

GEMBADOCS BRAND STANDARD

Version 1.0
GembaDocs — Brand Standard



Hi there! And thank you alot for purchasing this minimalistic branding Standard. This branding Standard is for all starting and senior designers to save time and money on your next big design project.

The document includes the fundamentals of a branding Standard from the usage of a logo to the visual identity.

Welcome to the GembaDocs Brand Standard. Our brand is more than just a logo or a color palette – it’s a representation of our mission, values, and the experiences we aim to provide for our customers. This document serves as a comprehensive book for all stakeholders to ensure consistent representation and implementation of our brand across all touchpoints.

The purpose of this Brand Standard document is to provide a clear understanding of the GembaDocs brand and to ensure consistency in all brand representation. This includes the use of our logo, color palette, typography, imagery, and tone of voice. It is intended for internal teams, external partners, and suppliers who

are responsible for the representation of our brand. Consistency is key in maintaining the integrity and strength of our brand over time. We encourage all stakeholders to closely adhere to these guidelines and to provide feedback and suggestions for updating and refining them in the future.

We hope that this document serves as a valuable resource for all those involved in representing our brand. Let’s work together to bring the GembaDocs brand to life.

0.2

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01 OUR BRAND

Our Vision

Our Mission

Our Values

Brand Tone of Voice



OUR VISION

OUR MISSION

OUR BRAND

- THE LOGO
- TYPOGRAPHY
- COLOR PALETTE
- PHOTOGRAPHY
- ICONOGRAPHY
- SOCIAL MEDIA
- WEBSITE
- APPLICATIONS

Empowering workforces to thrive

Our mission is to bring value to manufacturing organizations with simple tools that empower frontline workers, supervisory teams, and senior management, in supporting calm productive flow within their processes.

OUR VALUES

OUR BRAND

THE LOGO

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At GembaDocs, our culture is rooted in collaboration, innovation, and excellence. Our team is passionate about transforming the way manufacturing companies operate:



LEAN

Lean is the heartbeat of our culture, platform, and organization.

We are dedicated to helping customers add value and eliminate waste through continuous improvement.



EMPOWERED

Our success is inseparable from our customers' success.

We deliver tools and training that empower workforces to perform with confidence, precision, and excellence.



EXCELLENCE

Inspiring excellence within our team and our customers' workforces.

We strive for exceptional support, exceed expectations, and deliver outstanding results—celebrating and rewarding success at every step.

At GembaDocs, every word we write reflects our commitment to add value, bring clarity, provide efficiency, and be accessible to our audience. Our tone of voice is crafted to support these rules, providing a consistent and approachable experience for anyone engaging with our content.

OUR BRAND

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Brand name: In all written cases the name of the company is GembaDocs. One word, capital G and D.

Variations that are not to be used include, but not limited to:

- Gemba docs
- Gemba DOCs
- Gemba Docs
- GEMBADOCS
- GEMBA DOCS
- GEMBA DOCs
- GembaDOCs

Languages: Our default language is USA English.

Our materials, including our website and platform are written in USA English as the master default language (some exceptions may occur for targeted materials)

USA English isn’t just flipping a Z in some words i.e. standardisation, or removing a U in others i.e. color. It involves language nuances, such as ‘Trash’ for recycling bin as ‘Bins’ is the word used for plastic storage tubs i.e. Kanban bins. Read some helpful information on The Writer [here](#).

House Grammar Style Guide: [The Writer](#) (thewriter.com) acts as our base grammar style guide. It provides consistency and clarity on how we should approach common written anomalies i.e. when to use and or &... hint, we shouldn’t use [ampersands](#).

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Measurement: It’s important to be consistent with how we refer to weights, dates and measures due our regional audiences.

- Weights: grams (g) and [kilograms](#) (kg) Distance: meters and kilometers (km)
- Sizes: pixels, centimeters and millimeters for physical
- Dates: [12 October 2024](#)

Notes on dates: due to regional differences, and the most common format being DD/MM/YY, when abbreviations is required, opt for 12 Oct 2024. And avoid where possible 12/10/24 as this could be confused with 10/12/24. If using this shortened date, specify zone i.e. 12/10/24 EU or 10/12/24 USA.

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Tips and swaps

TIPS

SOPs vs SOP’s: If in doubt, don’t use the apostrophe.

Example non-possessive: “All employees are required to follow the SOPs during the audit.”

Example possessive: “The SOP’s purpose is to ensure consistency in operations.”

When we refer to our own, it’s GembaDocs’ SOPs. The apostrophe sits after the s in GembaDocs.

Web App and Mobile App: In general we don’t say web app or mobile app separately i.e. ‘Go to fundraising in the web app or mobile app’ - instead say ‘Go to fundraising in the app menu’. Why? We’ve a cross platform multi-device app, so we can just say ‘app’.

If we are referring to or signposting someone to a device-specific feature, then yes, ‘Web App’ or ‘Mobile App’ i.e. ‘Record your demonstration direct in the mobile app’.
Note - this is one of the few times we’d not Americanize to cellphone or cell, as mobile is commonly understood in Amercia.

Platform vs Website: To avoid confusion internally and externally, let’s define platform and website.
Platform is the GembaDocs software that only clients and staff can access through login.
Website is the public facing website any visitor can see without logging in.

TONE OF VOICE

Brand name

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SWAPS

It’s important to use words that are less abrasive for users, better UX copy or simply aligned to general marketing copy.

Avoid	The cloud	please	pay	hack
Why	To broad and often seen as less secure.	The word is not about politeness in software/ marketing, the word please is seen as begging - we don’t beg.	As we’ve a trial, pay doesn’t align with the purpose of a CTA button or piece of text	Untrusting, overused and often misused word.
Instead	Cloud storage, cloud computing, remote storage	Try, sign up, try out	try, subscribe, sign-up, invest	improvement, strategy, tool, feature,

Avoid	scaleable (not to be confused with scale which is acceptable)	integrated	S.O.P.
Why	overused, vague and can be missinterpreted	vague, and implies technical knowledge required	Standard acronyms do not need periods to define them - not to be confused with forced or mnemonic acronyms like G.R.E.A.T where the letters represent words pulled together to form a phrase for memorization
Instead	Adaptive, flexible, organic	connected, syncs with X,	SOP

