COLSON VALVES

Brand Guidelines v2 03.26

© Colson Valves 2026

Introduction

Foreword 3
Who we are 4

Messaging

Vision 5
Mission 6
Core Messaging 7

Logo

Primary Logo 9
Logo Variations 10
Brand Stamp 11
Positive & Negative 12
Size & Clearspace 13
Primary Tagline 14
Primary Logo + Tagline 15

Brand Pattern

Approved Pattern #1 17
Approved Pattern #2 18
Approved Pattern #3 19

Colour

Primary Colour Palette 21
Secondary Colour Palette 22

Type

Primary Typeface 24
Secondary Typeface 25

Image

Capturing Style 27
Examples 28

Examples

Brochure Covers 30
Website 32
Business Card 33
Workwear 34
Email Signature 35
Internal Posters 37
Signage 38
Campaigns 39

Contact

Contact Information 40

© Colson Valves 2026

These guidelines are here to help maintain consistency of images and messages associated with the Colson Valves brand and should be referred to for the production of all communications whether in printed or digital mediums. If you have any questions or need further help and advice please refer to the back of this document.

© Colson Valves 2026

Colson Valves are a UK manufacturer of high-integrity valves for critical and demanding applications. We design, machine, assemble, and test bespoke instrumentation and double block & bleed valves in-house, supporting oil & gas, chemical, energy and defence sectors worldwide.

© Colson Valves 2026

To be the trusted UK valve manufacturer for critical applications worldwide. Recognised for engineering excellence, reliability and the confidence our products give customers operating in high-risk environments.

© Colson Valves 2026

To design and manufacture high-integrity valve solutions that perform reliably in the most demanding applications. Through in-house engineering, UK manufacturing, full traceability and responsive services, we help customers reduce risk, meet exacting specifications and deliver critical projects with confidence.

© Colson Valves 2026

- Speed and flexibility without compromise
- Decades of experience
- While our competitors are still quoting, we’re already delivering
- Bespoke valve solutions designed and manufactured in-house
- Full EN10204 3.1 traceability and ISO certifications
- Trusted by Shell, BP, Exxon, ADNOC and MoD
- UK manufacturing with sustainability credentials

Logo

© Colson Valves 2026

Our logo is the centrepiece of our identity. It is the entry point into the brand and should be instantly recognisable. It is crucial that we use it properly and preserve its integrity. The logo is intended to be able to either appear full colour or reversed white out.

Always use care and common sense when applying our logo. Never attempt to redesign or recreate the logo.

COLSON

VALVES

© Colson Valves 2026

Secondary versions of the logo ('horizontal' and 'stacked') can be used in applications where space is at a premium, such as small press adverts or promotional items (e.g. pens).

Always use care and common sense when applying our logo. Never attempt to redesign or recreate the logo. Please seek guidance from the marketing department if you are unsure about which logo to use.





© Colson Valves 2026

The Colson Valves ‘Brand Stamp’ is a simplified version of the logo, using the logo mark contained within a circular frame. It is designed to provide a strong, recognisable brand presence where the full logo is not practical or would feel visually heavy.

The brand stamp should be used as a secondary brand device on applications such as social media, digital icons, photography overlays, internal graphics and promotional materials. It should never replace the primary logo in formal or contractual communications, but instead be used to reinforce brand recognition in a subtle, consistent way.



© Colson Valves 2026

Positive and negative logo versions are used to ensure clarity and legibility across different backgrounds. Selecting the correct version is essential to preserving the integrity of the Colson Valves brand, ensuring the logo is always legible, balanced, and easily recognisable.

Contrast should always be considered before placement, and the logo should never be applied in a way that reduces clarity or compromises its impact.





© Colson Valves 2026

Our logo looks best and has the most impact when it has room to breathe. The keyline around the logo on this page is a visual representation of clearspace. Try not infringe upon this area with any type, graphics or other elements.

To ensure that the logo is always conspicuous and highly legible, it must never be reproduced smaller than 20mm wide.

As a general rule, please ensure our logo is positioned to the top left corner of any documents. Where this is not possible, please use alternative corners for placement.







