



soilfix
GROUND RISK SOLUTIONS

OUR BRAND GUIDELINES



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THIS MACHINE

PLANT NUMBER	
PROJECT	
PROJECT NO.	
DATE	
OPERATOR	

ALL RELEVANT CERTIFICATION
TO BE KEPT IN THE SITE OFFICE

TINLLER
BUG Coupler

“

“Our brand is an important part of our business, together with our people, our machinery and the work we do on-site.”

GEORGE EVANS, MANAGING DIRECTOR OF SOILFIX

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Our brand

01





soilfix
GROUND RISK SOLUTIONS

HI. READY TO HELP US CREATE A **BRIGHTER** FUTURE?

As the UK population grows, we will need to build new homes, schools, hospitals, factories, shops and offices. But meeting this constant demand is putting enormous pressure on our precious green spaces and is responsible for the loss of our valuable and irreplaceable countryside.

THERE IS ANOTHER WAY

A 'brownfield first' approach to development can actually speed up the construction process whilst also protecting our environment. And Soilfix makes it possible.

To reflect our ethos we've created our new brand. And if you're reading these guidelines, then you've a part to play in bringing it to life. Use the guidelines to help you understand our brand and our refreshing approach. They'll also give you the inspiration you need to create some equally refreshing work on our behalf.

Remember, we want to create a brighter future. So let's work together to make our brand positive and uplifting too.



LET'S START BY LOOKING AT THE FUTURE OF OUR BUSINESS

Our Mission

If we are to achieve our ambition of creating a brighter future we must give our business a mission; a long-term purpose to constantly strive for.

For Soilfix our mission is:

To continually advance our understanding and management of risk in the ground.

By following our mission we will:

- Create places people aspire to work or live in
- Constantly deliver safe environments for communities
- Improve people's mental and physical wellbeing
- Safeguard our countryside by unlocking brownfield sites
- Protect or enhance our wildlife, habitats and water resources
- Help people solve the problems they have with their land.



Our Vision

Our vision gives us a picture of what our business will look like as a result of pursuing our ambition. It gives us tangible goals and objectives we can all pursue and judge our success by.

For Soilfix our vision is:

Within the next three years, we want Soilfix to be widely recognised as one of the Top 5 leading remediation Contractors in England & Wales.

By 2022 we will:

- Be consistently achieving >50% p.a. repeat business from satisfied clients
- Re-invest >5% of annual profits in staff development or team-building
- Maintain annual staff retention of at least 95%
- Achieve zero lost-time injuries or accidents on our contracts
- Maintain target profitability on a consistent annual basis
- To be featured in at least 3 industry-wide publications or events per year.

By offering multi-disciplinary remediation services to industry, developers and main contractors, we can attract new customers, continue to meet the changing needs of our existing customers and command a premium price.

Which will give everyone that works for us – and with us – the opportunity to develop and prosper.



Our positioning line

Our positioning line is our mantra. It encapsulates our ethos and speaks to our target audience in a language they want to hear. For Soilfix our positioning line, used on all marketing material, is:

**YOU KNOW
WHEN YOUR
SITE'S BEEN**

SOILFIXED

How can we demonstrate 'We're creating a brighter future'?

We help people to solve the contamination problems they have on their land. Partnering with Soilfix is good for our clients, the community, the countryside – and our future.

Our proof points:

We clean up contamination and pollution and make land safe for development.

We offer a highly personal and professional service with an absolute focus on meeting our clients' objectives.

Our recommendations, options and associated costs are presented in a no-nonsense, clear format that make truly informed, confident decisions possible.

We have a long list of satisfied clients because we deliver on time, on brief and on budget.

We remove the barriers to construction on brownfield sites and repurpose ugly, derelict parts of towns and cities to create more vibrant places to live and attract new investment.

Because developments on brownfield land are usually near to existing transport infrastructure and services, they have a reduced carbon footprint which is better for our planet.

Unlocking brownfield sites will help to save our countryside; a precious and valuable amenity that improves our mental wellbeing, cleans our air, is home to wildlife and grows our food.