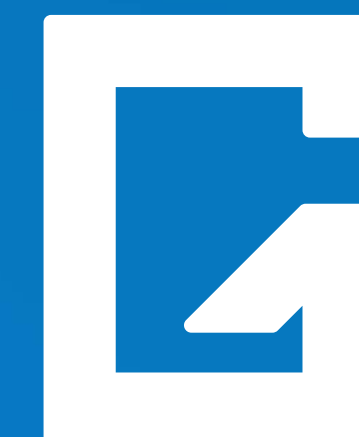
02 THE LOGO

The Logo

Brandmark

Logo Usage

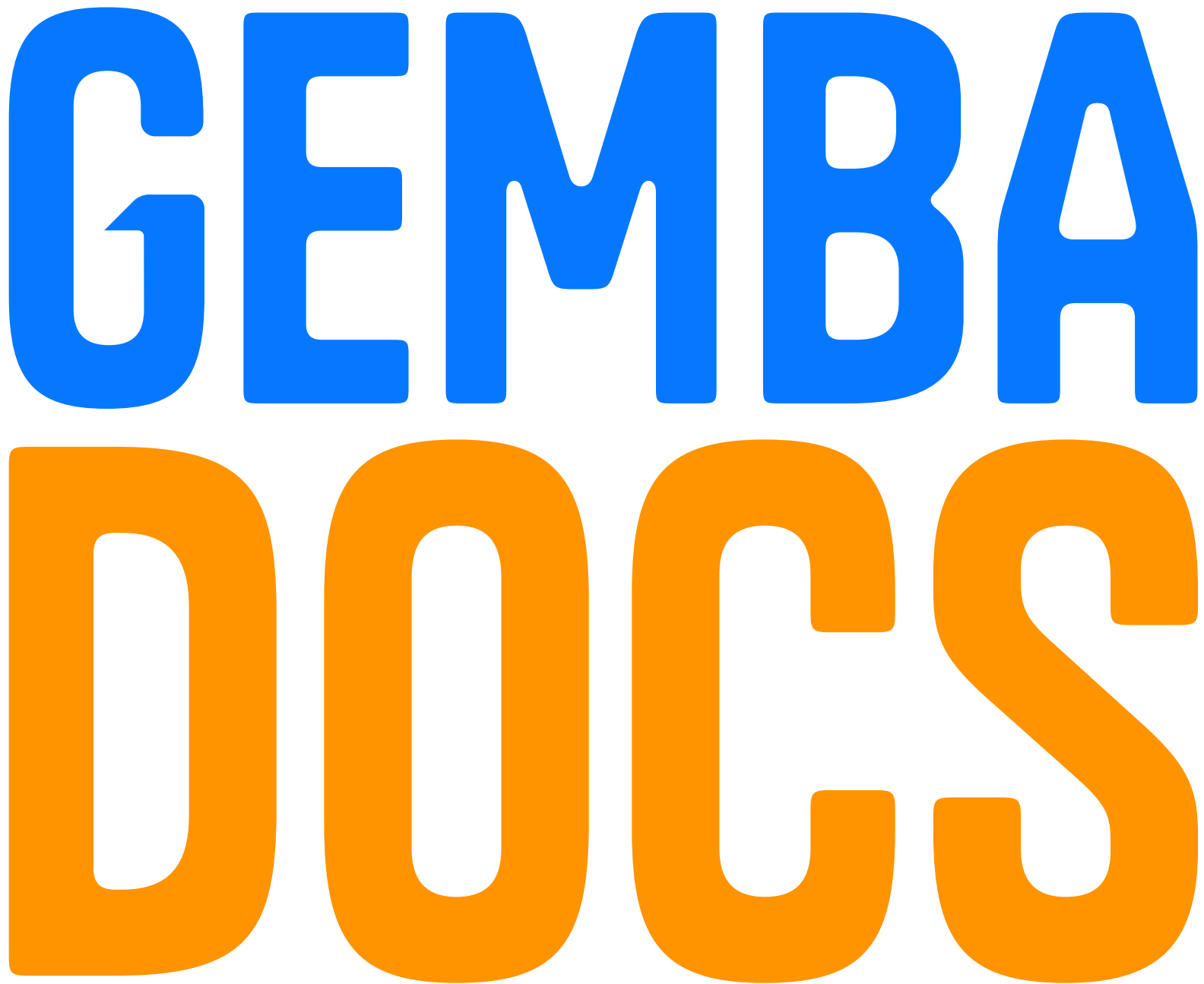
Logo Safezone



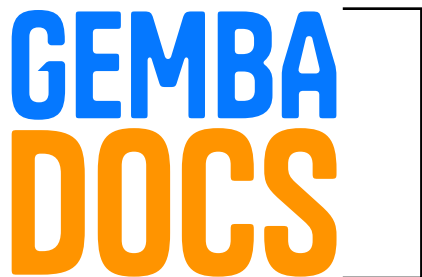
The GembaDocs logo is a vital element of our brand identity, encapsulating our commitment to clarity, efficiency, and empowerment within the manufacturing sector. It serves as the visual cornerstone of our brand, conveying our personality and values at first glance and often forming the initial impression for prospective users. A well-crafted logo is central to building brand recognition,

instilling trust, and setting us apart in a competitive landscape. Our logo is designed to be both impactful and adaptable, ensuring it remains clear and consistent across various applications, from digital interfaces to printed materials. Its versatility and scalability allow it to seamlessly integrate into all brand communications, reinforcing GembaDocs’ messaging and visual identity.

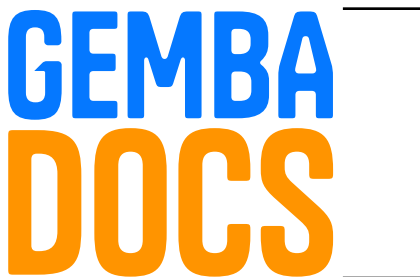
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Minimum size:



Print:
2.6 centimeters



Digital:
100 pixels

LOGO ON COLOR
BACKGROUND

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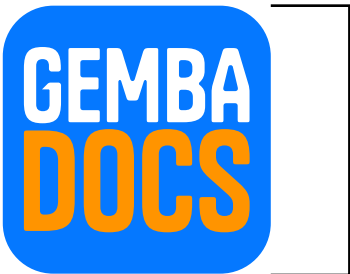
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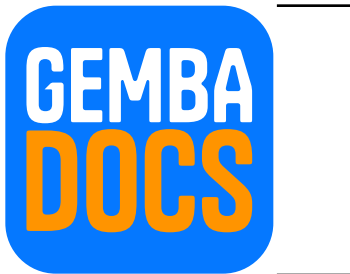
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Minimum size:



Print:
2.6 centimeters



Digital:
100 pixels

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Minimum size:



Print:
1.3 centimeters



Digital:
50 pixels

LOGO ON COLOR
BACKGROUND

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The GembaDocs app icon is a streamlined representation of our brand, embodying simplicity and efficiency. It serves as a recognizable touchpoint for users across devices, from mobile to desktop, reinforcing brand identity in a compact form.

