Shell LiveWIRE

International Branding guide

Shell LiveWIRE is the flagship enterprise development program of Shell. It makes a positive social impact on communities, by contributing to local economies, innovation and job creation. In this way creating shared value for Shell and society.

Each year Shell LiveWIRE supports thousands of individual entrepreneurs to turn their bright ideas into a sustainable source of income and scale-up their business.

The following pages introduce key elements of our visual identity system and provide a quick start guide to principles and examples.
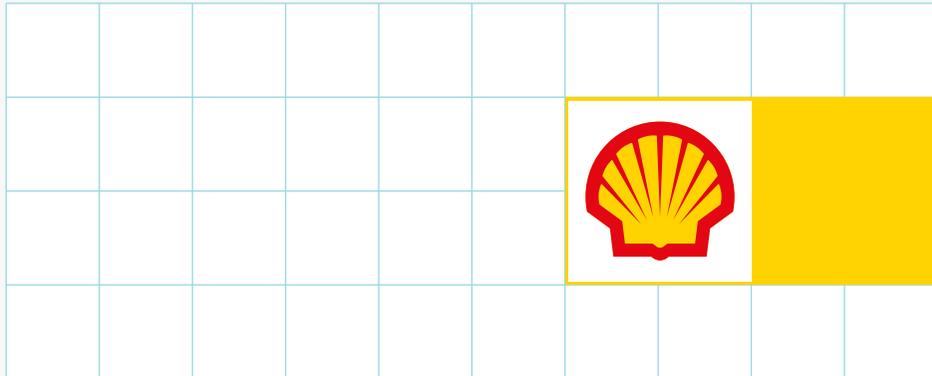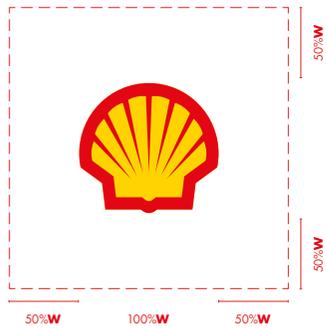

Key visual elements
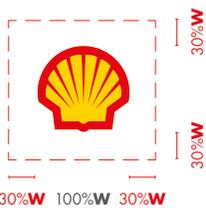

Sizing and placement

Visual examples

Translations

Key visual elements

The design of the Pecten is at the heart of our visual identity system.

An **optimal clear space of 50%** of the width of the Pecten around each side is best.

30% minimum clear space around all sides is an exception for the smallest digital applications (e.g. mobile content).

The primary lock-up (PLU) is our device to amplify the Pecten in print communications.
It is formed from two parts – the white Pecten tile and yellow energy tile.

Three versions of the primary lock-up define its edges on different backgrounds.

No frame

White frame

Yellow frame
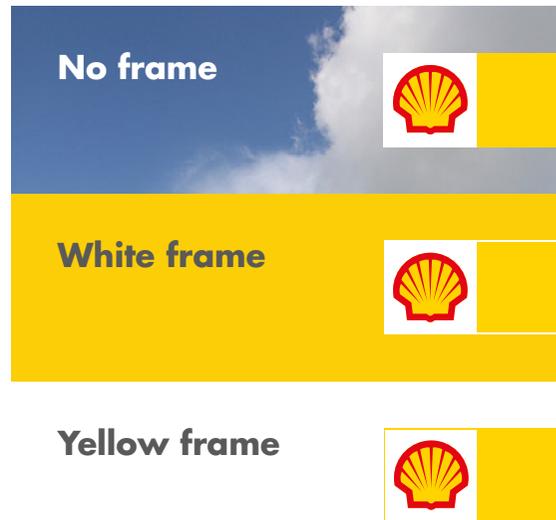
Position the primary lock-up at the edge of a layout.
You can choose the exact location and orientation to best suit the composition. The yellow energy tile is always the side joined to the edge.

The size of the primary lock-up is 2 x 4 grid squares in print or 80 x 40 pixels in digital.

Keep a minimum clear space of one grid square around the primary lock-up.

