every website, and every post, we communicate what matters to our customers, not just what we make, and we do it with consistency, personality, and purpose.

We are not just technical experts, we are partners and problem-solvers in a world where accuracy and reliability are everything. Our tone brings our brands together while letting each shine in its own way.

Our voice, in practice

The lists below translate our voice into practical terms. Use them as a quick sense-check whenever you're writing for Gill. If you're landing on the qualities on the left, you're on brand. If you're drifting towards anything on the right, step back and rethink.

What we are

- Insightful
- Confident
- Thought leaders
- Friendly and approachable
- Solution-driven
- Customer-centric
- Nerdy British sense of humour / wit
- Knowledgeable
- Credible and trusted
- Approachable
- A family business who cares

What we are not

- Boring
- Shouty / word vomit
- Condescending
- Unfriendly
- Stuffy
- Product-centric
- Bland, with no personality
- Know-it-all
- Untrustworthy
- Too corporate
- A faceless corporation

GILL

Messaging architecture

How we explain what we do, every time.

Boilerplate copy
One sentence, one paragraph

05.

Boilerplate copy

Three approved blocks of copy that are approved, ready to use as-is. Keep them word-perfect. Anything longer than this or bespoke is a custom piece and should be signed off by Gill Marketing.

Long form - About Gill Group

ENGINEERING CONFIDENCE INTO EVERY MEASUREMENT
For over 40 years, Gill Group has designed and manufactured precision sensing and measurement technologies in the UK for industries where reliable data is operationally critical.

Across renewable energy, marine, mining, automotive, industrial automation, defence, transport and environmental research, our technologies operate in environments that leave little room for uncertainty. Offshore platforms. Remote infrastructure. Heavy equipment. Autonomous systems. Hazardous industrial sites. The sort of environments where inaccurate data quickly becomes an operational problem.

Because real-world performance is not proven in a data sheet.

It is proven during critical operations, long-term deployment and sustained environmental exposure where reliability matters long after installation.

That engineering mindset has shaped Gill from the beginning.

PRECISION DATA FOR CRITICAL OPERATIONS
Gill technologies support applications where accurate measurement and environmental data directly influence operational safety, system performance, automation and infrastructure resilience.

Across the group, our technologies are used to protect critical assets, improve operational awareness and support decision-making in environments where conditions can change rapidly and reliability is non-negotiable.

Our technologies support applications including:

- Wind measurement for renewable energy infrastructure and solar asset protection
- Ship navigation, dynamic positioning and autonomous marine systems
- Weather intelligence for airports, transport infrastructure and smart environments
- Industrial condition monitoring and hazardous area sensing
- Automotive, off-highway and heavy equipment systems
- Wildfire detection, climate monitoring and environmental research
- UKAS-accredited calibration, verification and measurement assurance
- Remote monitoring across isolated and demanding operating environments

In practical terms, we help organisations reduce uncertainty, improve operational confidence and make better decisions through accurate, dependable measurement data.

BUILT ON ENGINEERING DISCIPLINE

Founded in the UK over four decades ago, Gill Group combines specialist expertise across environmental sensing, condition monitoring, controls, calibration and advanced engineering development.

Today, the group brings together specialist companies delivering technologies trusted globally by engineers, operators, OEMs, researchers and infrastructure providers operating in demanding environments where dependable performance and long-term technical support matter.

Across the group, the focus remains consistent: practical engineering, technical integrity and products designed for long operational life, minimal maintenance requirements and reliable performance under sustained use.

We engineer for reliability, longevity and technical substance rather than specification-sheet theatre.

MADE IN THE UK. TRUSTED WORLDWIDE

Headquartered in Lymington, Gill Group technologies are deployed globally across some of the world's most demanding operating environments.

We remain proudly independent and engineering-led, combining specialist technical expertise with agile product development and long-term customer support.

Performance proven over decades of operational use.

Reliable measurement.
Accurate data.
Engineering designed to perform when it matters most.

One sentence, one paragraph

These copy blocks can be used across any channel or format. Use the short version where space is limited or attention spans are short, such as introductions or presentation covers. The medium version works where a little more context helps, like website copy, proposals, or event materials.