Designed for clarity and impact, the app icon scales seamlessly, ensuring GembaDocs remains memorable and accessible, providing a consistent visual experience wherever our users connect with us.

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Minimum size:



Print:
2.6 centimeters

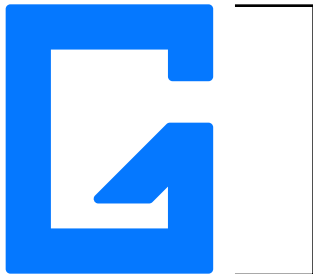
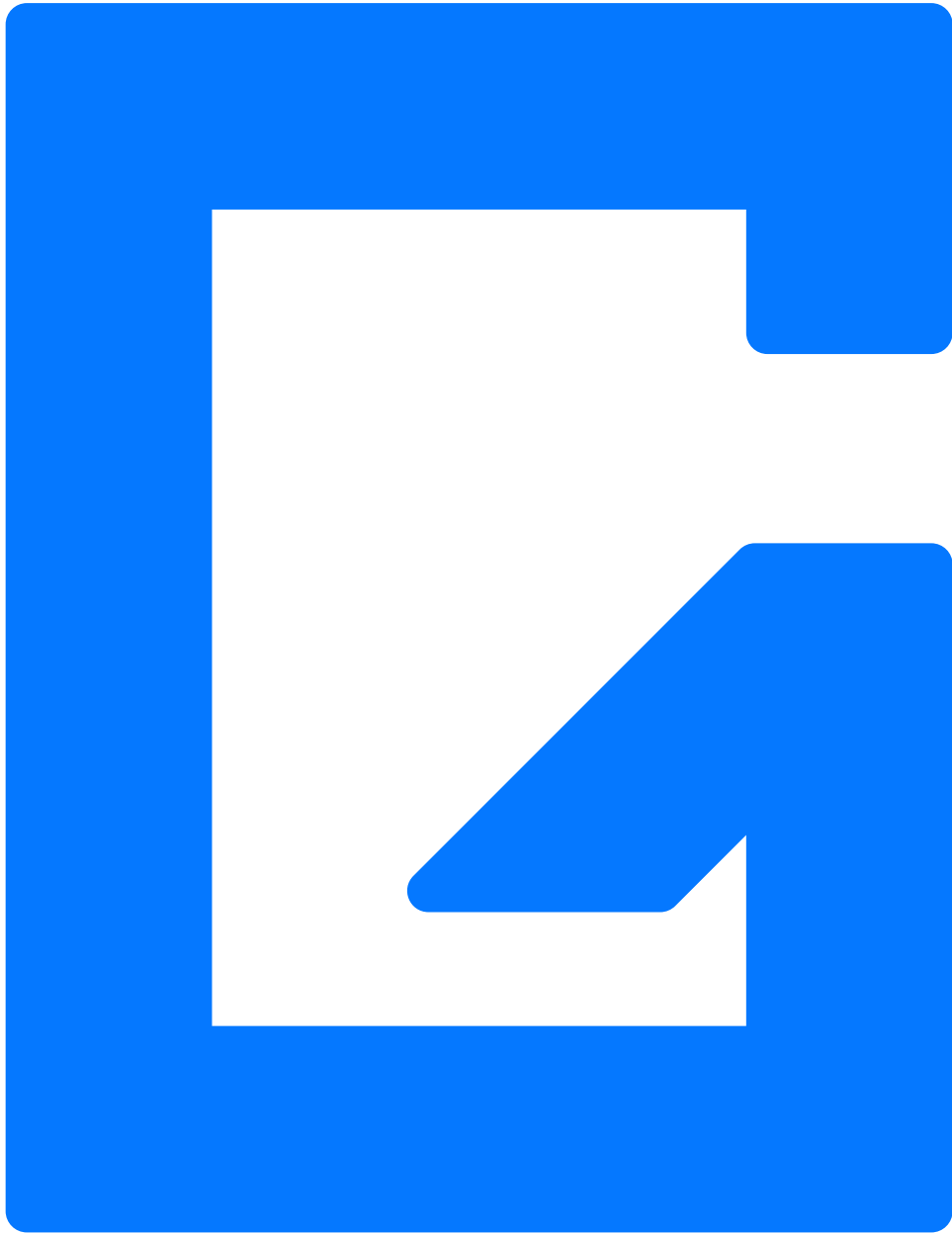


Digital:
100 pixels

The GembaDocs brandmark is a core element of our visual identity, complementing the logo to convey the brand’s essence. Simple and distinctive, it represents our values of clarity, empowerment, and streamlined productivity. The brandmark is designed to stand alone when needed, reinforcing brand recognition across diverse touchpoints.

A memorable brandmark enhances GembaDocs’ visibility, ensuring consistency and a lasting impression in the manufacturing sector, where clarity and efficiency are paramount.

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Print:
2.6 centimeters



Digital:
100 pixels

Color usage is a vital aspect of the GembaDocs logo, designed to reflect our brand’s personality and values of clarity, efficiency, and empowerment. A consistent color palette ensures that the logo remains distinctive and memorable across all applications, strengthening our brand identity.

The colors chosen are versatile, suited for a range of mediums to maintain recognition and cohesion. Each color is selected with care, considering its ability to evoke the right emotions and associations aligned with GembaDocs’ mission to support calm, productive workflows.

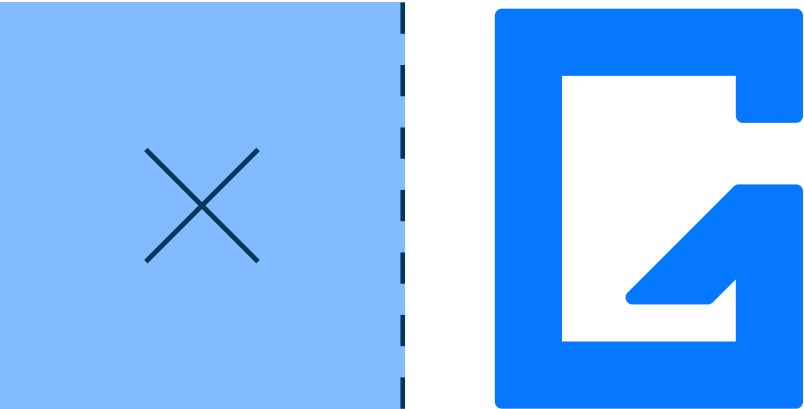
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The logo safezone is a critical aspect of GembaDocs’ branding, ensuring the logo remains clear, legible, and impactful. This designated area around the logo must be kept free of any text or design elements, allowing the logo to stand out and maintain its integrity across various applications.