It can be located in any position on the grid to best fit your layout.
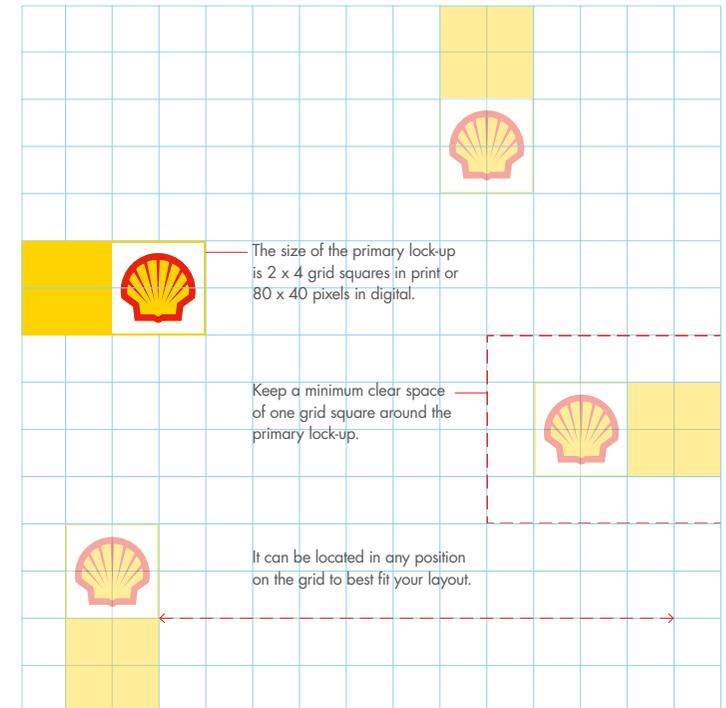
Key visual elements

Our font is Futura.
Its clean, pure lines share the geometrical precision of the Pecten – our symbol and typeface go together.

We use 100% solid colour to achieve the strongest possible expression of Shell.
We reserve the use of 80%, 60%, 40% and 20% tints to create depth and contrast in illustration and data visualisation.

Arial is the Shell online font.
Arial is a standard issue font on all operating systems. It is also widely available across languages which enables the user experience to be consistent.

Futura Light
Futura Book
Futura Medium
Futura Heavy
Futura Bold
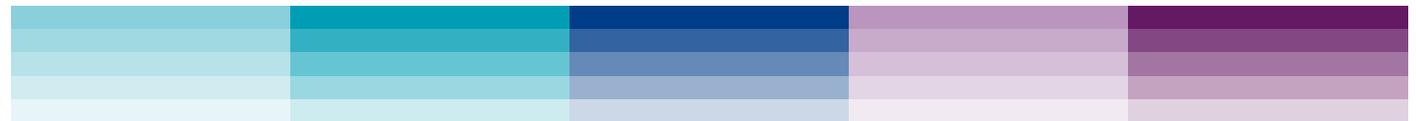
Arial Regular
Arial Bold
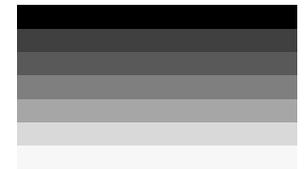
The relationship between the Pecten and the Shell LiveWIRE sub-brand

The Shell Pecten and any sub-brand are two separate identities. In any form of communication, the Pecten must appear within the 'same view' as the Shell LiveWIRE sub-brand, to clearly convey that the sub-brand is owned by Shell.

Where the PLU (Primary Lock-up) and the Shell LiveWIRE sub-brand are close together, the minimum clear space rule of one grid space or 50% of the height of PLU must be observed.

There is a minimum and maximum proportional relationship between the Pecten and a sub-brand:

- the minimum is 20% the height of the Pecten.
- the maximum is 100%.

100% Maximum size in relation to the height of the Pecten

20% Minimum size in relation to the height of the Pecten
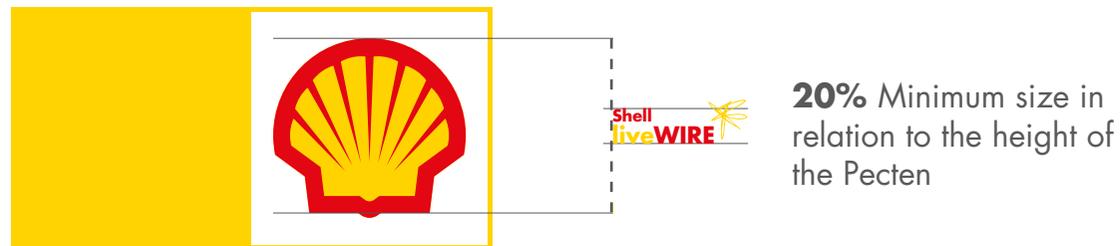
Minimum with: 5mm

When the prefix is a width of 5mm or less: replace with larger prefix set in front of name, to the same size as the name and presented in Shell Red.