**WE SHOULD USE
THESE PROOF POINTS
TO SUBSTANTIATE
ANY CLAIMS WE
MAKE IN OUR
COMMUNICATIONS.**



The glue that holds us together

Our brand values are the qualities that make us who we are. They provide reassurance for our customers and credibility for our business.

OUR VALUES:

Every communication we publish, regardless of the media, needs to encapsulate and express something of our values. Whilst we can change the emphasis we should never undermine these values under any circumstances. You'll also find the values make a really useful checklist which will help to ensure that design, imagery and copy is on brand and expresses the unique character of Soilfix.

At Soilfix, we're proud to be:

1

Personally, socially & environmentally responsible

We clean up contamination and pollution and make land safe for the development projects our country urgently needs and where wildlife can thrive. We recover and re-use materials to reduce waste, transportation and disposal.

2

Forward thinking

We are continuously researching, trialling and improving methodologies in remediation to help create safe environments for communities for the future.

3

Expert

We are specialists in the field of remediation and are continuously developing our expertise to unlock more brownfield sites. We sponsor development of industry best practice and standards.

4

Dependable

We are trusted to achieve regulatory sign-off and complete on time and on budget. All our recommendations, options and associated costs are clearly presented so our clients can make truly informed, confident decisions.

5

Personal

We listen, we understand our clients' development priorities and we tailor a solution that works for them.

6

Collaborative

We build strong relationships based on trust. We work in partnership with our clients, consultants and suppliers to solve the problems they have with their land. That's why partnering with Soilfix is good for developers, the community, the countryside - and our future.

Who's listening?

Our primary target audiences are:

LAND COMPANIES/ PROPERTY DEVELOPERS

Technical Buyers who regularly use remediation services. They may already know of / have used our competitors and consider them in a tender process.

ENVIRONMENTAL CONSULTANTS/ INDUSTRIAL COMPANIES

They want to access a broad range of environmental / ground risk services and build a relationship with a provider they can trust. They may not know how Soilfix approaches things differently.

MAIN CONTRACTORS

Commercial Buyers with multiple needs and buying a variety of services from a range of companies (from materials and equipment to design and consultancy). Will have a keen eye on the bottom line but appreciate value.





LET'S DIG A LITTLE DEEPER...

All our customers are looking for:



Confidence that the job is done to regulatory standards and the site is safe.



Clarity with technical information communicated clearly, concisely and in a way that's easy to act upon.



Support from remediation experts when it's needed.



Partnership via a strong relationship with a main contact (people buy people).

SafeGround

FROM SOILFIX

SafeGround

Not just what we do. But the way that we do it.

Given the nature of our work and the type of machinery involved, the sites we work on can be dangerous without proper management. That's why we take site safety seriously and have even devised our own site safety initiative: 'Safeground'.

The Safeground guarantee is a reassurance to our clients that:

- We see Health & Safety as a way of life, rather than merely compliance
- We use only vetted and certified suppliers and competent staff on our sites
- We encourage collaboration, co-operation and continual improvement on Health & Safety
- We are contributing to industry standards and best practice in Health & Safety
- We care for the physical & mental well-being of our staff and our suppliers.

Our tone of voice

The way we talk, or write, is a key part of our personality. So our 'voice' is an important tool for helping our customers to understand who we are and what makes us different as well as building trust. Every time we write, we need to be consistent and measured in everything we do.

FORWARD THINKING

We avoid clichés and try to find new and interesting ways to say things.

EXPERT

We demonstrate our knowledge.
We sponsor development of industry best practice and standards.

DEPENDABLE

We speak clearly so our clients can make truly informed, confident decisions.

PERSONAL

We are warm and friendly and avoid technical jargon unless absolutely necessary. It's fine to contract words. eg 'we'll' instead of 'we will' etc.

COLLABORATIVE

We share industry insight and are trusted to work in partnership with our clients and contractors to solve the problems they have with their land.