The safezone is especially important in smaller sizes or busy visual environments, protecting the logo’s visibility and reinforcing brand consistency. By preserving this clear space, we enhance GembaDocs’ recognition and ensure a cohesive brand presentation.

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The GembaDocs logo should always be used consistently to maintain brand integrity and recognition. Avoid modifying the logo in any way that could compromise its visibility or impact. Key practices to avoid include altering colors, stretching or distorting the logo, adding effects like shadows or glows, and rotating or flipping it. Ensure the logo is placed on clean, simple backgrounds to prevent it from blending into other visual elements. Maintaining these guidelines protects the logo’s clarity, reinforcing brand recognition and consistency across all applications.

OUR BRAND

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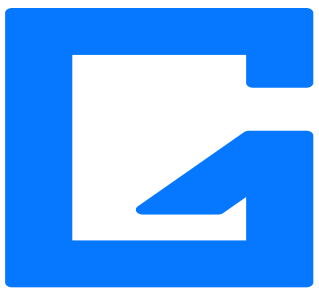
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LOGO WHAT NOT TO DO

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GEMBADOCS

GEMBADOCS

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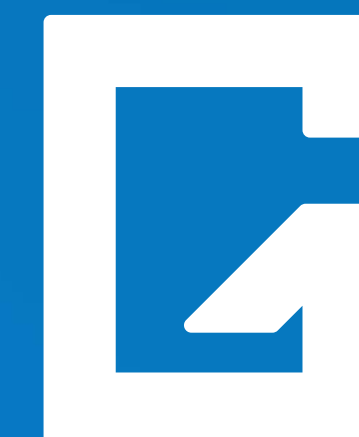
GEMBADOCS



03 TYPOGRAPHY

Typography

Typography Hierarchy



Expose and Tanker are central to GembaDocs’ visual identity, each serving distinct purposes to enhance brand communication. Expose, a modern and versatile sans-serif font, communicates simplicity, modernity, and clarity—qualities essential to GembaDocs. It is used consistently across all touchpoints, from digital platforms to printed materials, establishing a cohesive and recognizable identity. For impactful headlines, we use Tanker. This bold, thicker font brings an industrial yet playful feel, ideal for drawing attention and creating emphasis on key messages. Tanker is reserved for moments where a strong, standout headline is needed, adding visual weight and personality to our communications.

Together, Expose and Tanker strengthen GembaDocs’ brand personality and values, balancing clarity with an engaging, industrial flair.

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Expose Bold

Expose - Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz
0123456789
! ” \$ % = () | [] : + ? ;

Expose - Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz
0123456789
! ” \$ % = () | [] : + ? ;

TANKER - REGULAR

AA BB CC DD EE FF GG HH II JJ KK LL MM NN
OO PP QQ RR SS TT UU VV WW XX YY ZZ
0123456789
! ” \$ % = () | [] : + ? ;

TYPOGRAPHY HIERARCHY

The typography hierarchy of Expose and Tanker is a key component of GembaDocs’ brand Standard. Expose offers various weights and styles, creating a clear and consistent hierarchy that guides viewers’ attention to important information across brand materials. This organized use of typography ensures a cohesive presentation, reinforcing GembaDocs’ clarity and simplicity.

Tanker, our impactful headline font, is reserved for bold statements and high-visibility moments. This hierarchy, applied consistently across all touchpoints, strengthens GembaDocs’ visual identity, helping to deliver a memorable and well-structured brand experience that aligns with our values.

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IMPACTFULL HEADLINE

Header
Tanker - Regular
Text size: 120 pt
Lineheight: 120 pt

This bench is 17 inches high and made out of wood

Sub header
Expose - Bold
Text size: 60 pt
Lineheight: 70 pt

Transform your living room into a modern oasis with the Hoge Bank, the epitome of style and comfort. Featuring clean lines, plush cushioning, and a durable construction, this couch is designed to last. Choose from a variety of colors and fabrics.

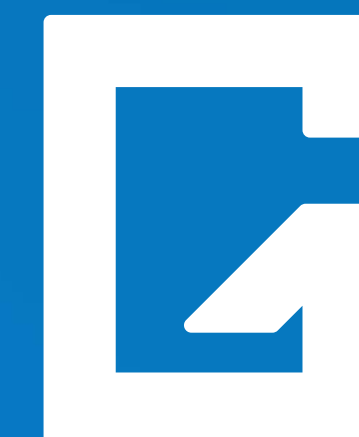
Body text
Expose - Regular
Text size: 24 pt
Lineheight: 32 pt

Call to Action
Expose - Bold
Text size: 40 pt
Lineheight: 50 pt
With underscore

LEARN MORE

04 COLOR PALETTE

Primary & Secondary Colors



COLOR PALETTE

The GembaDocs color palette is crafted to reflect our brand’s alignment with industry standards and to communicate clarity, reliability, and focus. Our primary colors—a bright blue and a dark blue—embody trust and professionalism, qualities essential in manufacturing and process management. The bright blue brings energy and approachability, making information feel accessible, while the dark blue reinforces stability and confidence, grounding our brand identity. To draw attention to key elements, we use a vibrant orange as

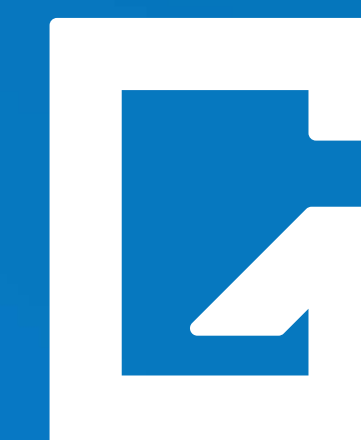
our highlight color. This accent creates visual contrast, helping to emphasize important details and calls-to-action. Orange is frequently used in industrial settings for visibility and alertness, making it a fitting choice that resonates with our audience’s environment. By consistently applying this palette, we strengthen GembaDocs’ visual identity, creating a cohesive and recognizable experience across all brand touchpoints.

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<div>Main Blue</div> <div>cmyk 82/54/00/00</div> <div>rgb 06/121/255</div> <div>HEX #0679ff</div>	<div>Dark Blue</div> <div>cmyk 100,77,39,32</div> <div>rgb 0,54,89</div> <div>HEX #003659</div>
	<div>Bright Blue</div> <div>cmyk 72,33,0,0</div> <div>rgb 0,156,255</div> <div>HEX #009cff</div>
	<div>Orange</div> <div>cmyk 00/50/93/00</div> <div>rgb 255/148/00</div> <div>HEX #ff9400</div>

05 ICONOGRAPHY

Icon Set



Iconography is a key component of GembaDocs’ visual identity, enhancing both functionality and user experience. Our icons are used consistently across all brand touchpoints, from the platform interface to marketing materials, reinforcing our focus on clarity and efficiency.