© Colson Valves 2026

Our tagline reflects what matters most to Colson Valves' customers. It communicates engineering-led competence, in-house capability, and the ability to deliver bespoke solutions that perform in critical applications. At the same time, it reinforces reliability, longevity, and risk reduction — key considerations in high-risk industries where failure is not an option.

The strapline is confident and understated, avoiding marketing jargon or price-led claims, and fits naturally with the conservative, specification-driven environments Colson operates in.

Engineered to perform. Built to last.

© Colson Valves 2026

Our tagline ‘Engineered to perform, built to last. can incorporated with the primary logo as shown in the example opposite only.

This version of our logo is particularly useful to help build brand recognition, where there isn’t opportunity to add any other supporting messaging e.g building signage, advertising or sponsorship opportunities.

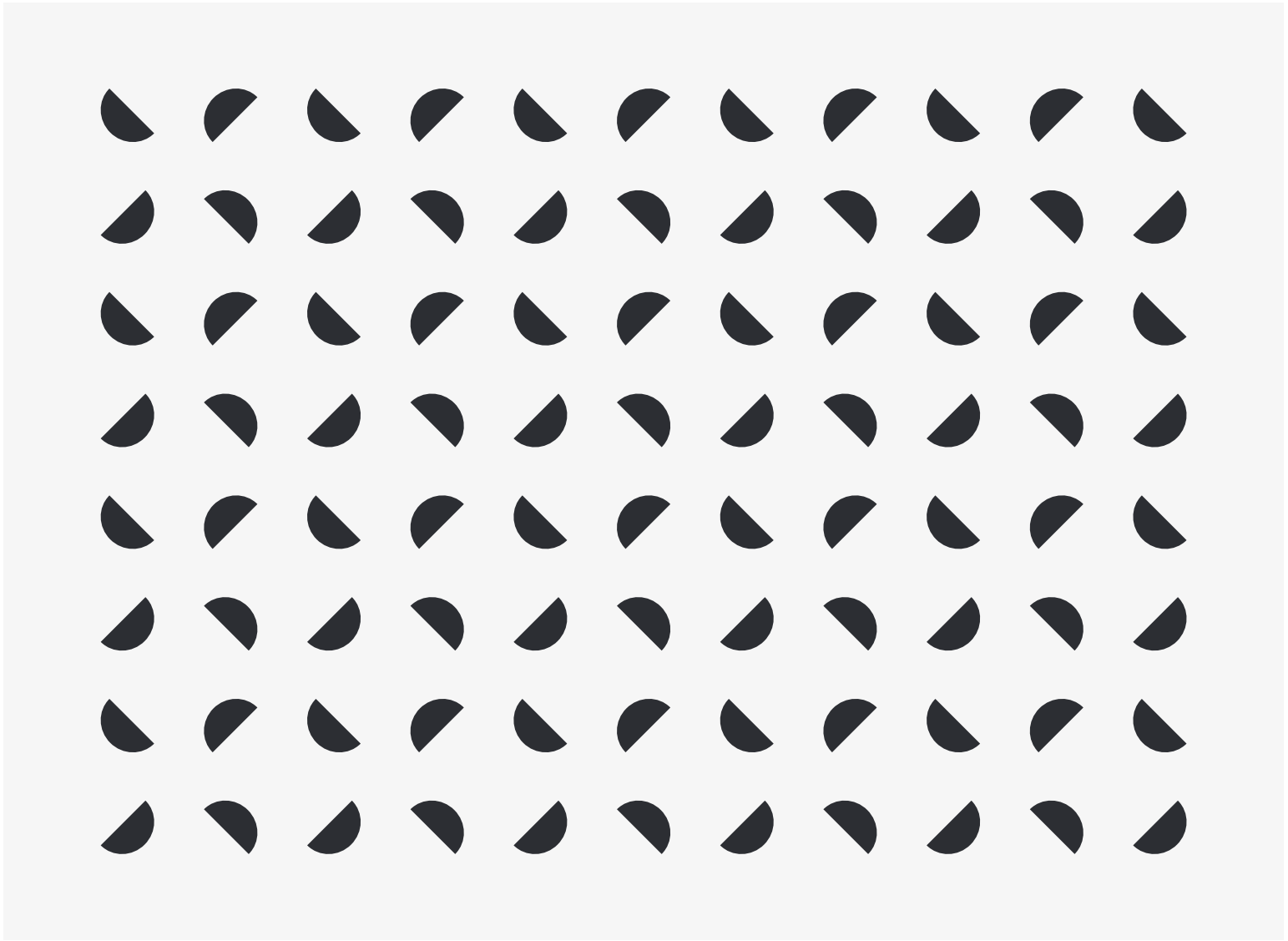


Brand Pattern

