



# Building OUR BRAND





The background of the slide is a photograph of an industrial setting. In the foreground, there are several pallets of stone or concrete blocks, some wrapped in white plastic. In the background, a yellow forklift is visible, carrying a large, flat, rectangular object. The scene is brightly lit, suggesting an outdoor or well-lit indoor environment.

# Building OUR BRAND



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01

BUILT  
AROUND YOU



# “ Our product is actually the SERVICE WE GIVE ”

**David Kilburn was 50 years old when he became an entrepreneur, setting up MKM Building Supplies.**

David had plans for the site in Hull; it was certainly always going to be a large, local business but he didn't anticipate opening up other branches. A chance phone call came from a former colleague, who asked if MKM would be interested in opening a branch in Drifffield, and the model was born. One branch quickly became five, then ten and the rest is pretty much history.

For MKM, it is the people, their relationships and their hunger for success that drives our success. The products we stock are the products we stock, our

product is actually the service we give.

When our branch managers get to work, they look after the customers. We have the nimbleness of a small business, with the benefits of a larger group structure. Finance, marketing, IT, purchase ledgering – everything is done centrally so the guys in branch can turn up and get on with it.

Our customers jump from one job to another, the weather might dictate where they will be going at 7am. They ring and they want what they need when they need – it can't be about delivering on our terms. Builders jump between jobs: if you know that and understand that you can accommodate it.





BUILDING OUR BRAND - BUILT AROUND YOU

“MKM isn’t built on one voice.  
We’re built on the voices of  
**ALL OUR PEOPLE**”

With every MKM branch run independently, we want to make sure that our voice represents the personal service we’re so proud to deliver.

This allows us to embrace what makes us different. It’s something that not everyone else can say. It applies to every aspect of the services we offer: building solutions, pricing and finance, supply chain, relationships, bespoke/design-led projects through to Branch Directors, their teams and their network of peers.

Our people live the brand every day, so we need the same characteristics they display on the shop floor to shine through at all other touch points.



## Purpose-built

No two MKM branches are alike. Each is located, stocked and staffed for the needs of the local customer base. Our Branch Directors are chosen for their knowledge of the local market, and build their branch team and range to match.

## Flexible

Every business and every project is different. By putting subject experts and business decision-makers close at hand, we're always able and ready to answer and adapt to customers' needs.

## Personal

MKM is a family. It's about people and the things that

matter most to them; their livelihoods and their homes. We're first and foremost about building individual relationships and personal trust.

## Approachable

We offer a good-natured, warm welcome to all comers, whether we know them yet or not, and use simple language anyone can understand without being experts or graduates. We move quickly from talking about "you" to talking about "us".

## Assured

Without being boastful, we know our stuff and take pride in it. Our customers need to have trust and confidence in us, so we give them good reasons to believe. We have the confidence to say when we don't know

something, and never exaggerate or lie.

## Can-do

We're helping people build and grow. We're always forward-looking, solution-focused and constructive. We're eager to help and excited by challenges. We avoid seeming passive or negative, or focused on the past.

## Local

Our knowledge of the area and local community is second to none. After all, we're built around local experts from the area, with our branches tailor made to suit them.



“ On hand with expert advice, or **GOING THE EXTRA MILE** to get what you need ”

Brand advantage consists of the reasons for customers to prefer MKM. It's how we express Built Around You through our key propositions and proof points to give us the edge in market.

**Built around you, the trade customer.**

You'll find you have a personal relationship with the folk at your local MKM - from the staff member who greets you on your way in, to the Branch Director you'll know personally. And because we get to know you, we care about the success of your business. It matters to us that we do what it takes to support you and earn your trust, whether that's being on hand with expert advice, or

going the extra mile to get what you need. Our people are recruited and trained to provide the expertise you need, so you always have a specialist to talk to about your projects.

**Built around you, the home-owner.**

Achieving your vision for a major house project is a long journey. So it's good to know there's a place to turn to that can help you every step of the way. From design inspiration to material selection, from minor renovations to full house self-builds, MKM's experts are on hand to help you and your trade-partners shape the project around you. We're not tied into unwieldy national supply agreements, so we can adapt our stock and services.