Designed with simplicity and ease of recognition in mind, the icons improve navigation and make complex information more accessible. This consistent icon style contributes to a cohesive brand identity, supporting GembaDocs’ commitment to a streamlined, user-friendly experience that resonates with our audience.

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Customer-Centric



Lean



Empowering
Workers



Team Excellence



06 SOCIAL MEDIA

Social – Brand

Cover images / Profile Icon/Photo

Social - Static content

Testimonials

Product update

General message/statements

Lead magnet downloads

SOP Chronicles

App download / promo general

Social - Templates Covers

Video example

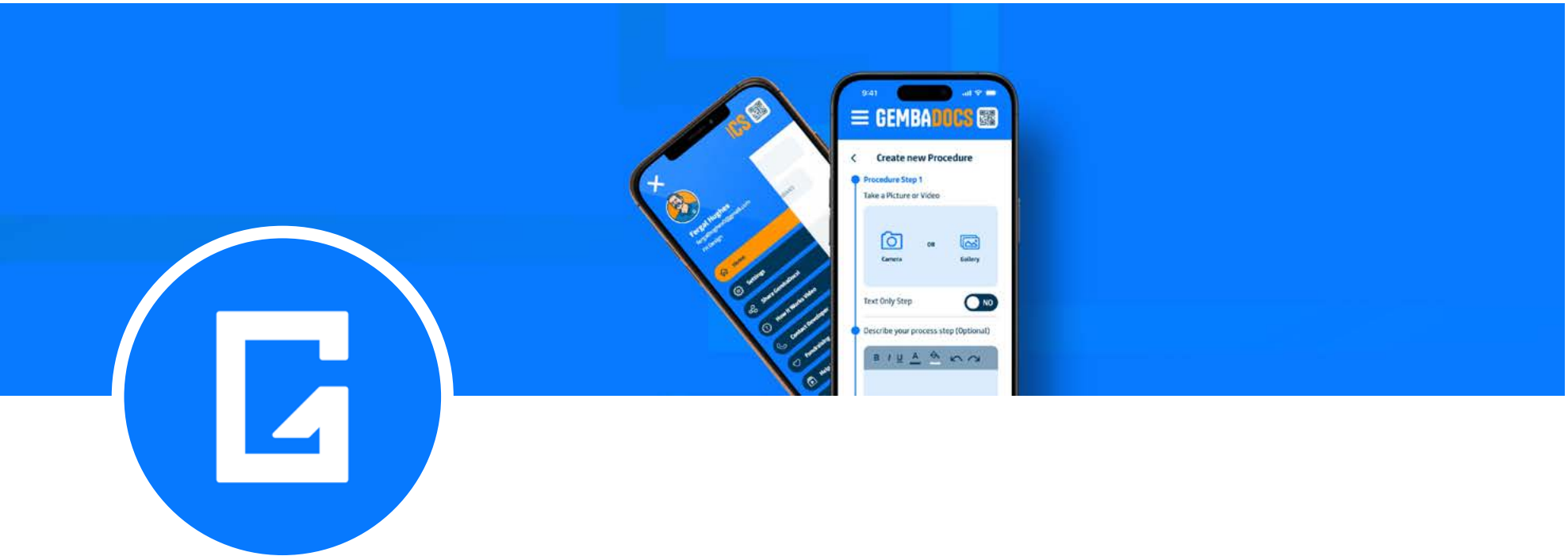


SOCIAL – BRAND: COVER IMAGES / PROFILE ICON/PHOTO

GembaDocs’ social media presence is designed to reflect our commitment to clarity, efficiency, and empowerment in manufacturing. Our cover images on YouTube and LinkedIn showcase the practical value of our platform in real-world settings, helping to convey an approachable, professional brand identity. High-quality visuals and thoughtfully crafted captions underscore GembaDocs’ focus on productivity and streamlined

operations, creating a professional yet relatable online presence. Consistent use of our logo, brand colors, and iconography across social platforms reinforces brand recognition, making GembaDocs more memorable and aligned with our audience’s needs. By maintaining this cohesive and professional appearance, we create a community of engaged followers who share our values and seek innovative tools for operational success.

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SOCIAL - STATIC CONTENT:
SOCIAL MEDIA SECTIONS

To create a cohesive and recognizable presence, each GembaDocs social media post incorporates color-coded corners that align with our brand palette. This design approach reinforces brand identity by visually categorizing content types, making it easy for followers to identify and engage with posts

at a glance. By using consistent corner colors for different content themes—such as product updates, testimonials, and industry insights—we enhance brand recognition and build a structured, memorable feed that resonates with our audience.

OUR BRAND

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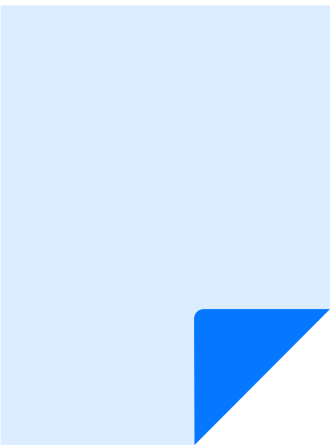
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**Lean Tour/
GembaDocs Tour
/ SOP Chronicles /
Client testimonials/
success / Client
created content**