© Colson Valves 2026

Brand patterns are created using elements of the Colson Valves logo to form repeatable, structured designs that reinforce brand recognition. These patterns are intended to add depth and visual interest across both print and digital applications while maintaining a strong connection to the core identity.

To protect consistency and clarity, only the approved pattern examples shown should be used. New patterns should not be created, adjusted, or improvised, as consistency is key to maintaining a recognisable and professional brand presence.



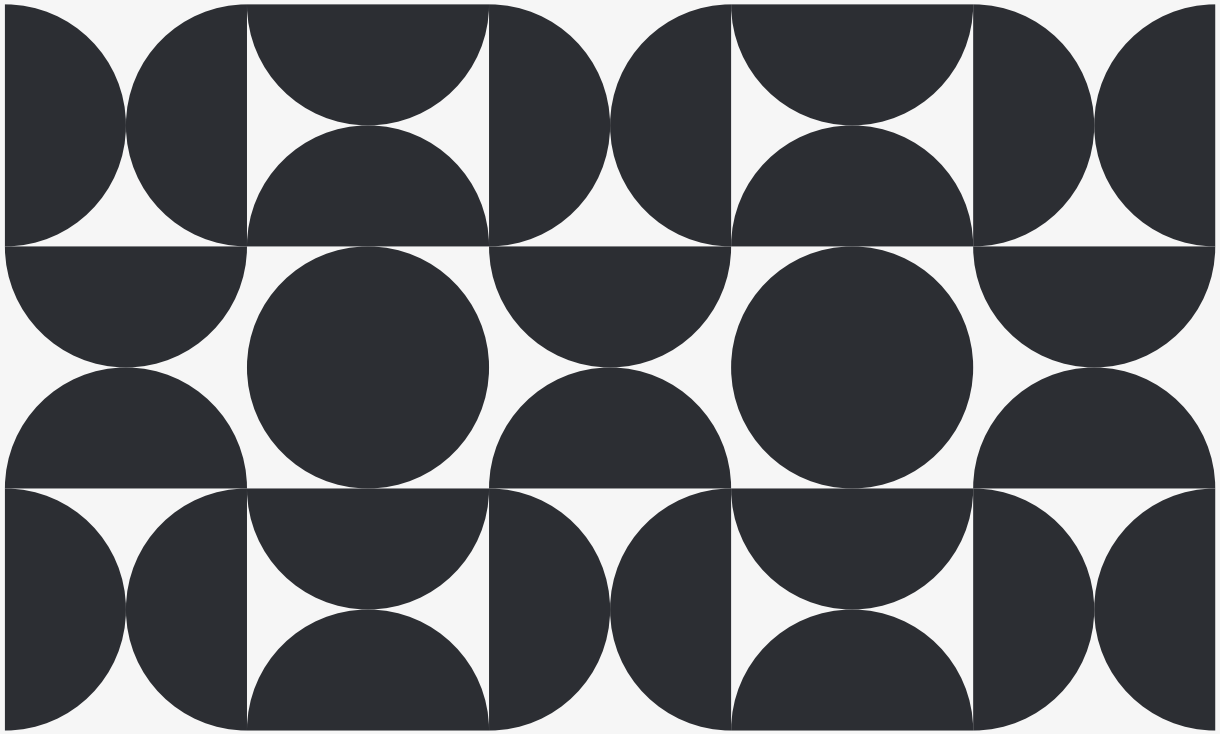
© Colson Valves 2026

More expressive brand patterns allow the Colson Valves identity to be applied in a flexible yet controlled way, adding character without overpowering content. Derived directly from the logo, these patterns provide a distinctive visual language that ties every application back to the brand. To ensure a cohesive look and feel across all touchpoints, users should always select from the approved pattern examples provided.