01



BUILT AROUND OUR PEOPLE



1536

HYSTER

MKM

HYSTER 3.5  
FORTENS

**Caution**  
Keep 2 metres  
clear of lift truck  
Do not approach work unless  
you understand manual controls

# “ No two branches are the same. That’s what **MAKES THEM SPECIAL** ”

## **Built around you, the Branch Director.**

It’s your business, and your vision we’re helping you build towards. You shape the local offer to your customers - the areas of focus, the range, the layout, and you shape the team you need around you to meet the local opportunities. But you’re not alone. Built around you is a network of peers with the same values and similar challenges, looking to share, learn and grow together. You know best how to optimise opportunities locally and address the needs of businesses and homeowners in your area. We give you the freedom to build the team, the range and the services that best suit your market. Your branch exists to serve the community around you. We support you to play an active part in the communities you serve, drawing your team from the area and making a positive contribution that is valued by local people.

## **Built around you, the branch employee.**

The most important part of our business is the personal relationships we grow with our customers. That means our business is built around YOU. That’s why we recruit and train the best workforce in the business, and why you can count on the MKM Family to support each other to offer the best welcome, the best help and the best advice you can to our customers. Brand advantage consists of the reasons for customers to prefer MKM. It’s how we express Built Around You through our key propositions and proof points to give us the edge in market. Our branches are shaped by the teams that work there, and the needs of local businesses and homeowners. No two MKM branches are the same – that’s what makes them special. We’ll support you to make your branch your own.





02

# VISUAL IDENTITY

“ The MKM brand  
represents us all and  
allows us to  
**PRESENT  
OURSELVES WITH  
CONSISTENCY**  
in everything we do ”

**The MKM visual identity underlines the belief we have in the strength of our brand and helps reinforce our distinctive market position.**

In 2022, we evolved our visual identity to reflect the progress in our business. These updated guidelines are designed to provide clarity in the use of this evolving visual identity. The latest evolution of our visual identity is designed to better reflect our current market strength and our business strategy going forward.

As our business develops, it is necessary to ensure that our visual identity represents our ambitions and is consistently applied. Like all brands we have visual cornerstones that, when combined, help distinguish us from our competitors. In these guidelines we look at each of these cornerstones in detail. If you're working on a project for MKM, please do read these guidelines thoroughly; they have been created with you in mind.

LOGO

**MKMM**



## Our logo

The primary logo should be used on a yellow background wherever possible, using the blue/white/blue word-mark.



### Secondary logo

The secondary colourway would be used when the logo needs to be added to a white background, for example on letterheads or cleaner, premium artwork. The secondary logo must also be used in conjunction with retail focussed branding.



### Tertiary logo

The tertiary colourway should only be used when no other colourway is viable. An example of this would be on our blue workwear.



### Single colour logo

The single colour logo is for use when the method of reproduction makes it impossible to replicate the others to a high quality.

## LOGO SPECIFICATIONS

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### Clear space

To ensure our logo offers maximum visual impact, we must maintain a clear space area around it at all times; type and images must not encroach into this area. Please follow these guidelines to ensure you always maintain this clear space.

Half of the total height of the logo is generally a good measurement to abide by. In smaller more confined spaces, use your best judgement.

## Sizing our logo

Our logo is sized by measuring the width of the word mark as shown. A minimum size for reproduction has been specified ensuring our logo is always produced with clarity.



45mm (1.77 inches) – e.g. A3



40mm (1.57 inches) – e.g. A4



35mm (1.38 inches) – e.g. A5



30mm (1.18 inches) – e.g. business card

## Minimum size

On printed materials, we recommend our minimum width to be no shorter than 20mm. Any smaller and details will start to get lost.

The digital minimum size should be no less than 80 pixels.



20mm (0.78 inches) – Minimum size

## LOGO SPECIFICATIONS



### Using our logo on imagery

Our logo can be placed on imagery but legibility must be maintained. Always make sure you position the logo so it is not confused with part of the image. On black and white images always, try to use the reversed out yellow white yellow logo. Never position our logo on an area within an image that is cluttered or too similar in tone to the logo.

## Things to avoid

Here are a few examples of the logo being used incorrectly. Whenever you create communication material for MKM, always use master artwork. Never recreate, copy or alter the logo in any way.