**Top Tips/ Kanban
Cards**

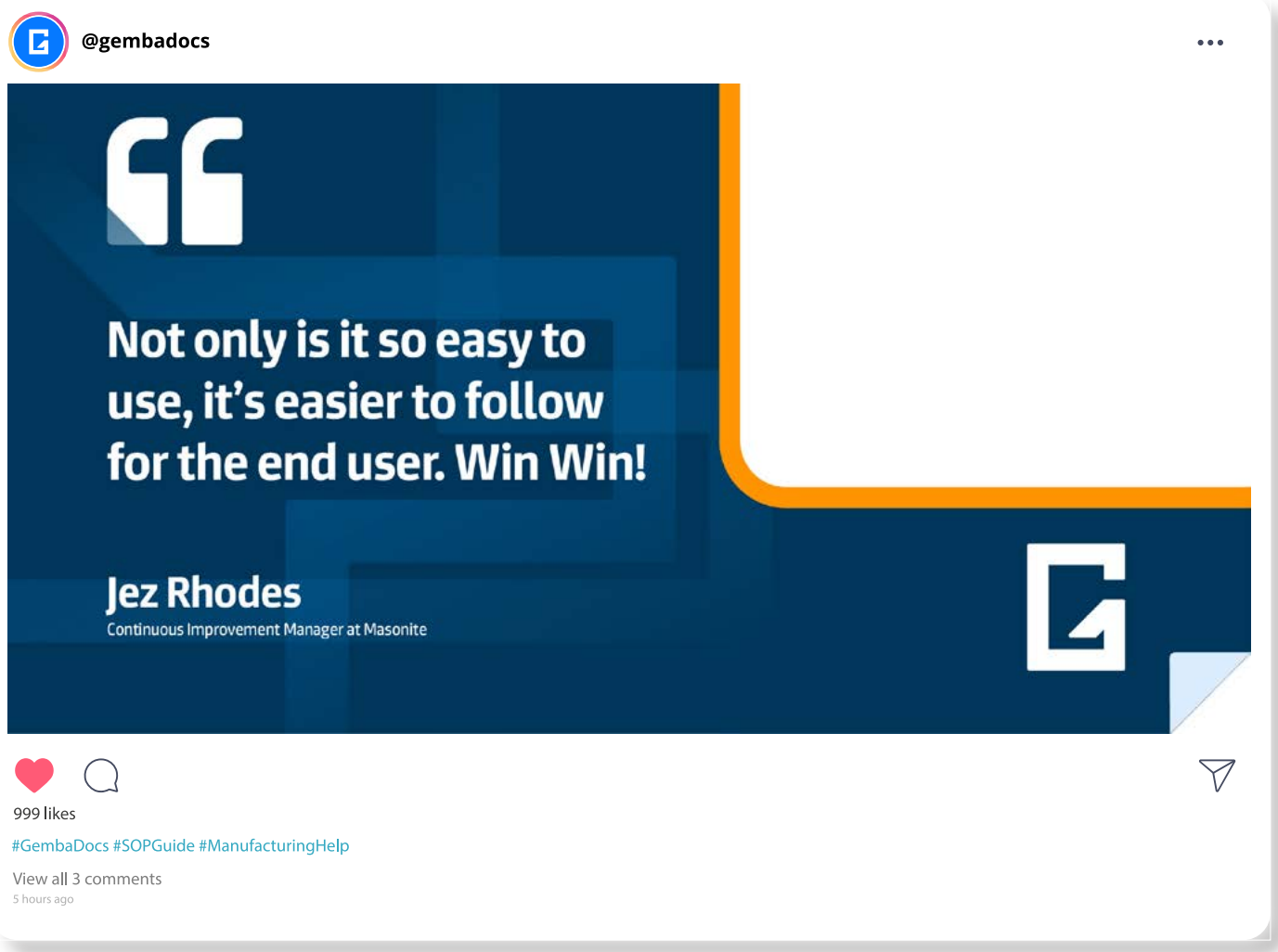


**Product Updates
/ Lead magnet
downloads / Tom
on Tour/ Tom stuff
/ General message/
statements / App
download**

SOCIAL - STATIC CONTENT: TESTIMONIALS

Testimonials are a key part of GembaDocs' social media, offering authentic insights from real users. By sharing these experiences, we build trust and showcase the value of our platform. Each testimonial post includes a user quote and consistent branding, creating a sense of community and credibility. These posts give prospective users a clear view of how GembaDocs empowers teams and enhances workflow efficiency.

- OUR BRAND
- THE LOGO
- TYPOGRAPHY
- COLOR PALETTE
- PHOTOGRAPHY
- ICONOGRAPHY
- SOCIAL MEDIA**
- WEBSITE
- APPLICATIONS

