



# Bernard Marr & Co.

Intelligent Business Performance

Partner  
Guidelines 2017

Bernard Marr & Co.



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# Intelligent Business Performance.

Bernard Marr is a best-selling business author, keynote speaker and consultant in strategic performance, analytics, KPIs and big data. He is one of the world's most highly respected voices anywhere when it comes to data in business. His leading-edge work with major companies, organisations and governments across the globe makes him a globally acclaimed and award-winning researcher, consultant and teacher.

Bernard is a regular contributor to the World Economic Forum, is acknowledged by the CEO Journal as one of today's leading business brains and by LinkedIn as one of the World's top 5 Influencers.

He has written a number of seminal books and over 200 high profile reports, including 'Big Data' (an Amazon No 1 Bestseller in the US and UK, winner CMI Management Book of the Year 2016 - Management Futures), '25 Need-To-Know Key Performance Indicators' (No 1 Amazon Bestseller, WHSmith best business book award), Key Performance Indicators: The 75 Measures Every Manager Needs To Know' (international bestseller, translated into 17 languages) 'The Intelligent Company', 'Doing More with Less', 'Managing and Delivering Performance', Key Performance Indicators For Dummies' and 'Strategic Performance Management', a number of Gartner Reports and some of the most respected research studies in the field.





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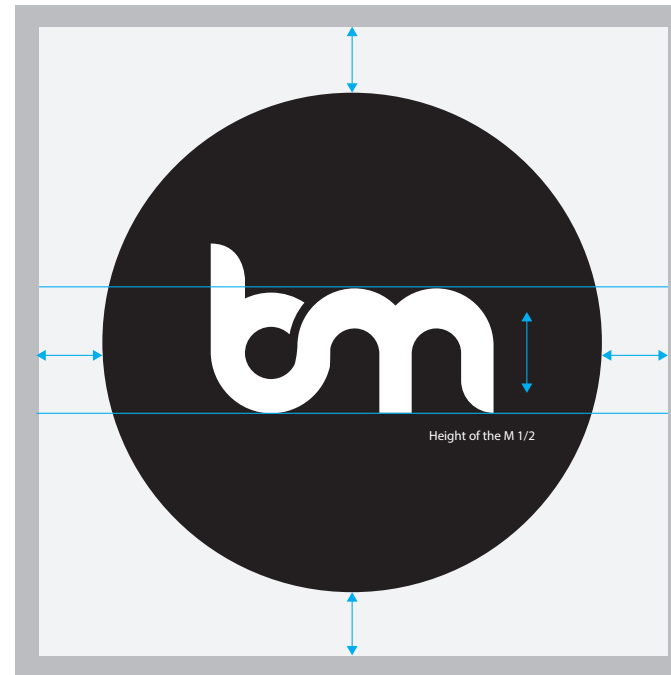






To ensure integrity and maintain visibility of the Bernard Marr logo and wordmarks - including lockups - a set of clear zones has been established.

When using the logo, the minimum surrounding space required is no less than the height of the 'M' divided by 2, as displayed in the image to the right. When using the Bernard Marr & Co. brand name, the minimum surrounding space required is no less than the height of the 'M' divided by 2, also displayed in the image to the right.



**Bernard Marr & Co.**

Intelligent Business Performance



**Bernard Marr & Co.**  
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The font and layout used throughout this document are representative of the Bernard Marr & Co. company branding and should not be altered in any way.

When provided with the logo, you should not change the colour of the BM to any other colour than that provided to you. You should not make this area transparent as this will impact on the visibility of the logo, should the black or white be removed.



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# Black

Pantone: Black 6 c

HEX: #000000

C: 0      R: 0

M: 0      G: 0

Y: 0      B: 0

K: 100%

# Paper White

Pantone: 000c

HEX: #FFFFFF

C: 0%      R: 255

M: 0%      G: 255

Y: 0%      B: 255

K: 0%

# Green

Pantone: 380c

HEX: #c6ce00

C: 31%      R: 198

M: 4%      G: 206

Y: 98%      B: 0

K: 0%







# Lora Regular

Futura PT Light

Futura PT Book

**Futura PT Medium**

**Futura PT Demi**

**Futura PT Heavy**

**Futura PT Bold**

12345678910!"£\$%^&\*()-+\_=/'[:]

# Lora Bold

Ullanden derumquisqui doluptio. Natur alignim que sim quistioem. Aborpos simet imi, omnihicid ut doluptibus vellabo rectemq uaturis aut et volorio ipis serumetur re eum rerovitati dolorec turias cus, cus esecusdaepe occuptatur? Rios auda iment laut ut aliam, que omnis ut la num quation sectota sperspe reperferunt que ped et quia que optatur modit et, tes qui odit quodips unditio nsequi dolorep eremodic tem



Power Point fonts

Century Gothic Reg

*Century Gothic Italic*

**Century Gothic Bold**

***Century Gothic Bold Italic***

Lora Regular

**Lora Bold**

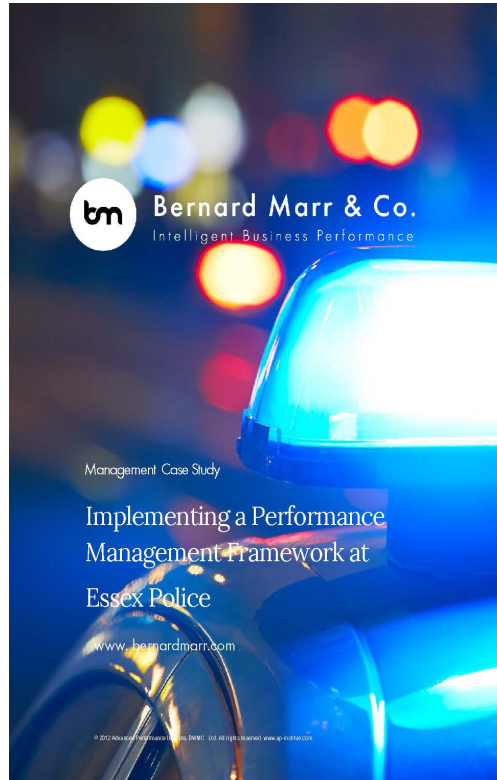
It is important to keep a consistent brand image when reaching out to external audiences.