Don't stretch the logo



Don't squash the logo



Don't rotate the logo



Don't create the logo in an alternative font



Don't reverse the logo's colourway



Don't create a single colour version from the primary logo





03

# COLOUR PALETTE

## BRAND COLOURWAYS



### The MKM colours

Our colour palette has been designed to help us stand out within our market. The colours have been selected to create fresh, modern and confident communications. How we use these colours is key.

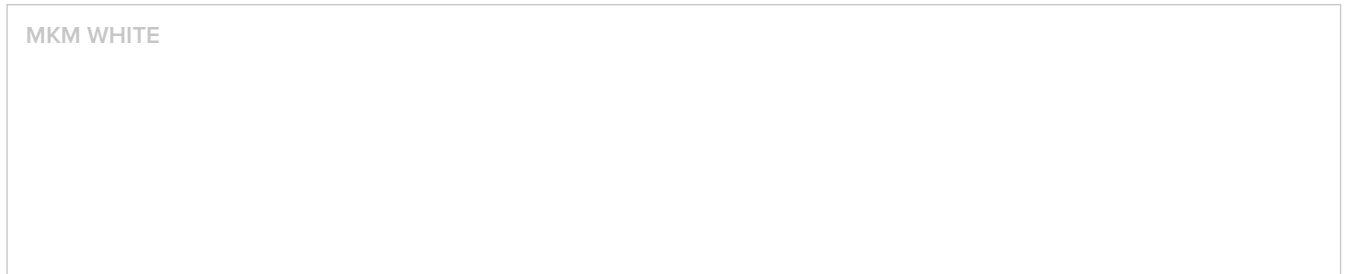
## Core colours

MKM Yellow and MKM Blue are our core brand colours. They are used in two distinct ways: the MKM Blue acts as an accent colour and the MKM Yellow works as a base colour, a foil to the darker blue.



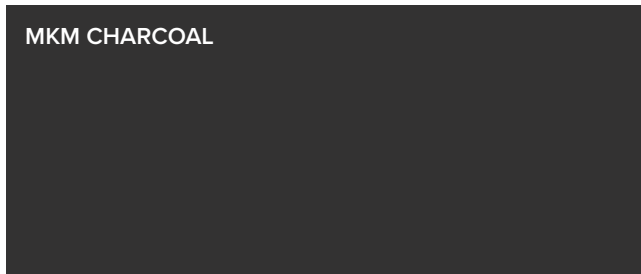
## Contrast colour

We use white as a contrasting colour to the MKM Yellow and Blue. It acts as a good back drop to our core colours, applied heavily within our retail branding and gives our communications a fresh, modern feel.



## Secondary colours

We have created a secondary colour palette for our brand to provide a more dynamic range of contemporary colours for use in our communication materials. These complimentary colours support the core palette and bring additional dynamism to our marketing materials. These secondary colours can be used across internal and external communications where it is felt that additional impact is required to support key messages.





# COLOUR REPRODUCTION REFERENCES

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**MKM YELLOW**      **HEX #FFCC00**  
**CMYK 0 20 100 0**      **PANTONE 116C**  
**RGB 255 204 0**      **RAL 1023**



**MKM BLUE**      **HEX #143981**  
**CMYK 100 80 0 18**      **PANTONE 286C**  
**RGB 20 57 129**      **RAL 5002**

## Colour values

It is important that our colours are reproduced consistently. Here are the references required for correct colour reproduction across all mediums, from process colour in print through to web design.

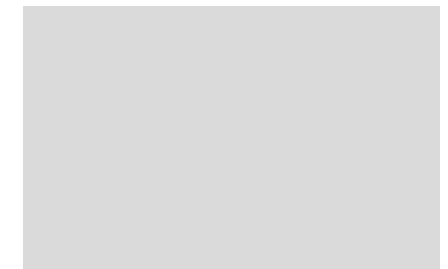
The CMYK values shown on this page are different to those within the PANTONE® colour bridge book. This is because through extensive testing, we have established closer process colour matches for both the MKM Yellow and Blue than provided by PANTONE®. However, when printing specials, MKM Yellow and Blue must be reproduced to match the PANTONE® specification as noted.



