

Brand Style Guide

Brand Style Guide May 2025



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Hello

Welcome to Retail Champion's Brand Style Guide. Our identity captures who we are today as a business and embodies the vision we have for the future. Using our brand correctly is extremely important to us, so we ask that this guide is always referred and adhered to.



Our mission

We partner with ambitious businesses across the retail ecosystem - from brand owners and suppliers to retailers and service provider - to drive tangible results.

Whether it's a strategic project to kick-start transformation or a long-term, embedded relationship offering fractional expertise, we help our clients scale smarter, operate leaner, and grow stronger.

We don't just work with anyone. We choose our clients as carefully as they choose us - because mutual commitment is the foundation for real success.

Our vision

To champion transformation across retail by partnering with retailers, suppliers, and service providers to help them achieve their version of success - whether that's scale, sale, or legacy.

Every client's goal is different. Our job is to help them reach it - with clarity, focus, and impact.

Visual toolkit

Overview

These are our brand elements - our visual toolkit that makes up our brand's visual identity.

This document will give you guidance on how to best use our brand's visual elements and create consistent and cohesive communications.

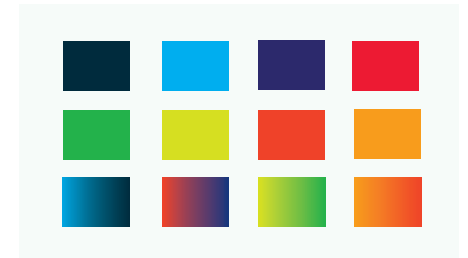
Logo



Signature loops



Colour palette



Typeface



Photography



Styling



Iconography



Our logo & strapline

1

Our logo

Clear space and
minimum size

Clear space

There is a minimum clear space around the logo. The exclusion zone is equivalent to the width of the letter l in Retail

Wherever possible, this area must remain clear of any other graphic elements. This applies to whichever logo variation you use.

Minimum size

The minimum size the logo should be used is 30mm.

Retail Champion



30mm

Retail Champion

Our logo

Incorrect usage

The type weight and letterspacing in the logo should never be altered in any way. This applies to whichever logo variation you use.

Any changes to our logo diminishes its integrity and the equity of our brand.

Do not use unspecified colours



Do not rotate our logo



Do not stretch our logo



Do not add drop shadows



Do not outline our logo



Do not use unspecified backgrounds



Our strapline

Overview

Our strapline is short, direct and inclusive of suppliers and service providers. And says exactly what we do.

This strapline should not sit next to our logo, but should be present bottom right or left corner of our communications.

Accelerating Retail Success

Logo Colourways

Colour usage

The colour of our logo can change in relation to the background colour and content. Please use our primary coloured logo wherever possible.

Our logo is used in any of these colour combinations on white and light grey backgrounds; and in white on gradient or coloured backgrounds.

We also have a plain dark blue version of our logo.

Our primary logo



Retail Champion



Retail Champion



Retail Champion



Retail Champion

Our shapes



Shapes

Overview

We have created a series of looped shapes that can be used on backgrounds and within our designs.

Each curve celebrates the highs, the resilience, the breakthroughs - a vibrant visual style of the journey to success and the joy of reaching it.

These shapes should be used in our gradient colours. When used over backgrounds, please use the same gradient colour as the loop, and ensure the gradient is visible on each layer of the image.



Our typography

3

Typography

Hierachy

Neulis Neue is our brand typeface. It is an Adobe font. It is a simple, friendly and expressive typeface.

We use two weights of Neulis Neue - Bold, and Regular.

Ideally please use Neulis Neue where possible. Arial can be used as a substitute for Neulis Neue on digital applications such as emails, where font choices are limited.

To make written content as easy to read as possible, we recommend creating a visual hierarchy, using these styles as a guide:

1. Large Heading - Neulis Regular
2. Single Large words - Neulis Cursive Regular
3. Large Subheading - Neulis Bold
4. Intro Paragraph - Neulis Regular
5. Small Subheading - Neulis Bold
6. Intro Paragraph - Neulis Regular
7. Large Statistic - Neulis Regular

1 Neulis Neue is our
brand typeface

2 Hello*

3 **Large Subheading**

4 Introduction Paragraph Ulparibus quae a qui idelen cias accum autae poribusam ape perro opta sundam, omnim repelicias dolest,

5 **Small Subheading**

6 Body Copy Ulparibus quae a qui idelen dicias accum autae poribusam ape perro opta sundam, omnim repelicias dolest

7 80%

*In exception cases, we use Neulis Cursive Regular, only when the word is a single large word and has the letter l within it. Please do not use Neulis Cursive as our main brand font.