When provided with the PowerPoint template, you must not change the structure, layout or colour scheme of any of the slides.

To ensure integrity with the Bernard Marr & Co. branding, Century Gothic has been chosen as a generic font to be used throughout all external PowerPoint presentations.



Business Cards, White Papers and other forms of stationary are one of the most formal expressions of the Bernard Marr & Co. brand and as such the layout, structure and branding cannot be altered in any way, they must be used as provided.





### Banner Dimensions

To ensure integrity throughout the Bernard Marr & Co. brand, banner dimensions for social media have been specified to the right, and must be adhered to. Information correct as of July 2016.

### Profile Pictures

Dimensions vary across social media platforms. Follow the size guide to the right to ensure the image scales correctly without distortion. Sizes listed correct as of July 2016.



851 x 315px



160 x 160px



1500 x 500 px



400 x 400px

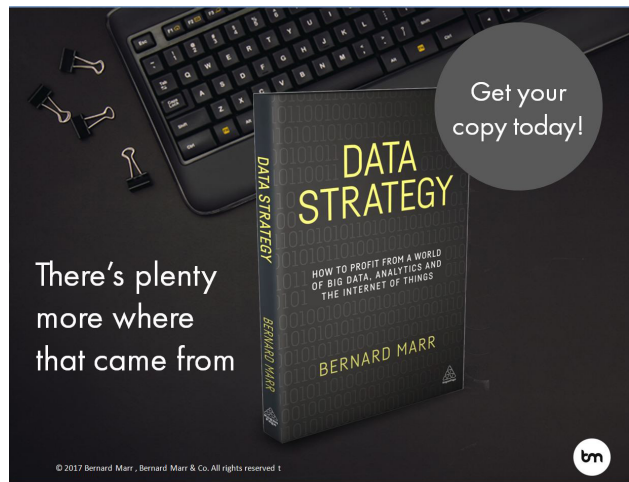




.01



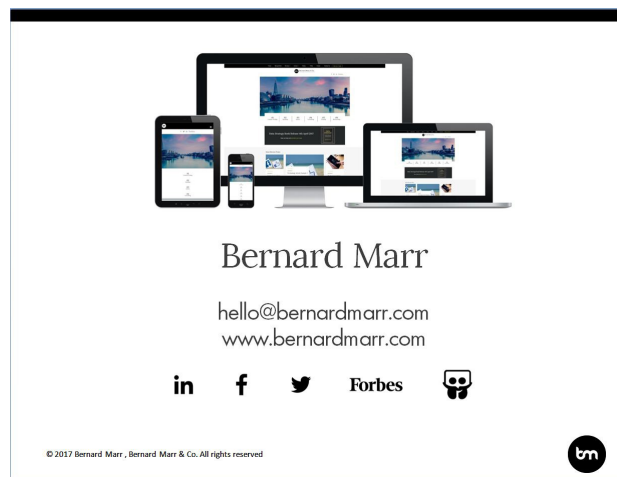
.02



.03



.04



Book Slideshare template

.01 = Main title page

.02 = Book page

.03 = internal page design

.04 = Contact page template

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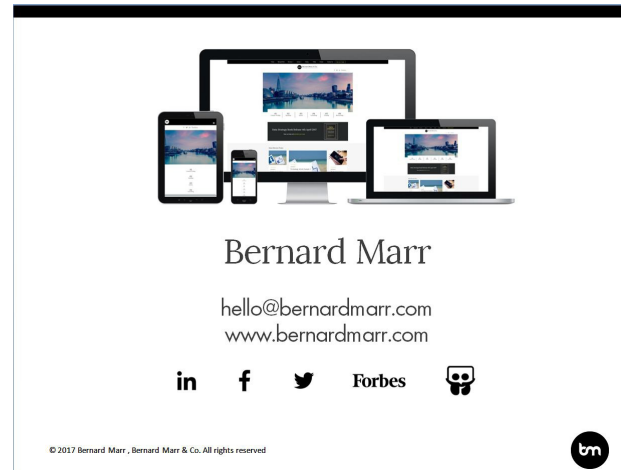
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.03



**Book Slideshare template**

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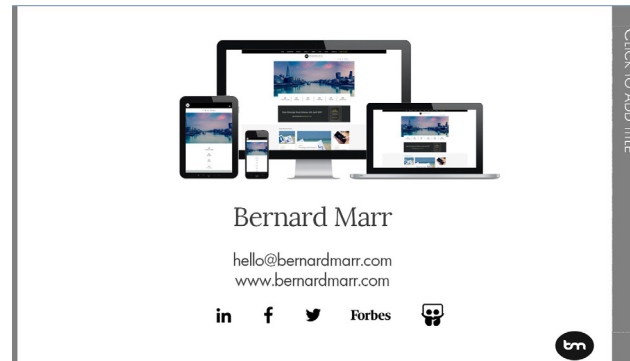
.03



.02



.04



Book Slideshare template

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