**MKM CHARCOAL**      **HEX #333233**  
**CMYK 69 60 56 66**      **Cool Grey 11C**  
**RGB 51 50 51**      **RAL 7021**



**MKM MID GREY**      **HEX #72787a**  
**CMYK C10 M0 Y0 K65**      **Cool Grey 8C**  
**RGB 80 89 89**      **RAL 9022**



**MKM LIGHT GREY**      **HEX #DADADA**  
**CMYK 0 0 0 20**      **Cool Grey 6C**  
**RGB 218 218 218**      **RAL 7047**



WAL



04

# OUR TYPEFACES



## EXTERNAL TYPEFACES

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### Our external typefaces

Proxima Nova and Din Stencil typefaces are used for all professionally printed communications, and for graphics within MKM digital communications. They have been selected for their clean, modern design and wide variety of weights.

#### Proxima Nova

We use a variety of weights from the Proxima Nova family. This gives us the flexibility to create a typographic hierarchy and emphasise key points. For example, we often use a bold weight for headings - in conjunction with Din Stencil medium in some trade focussed cases, giving impact and a regular or light weight for body copy as this is easier to read.

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890/?!&@€

Proxima Nova Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890/?!&@€

Proxima Nova Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890/?!&@€

Proxima Nova Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890/?!&@€

Proxima Nova Bold

## PF Din Stencil

We only use the medium uppercase version of the Din Stencil family, and only use within trade communications. This should be used for highlighting key words within main headings and to emphasise important information.

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
1234567890/?!&@€

PF Din Stencil Medium

## INTERNAL TYPEFACES

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### Our internal typefaces

Montserrat and Gill Sans are used in place of Proxima Nova for digital communications, such as Word and PowerPoint. This helps maintain a consistent look and feel across all company communications. Montserrat is our web font and Gill Sans is readily available on all computers allowing us to use it with ease. However, we use Gill Sans sparingly and validation is needed before use by the marketing team.

#### Montserrat

For use with our web and digital assets.

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890/?!&@€

Montserrat Regular

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890/?!&@€**

Montserrat Bold

#### Gill Sans

For use with PowerPoint and Word documents and other presentations.

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890/?!&@€

Gill Sans Regular

LET'S  
BUILD



## TRADE HEADLINES

Trade focussed headlines

Use Proxima Nova Bold for headlines.

**Make sure to  
highlight**

Keep the spacing compact but not too tight.

**THE IMPORTANT  
PART**

Use Din Stencil Medium to highlight key words.

**of the headline**

Use the colour palette to create a contrast in the headline.

## How we apply our fonts

Combining Proxima Nova and Din stencil we can create a completely original touch point, and something that is uniquely us. Our typography style will be instantly recognisable within the building supplies trade.

### Trade headlines

Breaking tradition of using short, succinct and to-the-point header copy of 2–6 words, we've opted for a more friendlier, playful approach to headlines. We can explore longer phrases to get the message across, highlighting the key part of the phrase in Din Stencil Medium, leaving the rest of the copy in Proxima Nova Bold lowercase. The spacing should be kept compact but not too tight. Where possible, use two of our primary colours to emphasize parts of the headline.

### Subheadings and body copy

Proxima Nova is a clean, clear font and where possible should be used for all aspects of print related copy. Light and regular weights are preferred. 12pt subheadings and 10pt body copy are a good general rule, but the designer should use discretion depending on the size and purpose of the media.



### Retail focussed headlines

Use Proxima Nova Regular for headlines.

Proxima regular  
along with

Keep the spacing compact but not too tight.

**PROXIMA BOLD  
UPPERCASE**

Use Proxima Nova Bold to highlight key words.

in retail headlines

Keep headlines in MKM Blue on white, or white on a dark image background.

FREE  
LOCAL  
DELIVERY

Make the outdoors  
great again  
**WITH OUR  
LANDSCAPING  
RANGE**



Explore our range of landscaping materials at MKM.  
Visit our branch landscaping display or speak to one of  
our specialists who can help you find the right product.

Birch Close, Alnwick  
[mkms.co.uk](http://mkms.co.uk)

BUILD  
BEAUTIFUL  
GARDENS  
**MKM**

### Retail headlines

As Din Stencil has a very industrial appearance. It should be replaced on retail-focussed assets with Proxima Nova bold. The remainder of the headline should feature Proxima Nova regular. This gives a cleaner, more premium feel to the typography.

