



Logo and brand Identity Guidelines

Brand Overview



Driving heritage, taste and quality

At Wall's we've been putting British food on the map since the first day Thomas Wall opened his St. James market stall in 1786. We're extremely proud of our succulent pork sausages and quality cuts of prime bacon which have had pride of place on the nation's plates including five Royal households for generations. Our tasty crowd-pleasers have been inspired by Thomas Wall's expertise as a master butcher which made him the talk of London all those years ago. Enjoyed by Britain for over 230 years Wall's remains a much loved national icon to this day committed to delivering quality meat products to a hungry hard-working nation.

Our History

1786 Richard Wall (Thomas Wall's father) opened a butchery in St. James' Market, London.

1812 He quickly earned an enviable reputation as a pork butcher and word of his superb quality cuts of meat and delicious pork sausages soon reached the Royal Household. Richard Wall received his first Royal Appointment as "Pork Butcher to the Prince of Wales" in 1812.

1834 Wall's commitment to quality was already legendary - it was so popular that it was forced to move to larger, more prestigious premises at 113 Jermyn Street.

1870 Thomas Wall's involvement in the business began in 1870. He was responsible for the expansion of the company nationwide and by the early 20th century, demand for Thomas Wall & Sons products was such that Wall's opened its first factory in Battersea, London. Since then, the Wall's name has grown into a huge franchise, spanning not only meat products, but also other pastry and snack products, as well as frozen foods, manufactured in sites across the UK.

1922 Lever Brothers acquired the business

1994 Kerry Foods acquired the meats side of the business (Sausage & Bacon) under a trademark licence agreement with Unilever who retain ownership of the master Wall's brand which is famous for ice cream under a trademark licence agreement with Unilever who retain ownership of the master Wall's brand which is famous for ice cream

2006 Wall's launches its first ever microwaveable sausage (Ready Baked)

2014 Wall's Pastry business sold to Addo Foods under a sub-licence trademark agreement with Kerry Foods

2016 Packaging design refreshed and improved recipe on fresh sausages with +10% meat content

2017 1 Minute Sausage convenience packs launched

Logo Specifics

How we use our logo is crucial in keeping its visual meaning and identity intact. While we can alter certain aspects of the logo without losing impact and recognition, these options are limited. The following guidelines should always be your first option.

When the logo is used, it should be sufficiently isolated from illustrations, photography or other words or images that might detract from the logo's importance. The logo must be at least 15% of the logo mark away from illustrations, photographs, rules, page edges, or other type.



$x = \frac{1}{2}$ the height of the 'S'

Blue indicates Clear Space. The blue area must be kept free of all other graphical and visual elements.



The master logo should always be the first choice of logo for use. Always use the appropriate colour references as shown here. The Pantone format is preferred in print applications.



Pantone 186 C



Process
C0 M100 Y81 K4

Pantone 2748 C



Process
C100 M88 Y0 K14

Pantone 871 C



Metallic
(No 4 colour breakdown)