One sentence

Gill Group designs and manufactures precision sensing, calibration, environmental monitoring and measurement technologies in the UK for industries where accurate, dependable data is critical to operational performance, safety and resilience.

One paragraph

For over 40 years, Gill Group has engineered precision sensing, calibration, environmental monitoring and measurement technologies trusted across renewable energy, marine, mining, automotive, industrial automation, defence and environmental research. Designed and manufactured in the UK, Gill technologies support critical operations in demanding real-world environments where reliability, accuracy and long-term performance matter. Combining specialist expertise across sensing, controls, calibration and advanced engineering development, the group delivers dependable technologies that help organisations improve operational awareness, reduce uncertainty and make better decisions through accurate measurement data.

GILL

Products

Product and range names, logos and naming conventions.

Writing product and range names
Product logos

06.

How we write product and range names

Inconsistent names hurt SEO, confuse customers and make every datasheet a rebuild. The rules below apply across the website, sales material, technical documentation and social.

Rule	Do	Don't
Capitalisation	WindObserver, MetPak, MaxiMet	windobserver, MET PAK, maximet
Model numbers	WindObserver 70, MetPak Pro	Windobserver-70, Metpak pro
Hyphens and spacing	WindMaster Pro (space, no hyphen)	Wind-Master Pro, Windmasterpro
Ranges and families	the WindObserver range, our MetPak family	the WindObservers, MetPaks
First mention vs later	WindObserver 90 (full name first, then "the unit")	Mixing full name and abbreviation in the same paragraph
Trademark symbols	Use ™ on first mention only, where required	™ on every mention, or never

Product logos

Always include the product logo the first time a product is mentioned or featured in any piece of communication, whether that's a presentation, manual, or sales document. This consistency builds visual recognition over time, helping audiences make an instant connection between the name and the brand. Subsequent mentions within the same piece do not require the logo, but that first appearance is non-negotiable.

Each logo has a black and a white version, with a coloured strip underneath. Choose black unless the background doesn't allow.



GILL

Photography

Epic locations, clear products and real people, naturally captured.

Product photography
Application photography
People photography
Usage rights and permissions

07.

Product photography

Product photography should be clean, well-lit and free from clutter and wires. Shots should be uniform and work together with other product photography, so that all materials are cohesive. Product photos should be taken professionally and all wires cut out, with logos displayed prominently. We have dark, light grey and cut out photo variants for your use.







Application photography

Gill operates across the world in an array of environments, often extreme. Our epic location photography reflects our globe-spanning reach, combining it with a bird's eye view captured in the very spaces our instruments operate. Where possible, we emphasise our positive impact on the world and the extreme conditions our products operate in.

Use wide, aerial or elevated perspectives, show natural light and authentic conditions and frame instruments in their working environment. We have a bank of approved photos if you require these.







Don't

- Use closely cropped or eye-level shots.
- Use overly processed or unnatural imagery.





People photography

Our products are used by many different people in a range of roles. Our human photography mirrors this diversity while paying homage to the effective, straightforward service our customers respect.

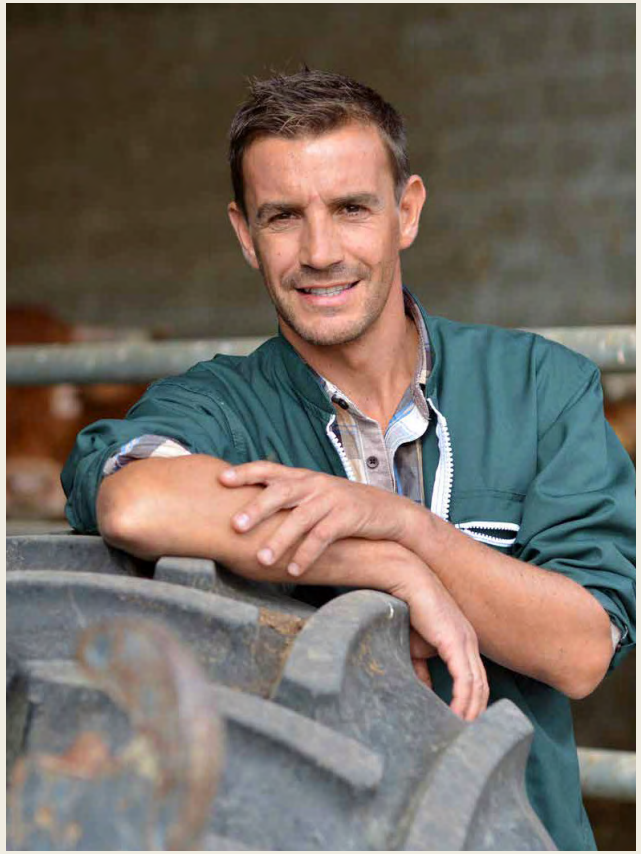
Human photographs must show people in real-life settings and be naturally shot. The subjects should look relaxed, and wherever possible, looking directly at the camera, or with their face not in shot.