### Subheadings and body copy

For consistency within the brand, Proxima Nova should be used in the same fashion as the trade body copy, at similar weights.





05

# DESIGN ELEMENTS

## DEVICES & ICONOGRAPHY

### Call to action

We can also highlight information and call to actions in our custom squares. We use MKM Yellow, MKM Blue, or white, whichever compliments the artwork best. These can be used for CTAs, USPs and general labelling.



TRADE



RETAIL



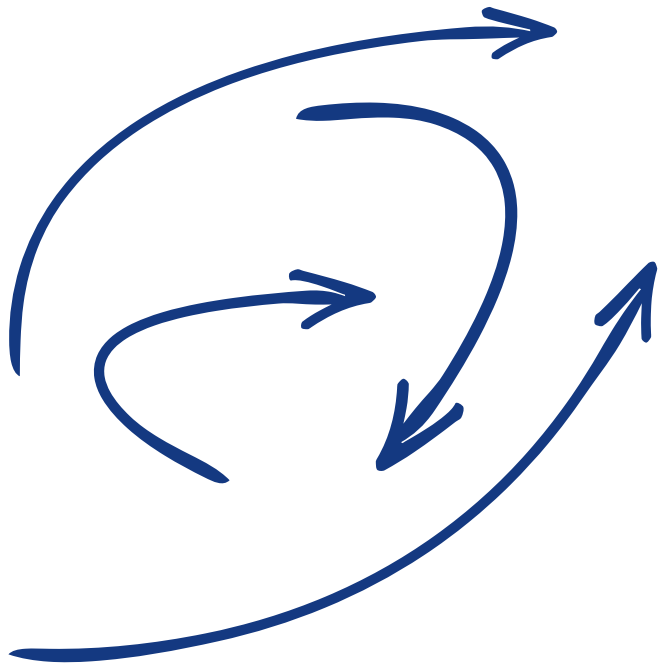
### MKM chevron & angles

The consistency of the angles in our logo allows us to expand throughout our design and layout. Chevrons can be present as bullet points and angled elements can be used to enhance the compositions to create something that is uniquely 'MKM'.



## Arrows

If a particular asset requires highlighting, using an arrow is an effective way to achieve this. The 'hand drawn effect' works well with our style, highlighted below.



## Iconography

We have a varied suite of icons available for print and digital use. Line weight should always be consistent to the examples opposite.

If you need a new icon that isn't currently shown here, speak to our in-house designers who will be able to create one for you.

## LAYOUT



### Design from the right angle

The angles don't have to limit creative layouts. As long as the angle is consistent with the lines in the MKM logo, you're free to explore. These can be used in conjunction with cut-out or full-bleed imagery to create the layout with the right impact, that shouts MKM.

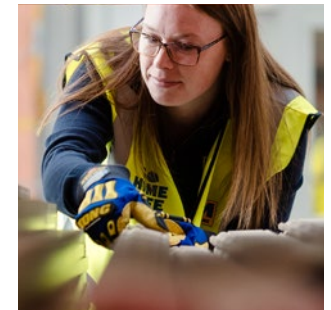
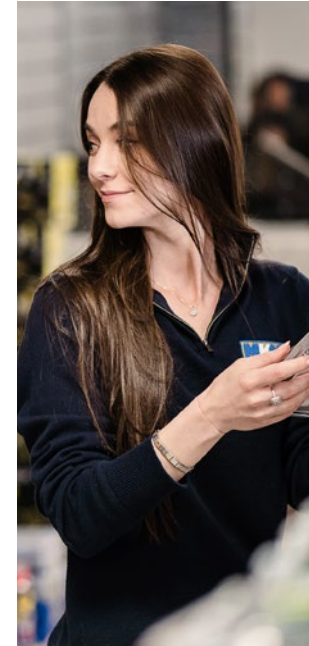