Our colours



Colour Palette Overview

We have a selection of bold colours to provide visual breadth throughout our communications.

Our gradients are used within our logo and for backgrounds and our loops.

The Blue gradient uses:

Prime Blue - Steel Blue

The Purple gradient uses:

Roar Red - Power Purple

The Green gradient uses:

Legend Green - Victory Green

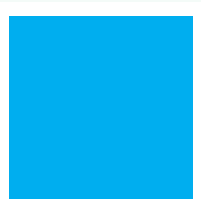
The Orange gradient uses:

Solar Orange - Blaze Orange



Steel Blue

C99 M27 Y22 K80
RGB 0/45/63
#002D3F



Prime Blue

C100 M0 Y0 K0
RGB 0/174/239
#00AEEF



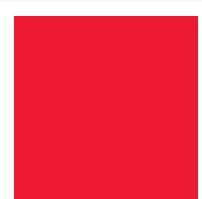
White

C0 M0 Y0 K0
RGB 255/255/255
#FFFFFF



Power Purple

C100 M100 Y25 K13
RGB 44/42/109
#2C2A6D



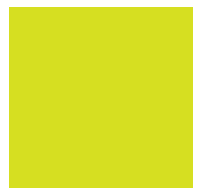
Roar Red

C0 M100 Y85 K0
RGB 237/27/52
#ED1B34



Victory Green

C80 M0 Y100 K0
RGB 18/178/75
#12B24B



Legend Green

C20 M0 Y100 K0
RGB 215/223/40
#D7DF28



Blaze Orange

C0 M89 Y95 K0
RGB 239/68/41
#EF4429

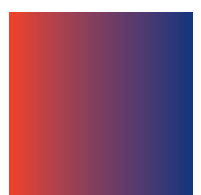


Solar Orange

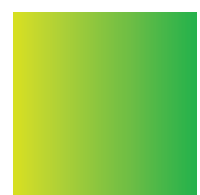
C0 M45 Y100 K0
RGB 249/157/28
#F99D1C



Blue
Gradient



Purple
Gradient



Green
Gradient



Orange
Gradient

Our iconography



Iconography

Google material icons

We use free Google material icons for our iconography. They are designed with simplicity in mind and are functional and accessible. There is also a huge range to choose from.

Our icons can be used in steel blue or white over our brand colours.

To keep consistency we recommend using the following values:

Style: Rounded
Fill: 0
Weight: 300
Grade: -25
Optical: 40px

You can search and download required icons from:
fonts.google.com/icons



Our photography



Photography

Using our signature loops

We use flowing ribbon-like loops that weave around and through objects, typography and people to symbolise the dynamic journey of success.

This adds energy to our designs and a sense of movement, visually reinforcing the idea of growth and achievement.

Please ensure that faces are visible when used inside the shapes, and are cropped accordingly.

These flowing lines should only be used in our gradient colours. Only one line should be used per image and in one gradient colour from our brand palette.



Photography Overview

Style Overview

As experts in our industry, our people and clients play a fundamental role in the success of our business. Therefore, we aim to hero them at every opportunity in our photography, showcasing the interaction and collaboration between them.

Stylistic Guidance

Here is a guide to use for photography selection, either when sourcing from stock libraries or shooting new imagery. This ensures we maintain a consistent feel in our imagery across all touch points.

- Dynamic and bold - positive people celebrating success.
- Naturally lit and neutral tones - avoid strong colour tones.
- Capturing natural moments. Real people, naturally posed in their environment.
- A feeling of inclusivity - Capture imagery that makes the viewer feel part of the action.



Typography styling Overview

Here are more examples showing how our signature loops and typography work together.




Our layouts



Business Card Overview



Presentations Overview




For champions. By champions.

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yet to come

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Retail 
Champion

A founders word
"You can thrive in business.
You can keep your doors open,
your staff employed, and your
community brimming with life.
The Retail Champion will be there
every step of the way - offering
hope, innovation, and
the unshakeable belief that
your success story is there for
the taking."

Clare Bailey



A guiding insight

4

Retainor
Champion

Strategy with backbone
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Retail Champion

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Dream Big.
Deliver Bigger.

A bar chart with five bars of increasing height, colored in a gradient from dark blue to light blue. The values are labeled above each bar: 100, 150, 180, 250, and 290.

Bar Index	Value
1	100
2	150
3	180
4	250
5	290

Our sign off

Overview

Our sign-off should follow this format.



retailchampion.co.uk

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clare.bailey@retailchampion.co.uk

Vision to Victory

[Learn more](#)

The UK's Leading Retail Expert

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Brand Identity

[Learn more](#)

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Contact

If you have any questions
about the guidance here,
please reach out to us.

Clare Bailey
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