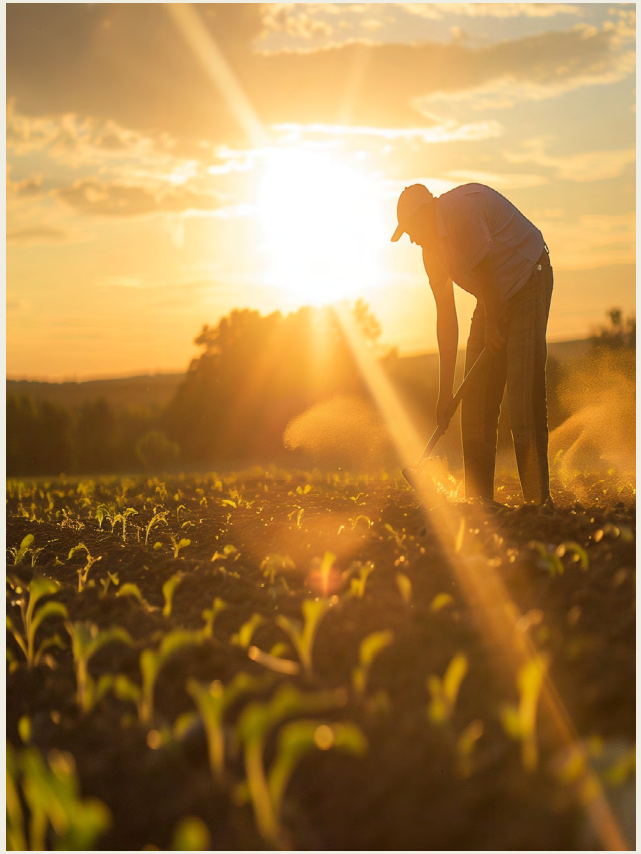
Don’t

- Use images that look staged or impersonal.
- Use overly processed or unnaturally lit shots.









Usage rights and permissions

These assets are provided so you can represent Gill accurately and consistently. They remain the property of Gill Group. This page sets out what you're free to do and where you need to check with us first.

You may

- Use the supplied logos, fonts, colours and photography for Gill-branded or Gill-commissioned work
- Request master files and approved assets from the marketing team
- Use the approved boilerplate copy word-for-word
- Reference Gill and its products using the wording on the co-branding page

You may not

- Alter, recolour, redraw or add effects to any brand asset (see logo misuse section)
- Use Gill assets to imply partnership, endorsement or ownership without a written agreement
- Use Gill names, logos or product names as your own, in domain names, or as paid-search keywords
- Pass brand assets to third parties without our approval

OWNERSHIP AND SIGN OFF

- All brand assets, product names and trademarks remain the intellectual property of Gill Group.
- Any new or non-standard application should be signed off by Gill marketing before it's used or published.
- We may ask you to amend or withdraw anything that's off-brand or used without permission.

Not sure whether something's covered? Ask first: **marketing@gill.group**

GILL

THANK YOU FOR KEEPING
GILL ON BRAND

Contact Gill marketing

Please use these guidelines to assist you, but don't hesitate to get in touch. Gill's marketing team can send over any assets you may need, including logos, photography, fonts and existing approved documents.

Please contact marketing@gill.group