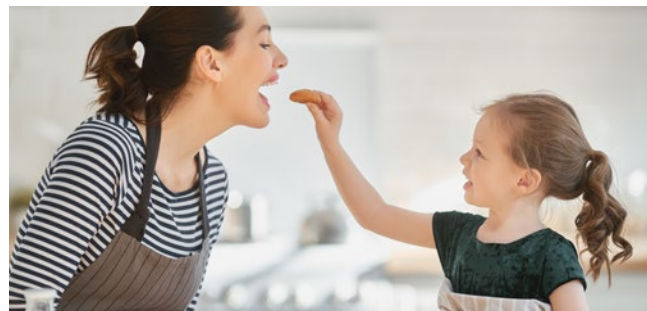
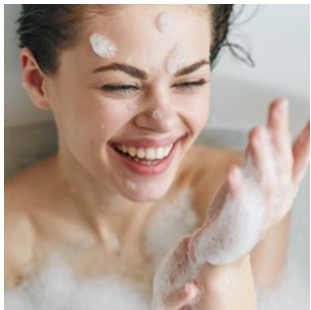


# PHOTOGRAPHY

## Trade focussed imagery

These images are used to show our people and customers. They should capture the personality of the individual and the essence of their role within the company. They should incorporate a wide variety of trade-focussed imagery from branch staff and products and materials, through to trade professionals and customers. Our styles range from focused portraits, graphic details, project based photographs and narrative images. They should always have a natural reportage feel, never staged or art directed.





### Retail focussed imagery

Retail images should have a lighter, more friendly appeal, based around a particular lifestyle that showcases our product range, service, and retail customer. The photography should be bright and attractive.



06

# UNDER CONSTRUCTION



## TRADE EXAMPLES



### Made for trade

MKM has to achieve the balance of addressing our trade audience in an exciting and playful way, embracing the MKM Yellow and Blue palette, while our retail design requires a more premium feel, with a friendlier tone of voice. We have to distinguish between the two clear personas while delivering a consistent brand. The following examples show how we can build our brand around the trade audience, then adapt for the retail sector.





# TRADE EXAMPLES



**MKM**

BUILDING MATERIALS  
 TIMBER, SHEETS & JOINERY  
 PLUMBING & HEATING  
 KITCHEN & BATHROOM SHOWROOM  
 LANDSCAPING  
 ELECTRICAL  
 TILES

01252 962666  
 mkmbbs.co.uk

**MKM**

NOW OPEN

Steve  
 Warehouse  
 Sunderland

More sweat  
**LESS TEARS**

Hey builders, joiners, plumbers, fitters, electricians, landscapers, brick layers, tilers, decorators and weekend DIYers. We're here.

Ryhope Road Sunderland  
 mkmbbs.co.uk

FREE LOCAL DELIVERY

All the building supplies you'll ever need,  
**UNDER ONE ROOF**  
 ...this roof, actually.

Hey builders, joiners, plumbers, fitters, electricians, landscapers, brick layers, tilers, decorators and weekend DIYers. We're here.

Ryhope Road Sunderland  
 mkmbbs.co.uk

**MKM**



## RETAIL EXAMPLES

### Ready for retail

Our retail brand required a rethink - The grey palette dominated the colour scheme while the logo became a single colour option. We've developed a solution that retains the familiar MKM colour scheme while remaining premium in appearance. Kitchens, bathrooms, landscaping and showroom products should be presented in this way.





**FREE LOCAL DELIVERY**

## Your local LANDSCAPING SPECIALISTS

Explore our range of landscaping materials at MKM. Visit our branch landscaping display or speak to one of our specialists who can help you find the right product.

Birch Close, Atwick  
mkms.co.uk

BUILD BEAUTIFUL GARDENS

**FREE LOCAL DELIVERY**

BUILD BEAUTIFUL KITCHENS

## Meet Ally, OUR NEW KITCHEN SPECIALIST

Speak to Ally for expert advice on anything kitchen related. She has over 10 year's experience in the industry.

**Ally Smith**  
Kitchen Specialist

Mill Street, Driffield  
mkms.co.uk

WWW.KITCHENS.COLLECTION.2022

### ROCKFORT

An Ivory kitchen canvas

With its simple styling, Rockfort has the versatility to offer a traditional or modern look. Modern appliances and pendant lights add, or alternatively more traditional fixtures to complete a more classic look.

ROCKFORT ISLE (SEE PAGE 40) BENCH (SEE PAGE 41) PENDANT (SEE PAGE 42) PRICE BAND 1

PRICE BAND 1



Stoneferry Road Hull HU8 8DE [marketingteam@mkmb.co.uk](mailto:marketingteam@mkmb.co.uk)

[mkmb.co.uk](http://mkmb.co.uk)