Creating custom or unapproved patterns is not permitted, as this can dilute the consistency and impact of the brand.



© Colson Valves 2026



Colour

© Colson Valves 2026

Understanding the use of our colours is an important part of bringing our visual identity to life. Use our primary colour palette for application in any material across printed collateral, the digital environment or signage.

Neutrals should be used for large areas such as background colours and paragraphs of copy. Use the secondary palette to add splashes of colour, without going overboard.

Remember, keep it simple.

PANTONE 432 C
CMYK 80.70.60.60
RGB 44.46.51
HEX #2c2e33

100%

PANTONE COOL GREY 3 C
CMYK 0.0.0.10
RGB 237.237.237
HEX #ededed

10%

PANTONE COOL GREY 1 C
CMYK 0.0.0.5
RGB 246.246.246
HEX #f6f6f6

5%

© Colson Valves 2026

The secondary colour palette is used to introduce vibrancy and energy to the Colson Valves brand while complementing the primary colour palette. These colours provide flexibility and visual interest across both print and digital applications, helping to highlight key information, create hierarchy and add emphasis where appropriate.

Secondary colours should be used selectively and in support of the primary palette, ensuring the overall brand remains confident, professional and consistent rather than overly decorative or dominant.

Remember, keep it simple.

PANTONE 130 C
CMYK 0.50.100.0
RGB 243.146.0
HEX #f39200

100%

PANTONE Reflex Blue C
CMYK 100.100.0.0
RGB 49.39.131
HEX #312783

100%

Type

© Colson Valves 2026

Like faces, typefaces have unique characteristics in their letterforms which communicate personality and expression. Formular™ by Brownfox should be used on all externally-produced, high level printed material for headers, sub-headings and body copy for Colson Valves.

The family consists of several weights from Light through to Bold with corresponding Italics' which form a comprehensive font family for basic type setting.

Formular®

Light
Regular
Italic
Bold

© Colson Valves 2026

Where our primary typeface is not available, please use Arial or a Sans Serif font only.

This could include situations such as email footers, body text etc. This family of fonts is widely available, therefore we can be confident of it's appearance across all operating systems. Please avoid using any typeface outside of our font family.

Arial

Regular

Italic

Bold


Image

© Colson Valves 2026

Colson Valves photography should be confident, authentic and grounded in real working environments. Images should focus on our people, processes and facilities, capturing the skill, care and precision behind the work in a candid and honest way. Photography should feel natural and unforced, reflecting the pride and professionalism of the team at work.

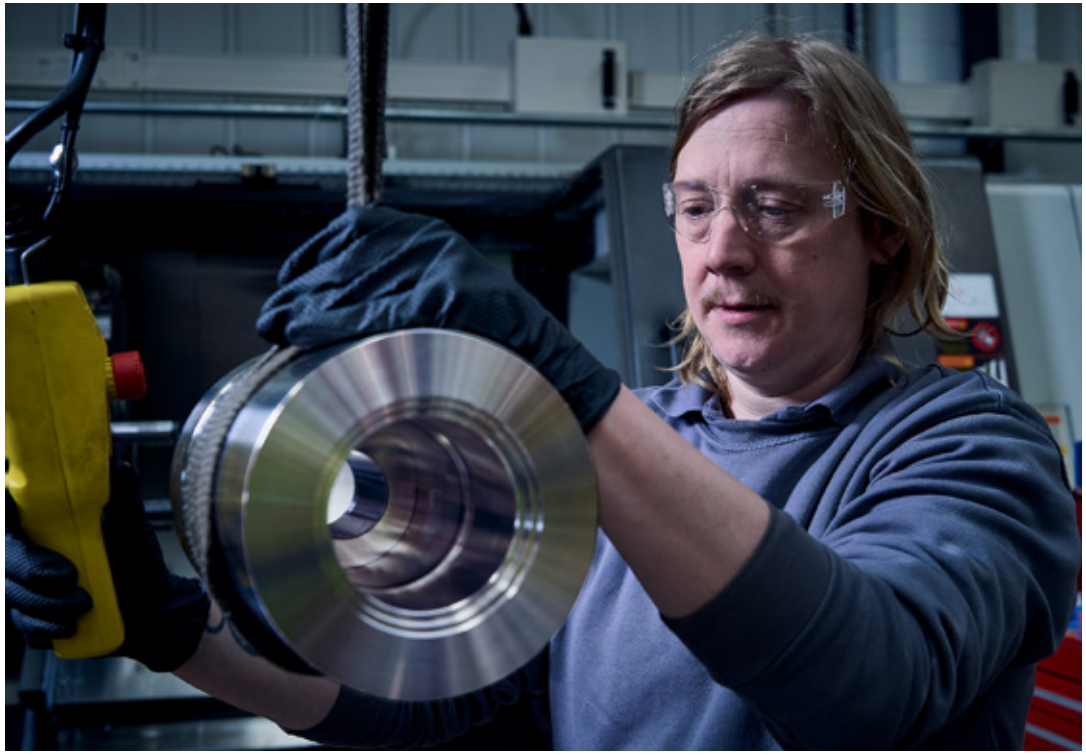
Staged poses, artificial scenarios, or exaggerated expressions should be avoided in favour of genuine moments that communicate experience, trust and engineering excellence.