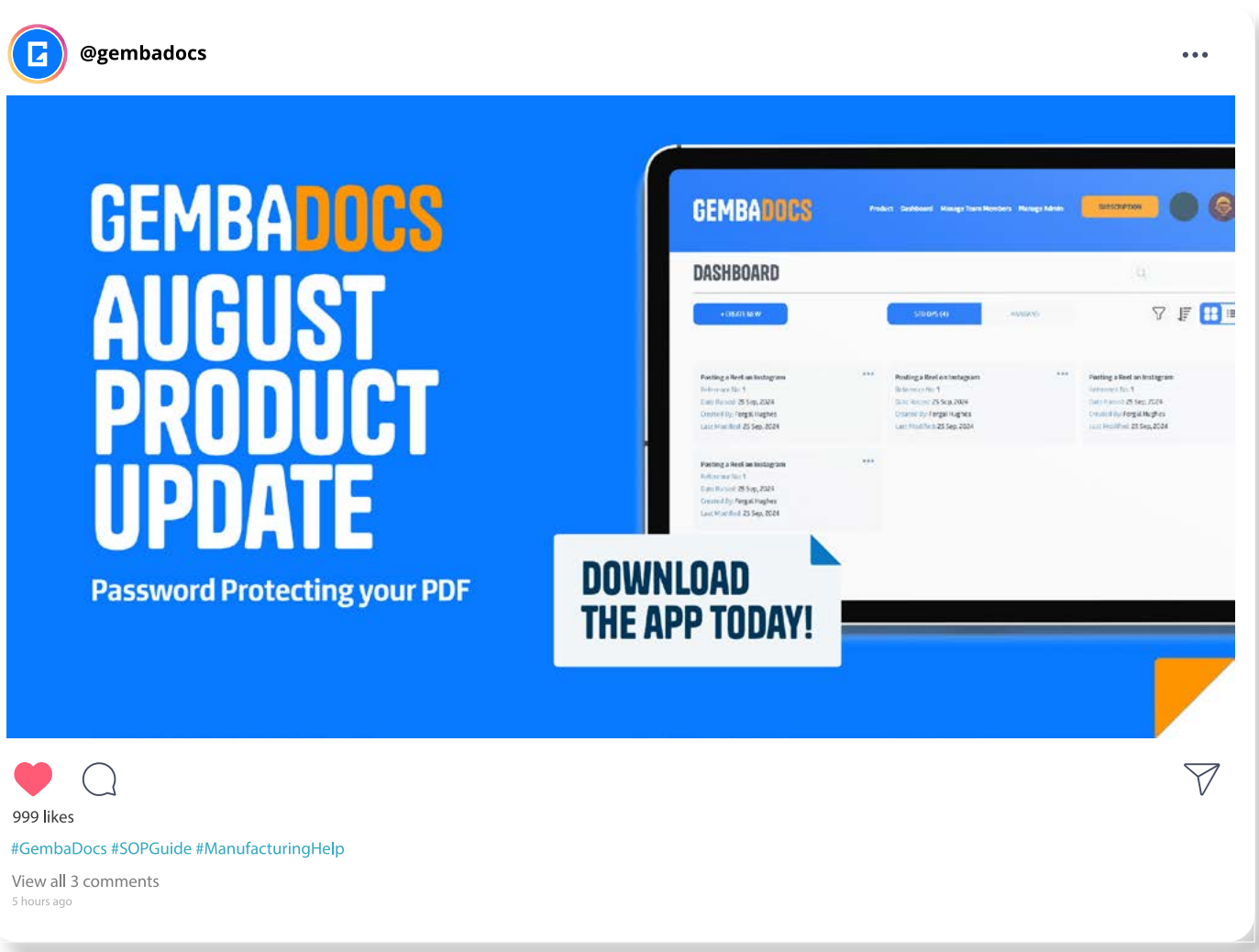
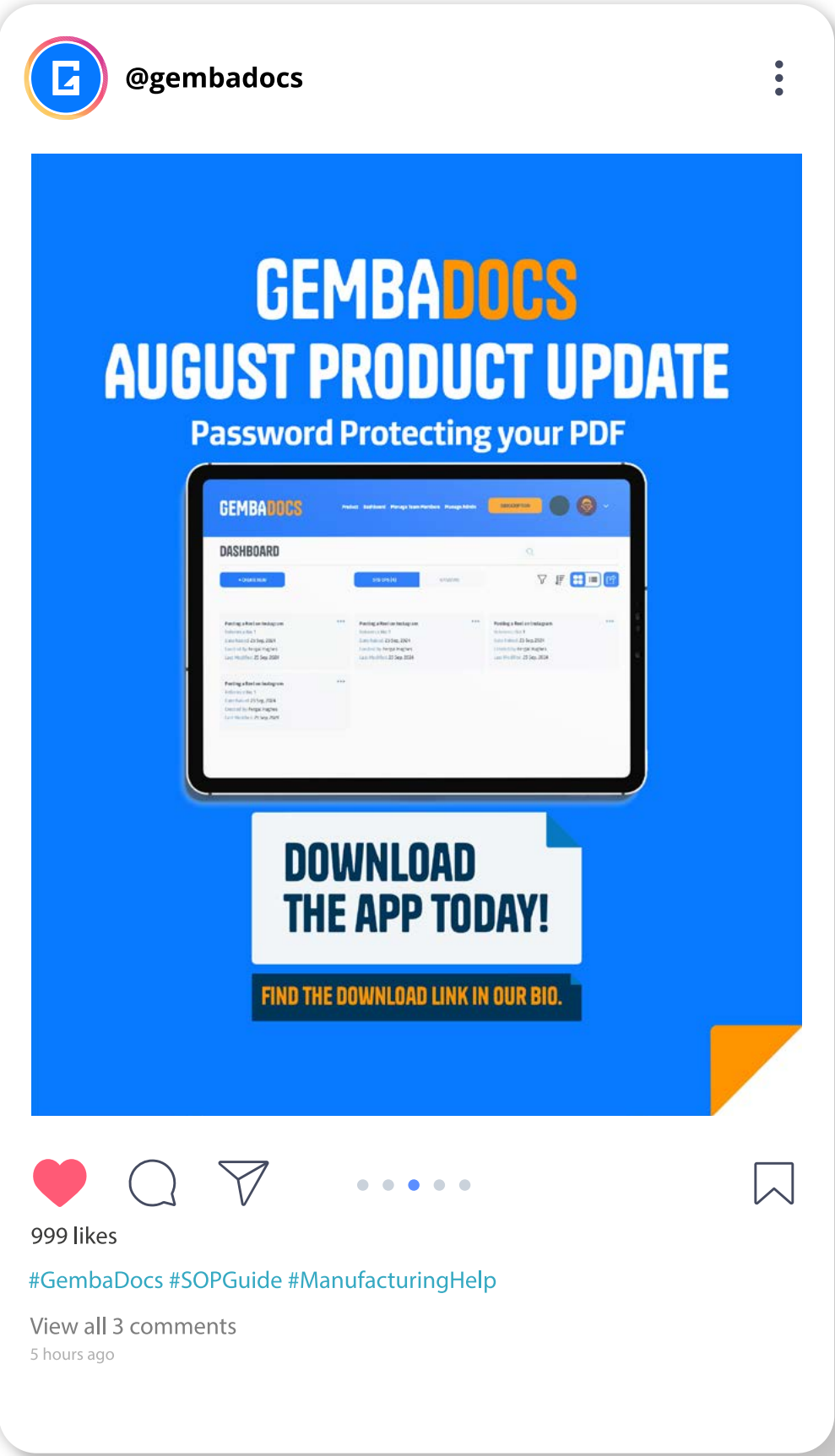


SOCIAL - STATIC CONTENT: PRODUCT UPDATE

Product update posts keep GembaDocs’ community informed about new features, enhancements, and improvements to our platform. These updates highlight our commitment to continuous improvement and respond to user feedback,

demonstrating our dedication to supporting efficient workflows. Each post is visually consistent with our brand and provides clear, accessible information to keep users engaged and up-to-date.