Size, position and proportions

Tagline

Always set in Shell Red and Futura Book lower case. It must always be aligned precisely to the height of the 'e' in the prefix, directly below the first letter of the LiveWIRE sub-brand name. The Capital-height (See 'X') of the text must also be equal to the height of the 'e' in the prefix as shown in the diagram to the right.

Shell
liveWIRE
supporting bright young business

Translation

English translations of a local name must be set in Shell Red and Futura Bold upper and lower case. It must always be aligned precisely to the cross line of the 'e' and right aligned as shown in the diagram to the right.

Shell
انطلاقة
Intilaaqah

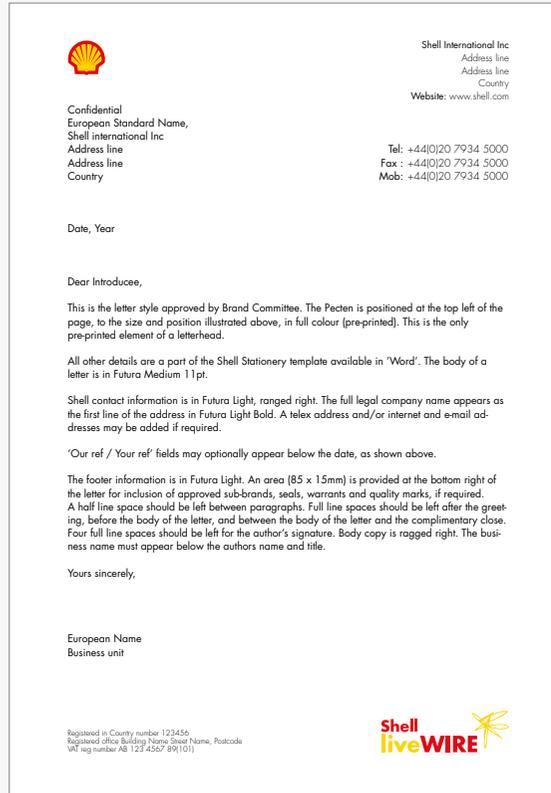# The clear space rules

Outer clear space

Clear space around the edges of a name are based on the 'e' from the Shell prefix and the first capital letter from the sub-brand name.

Visual examples

Shell International Inc
Address line
Address line
Country
Website: www.shell.com

Confidential
European Standard Name,
Shell international Inc
Address line   Tel: +44(0)20 7934 5000
Address line   Fax : +44(0)20 7934 5000
Country   Mob: +44(0)20 7934 5000

Date, Year

Dear Introducee,

This is the letter style approved by Brand Committee. The Pecten is positioned at the top left of the page, to the size and position illustrated above, in full colour (pre-printed). This is the only pre-printed element of a letterhead.

All other details are a part of the Shell Stationery template available in 'Word'. The body of a letter is in Futura Medium 11pt.

Shell contact information is in Futura Light, ranged right. The full legal company name appears as the first line of the address in Futura Light Bold. A telex address and/or internet and e-mail addresses may be added if required.

'Our ref / Your ref' fields may optionally appear below the date, as shown above.

The footer information is in Futura Light. An area (85 x 15mm) is provided at the bottom right of the letter for inclusion of approved sub-brands, seals, warrants and quality marks, if required. A half line space should be left between paragraphs. Full line spaces should be left after the greeting, before the body of the letter, and between the body of the letter and the complimentary close. Four full line spaces should be left for the author's signature. Body copy is ragged right. The business name must appear below the authors name and title.

Yours sincerely,

European Name
Business unit

Registered in Country number 123456
Registered office Building Name Street Name, Postcode
VAT reg number AB 123 4567 89(101)

DOLESSUM
VENDITO
BEATQUIAES

PARUM UT ALITINCTAM DOLECTO
ATUR MINTEM VOLUPTATQUIS

Translations

Italy	Shell **inventaGIOVANI** supportiamo nuove imprese
Global Brunei	Shell **liveWIRE**
Malaysia	Shell **liveWIRE** kickstarting bright ideas
Argentina	Shell **desafioJOVEN** impulsando tus ideas
Indonesia Netherlands Nigeria South Africa UK	Shell **liveWIRE** supporting bright young business
Brasil	Shell **iniciativaJOVEM**
Egypt Oman Saudi Arabia	Shell انطلاقة **Intilaaqah**
Gabon	Shell **entreprendre** soutenir aujourd'hui les projects d'avenir
Pakistan	Shell **tameer** تعمير building on young business ideas