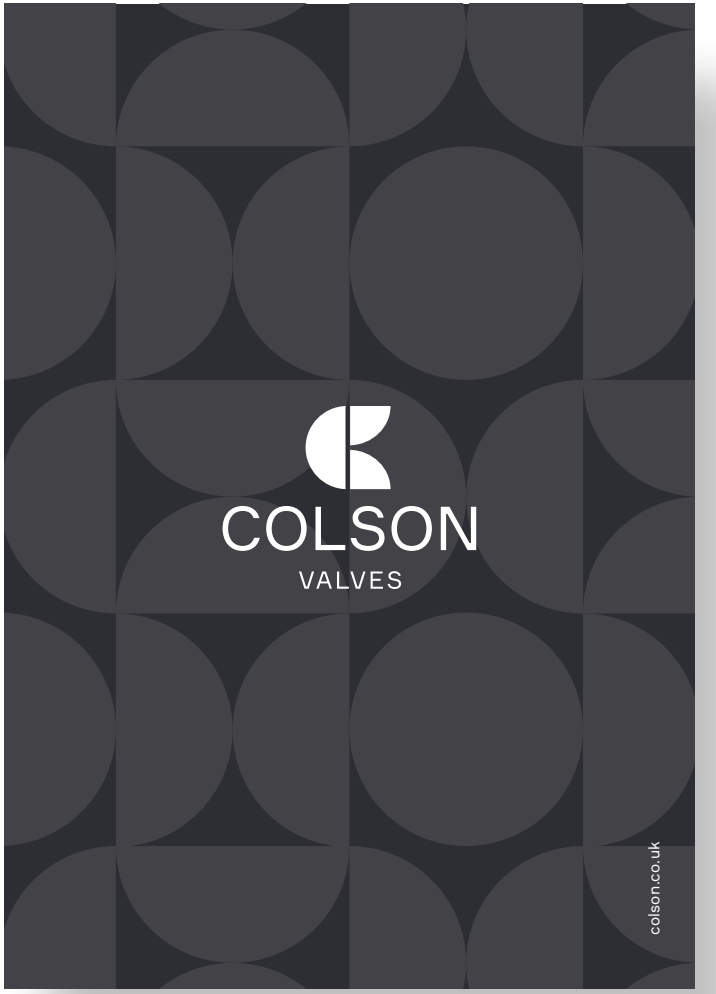




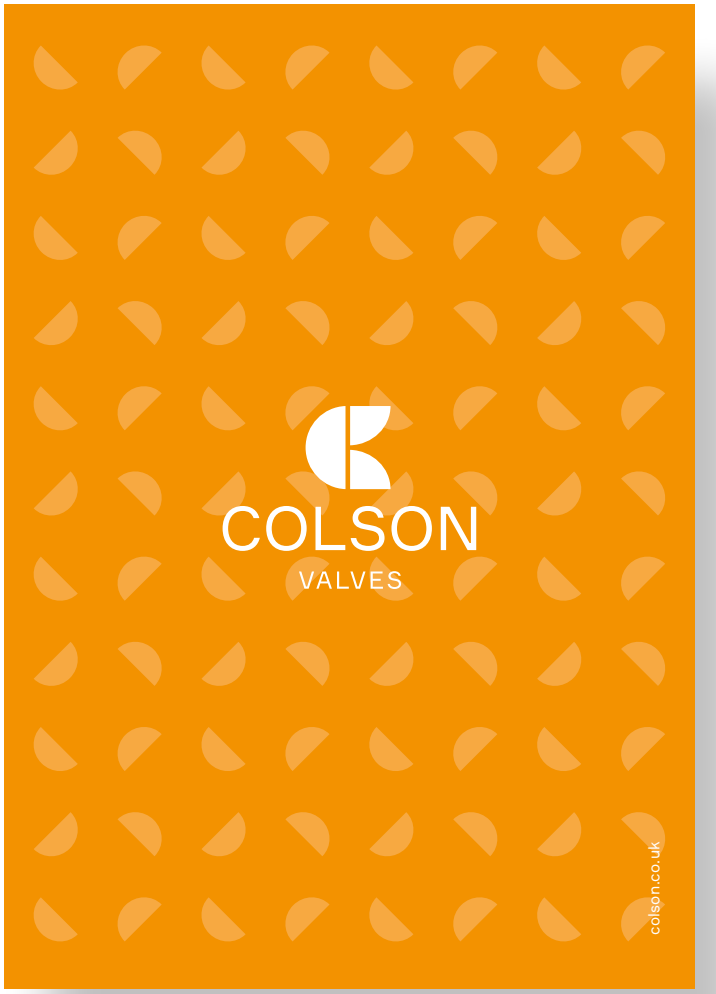

hydratron
C020

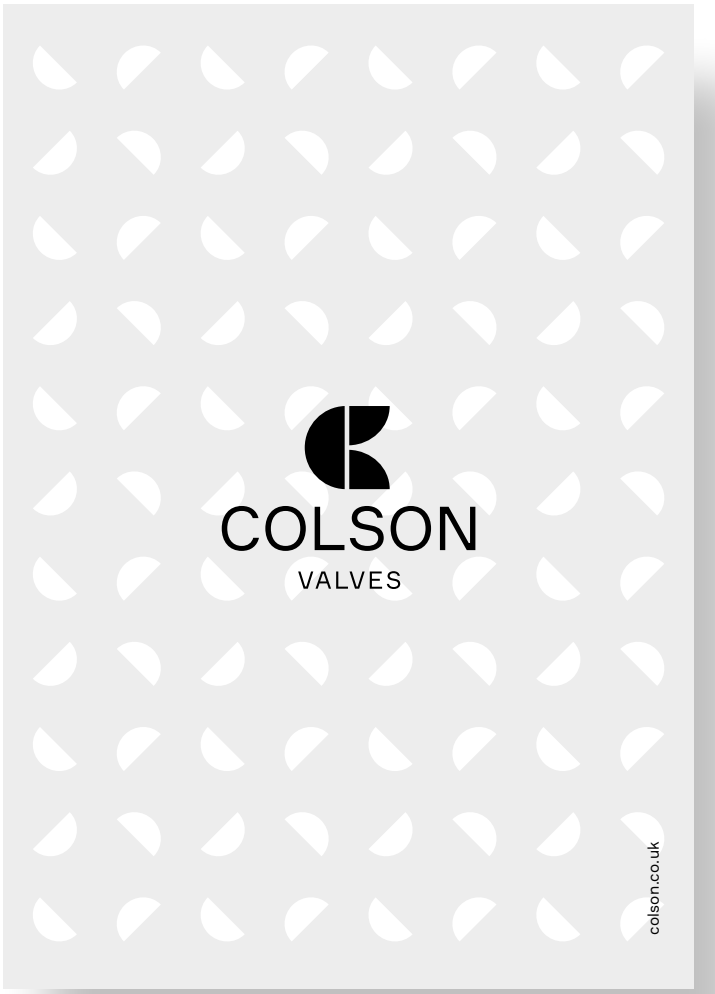


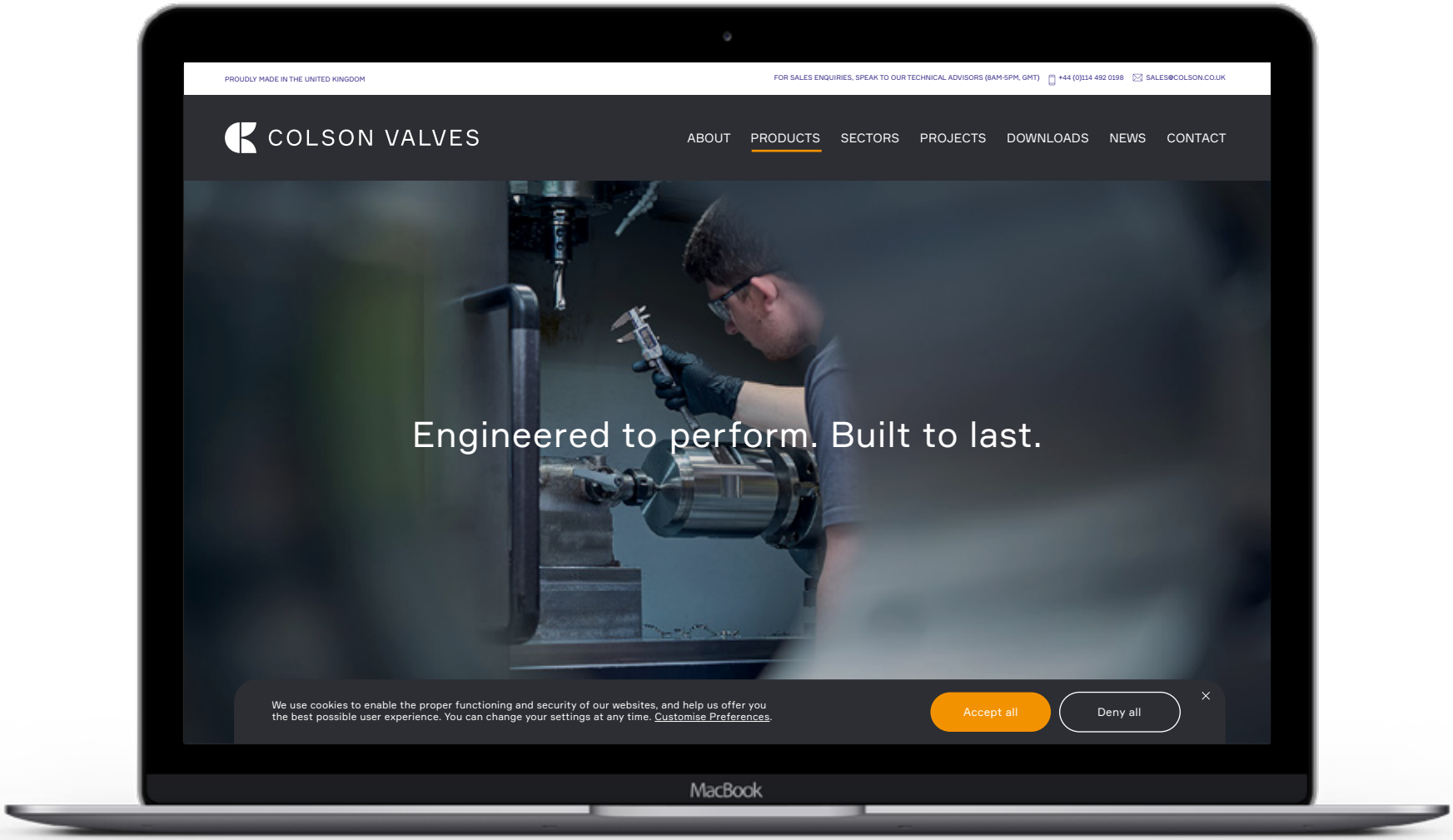
Examples


COLSON
VALVES
colson.co.uk


COLSON
VALVES
colson.co.uk


COLSON
VALVES
colson.co.uk


COLSON
VALVES
colson.co.uk


PROUDLY MADE IN THE UNITED KINGDOM
FOR SALES ENQUIRIES, SPEAK TO OUR TECHNICAL ADVISORS (8AM-5PM, GMT) +44 (0)114 492 0198 SALES@COLSON.CO.UK
COLSON VALVES
ABOUT PRODUCTS SECTORS PROJECTS DOWNLOADS NEWS CONTACT
Engineered to perform. Built to last.
We use cookies to enable the proper functioning and security of our websites, and help us offer you the best possible user experience. You can change your settings at any time. Customise Preferences.
Accept all
Deny all
MacBook



JAMES HINCHLIFFE
Sales Director

james.hinchliffe@colson.co.uk
+44 (0)114 395 0600
+44 (0)7920 792 979

colson.co.uk

Unit 5, Bessemer Park, Bessemer Way,
Templeborough, Rotherham S60 1EN

Engineered to perform. Built to last.

Part of Advanced Flow Technologies Group


COLSON
VALVES

--

Best Regards

James Hinchliffe | Sales Director

Unit 5, Bessemer Park, Bessemer Way, Templeborough, Rotherham S60 1EN United Kingdom
T +44 (0) 114 492 0198 | M +44 (0)7920 792979 | DD +44 (0) 114 3950600
james.hinchliffe@colson.co.uk | www.colson.co.uk



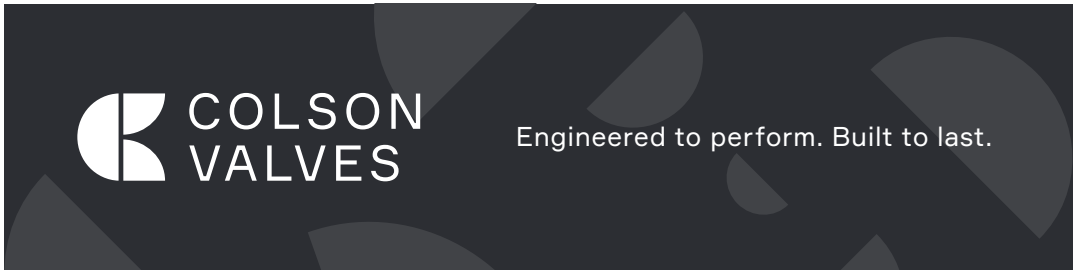
IMPORTANT - This message is intended for the addressee only and may contain private and confidential information or material which may be privileged. If this message has come to you in error you must delete it immediately and should not copy it or show it to any other person. Colson X-Cel Ltd (trading as Colson Valves) is a company registered in England and Wales under registration number: 2666765. Registered office: R-evolution @ the AMP, Unit 3a Brindley Way, Rotherham S60 5FS United Kingdom.

--

Best Regards

James Hinchliffe | Sales Director

Unit 5, Bessemer Park, Bessemer Way, Templeborough, Rotherham S60 1EN United Kingdom
T +44 (0) 114 492 0198 | M +44 (0)7920 792979 | DD +44 (0) 114 3950600
james.hinchliffe@colson.co.uk | www.colson.co.uk



IMPORTANT - This message is intended for the addressee only and may contain private and confidential information or material which may be privileged. If this message has come to you in error you must delete it immediately and should not copy it or show it to any other person. Colson X-Cel Ltd (trading as Colson Valves) is a company registered in England and Wales under registration number: 2666765. Registered office: R-evolution @ the AMP, Unit 3a Brindley Way, Rotherham S60 5FS United Kingdom.


Speed and flexibility
without compromise.
COLSON
VALVES


Total control from
start to finish.
COLSON
VALVES


Decades of proven
experience.
COLSON
VALVES


COLSON
VALVES
colson.co.uk
DELIVERIES


Integrity built in.
COLSON
VALVES
For British engineering excellence, visit colson.co.uk

© Colson Valves 2026

If you have any questions about these guidelines, or need further advice on using our branding, please contact our marketing dept on 0114 492 0198.

Alternatively email marketing@colsonvalves.co.uk

© Colson Valves 2026

These guidelines are approved on behalf of Colson Valves.

Signed by:

..... Date: .....

..... Date: .....

..... Date: .....

..... Date: .....



COLSON

VALVES