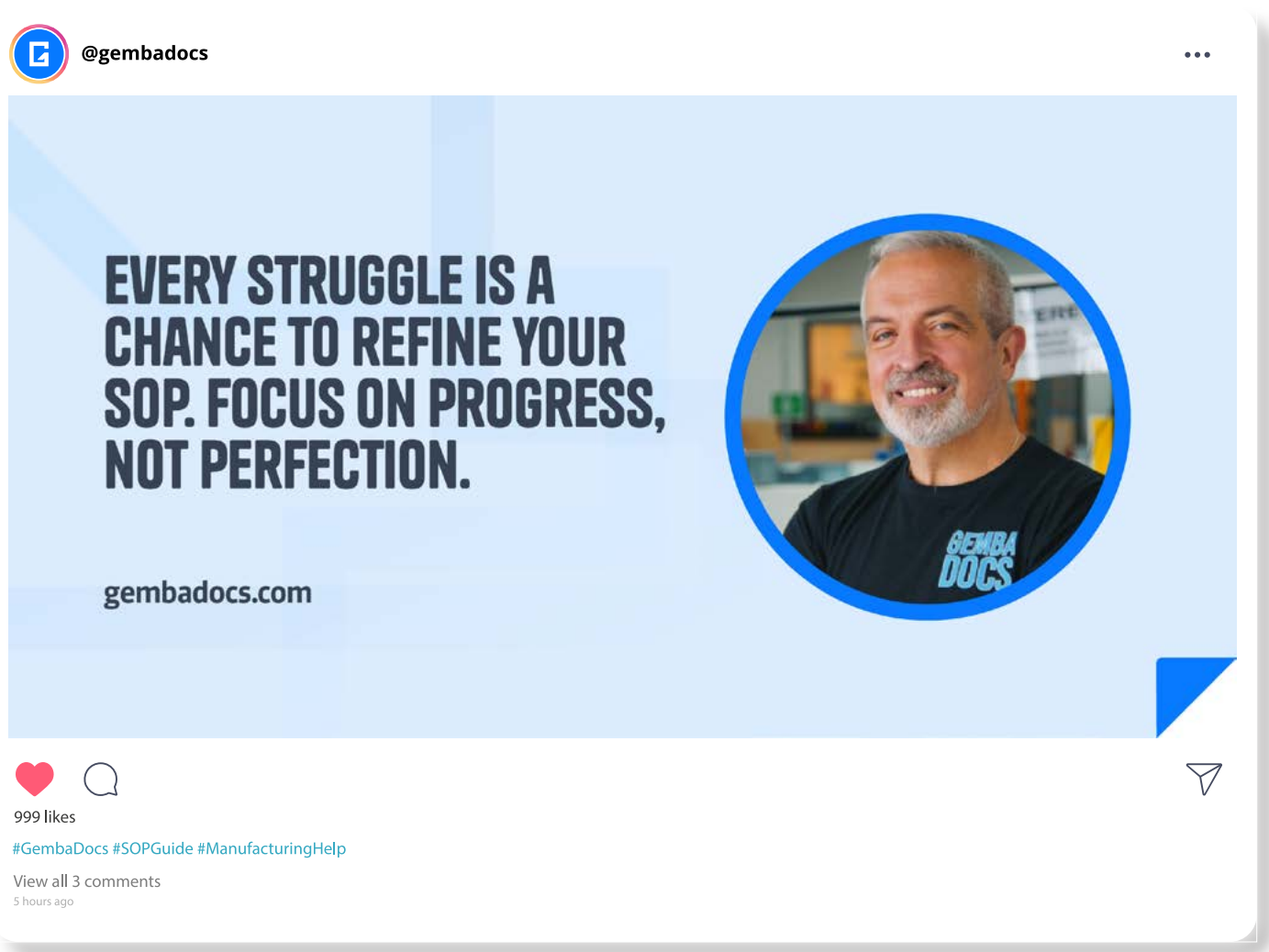
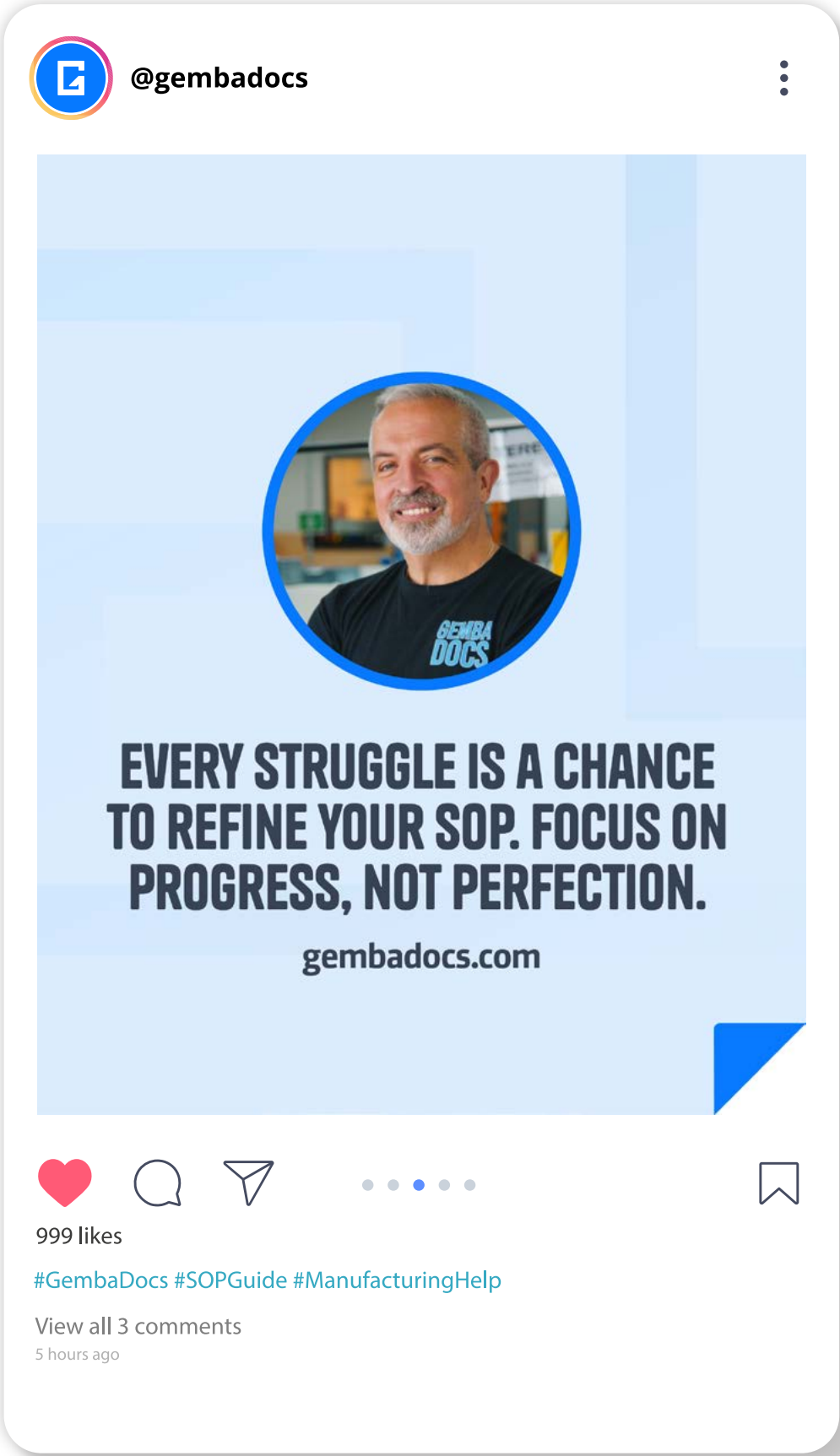
- OUR BRAND
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- WEBSITE
- APPLICATIONS



SOCIAL - STATIC CONTENT: GENERAL MESSAGE/STATEMENTS

General message posts on GembaDocs’ social media share insights, motivational statements, and industry-related thoughts that reflect our values and connect with our audience. These posts are crafted to foster engagement, inspire productivity, and reinforce our commitment to empowering manufacturing teams. Each message aligns with our brand voice, maintaining consistency across all social touchpoints.

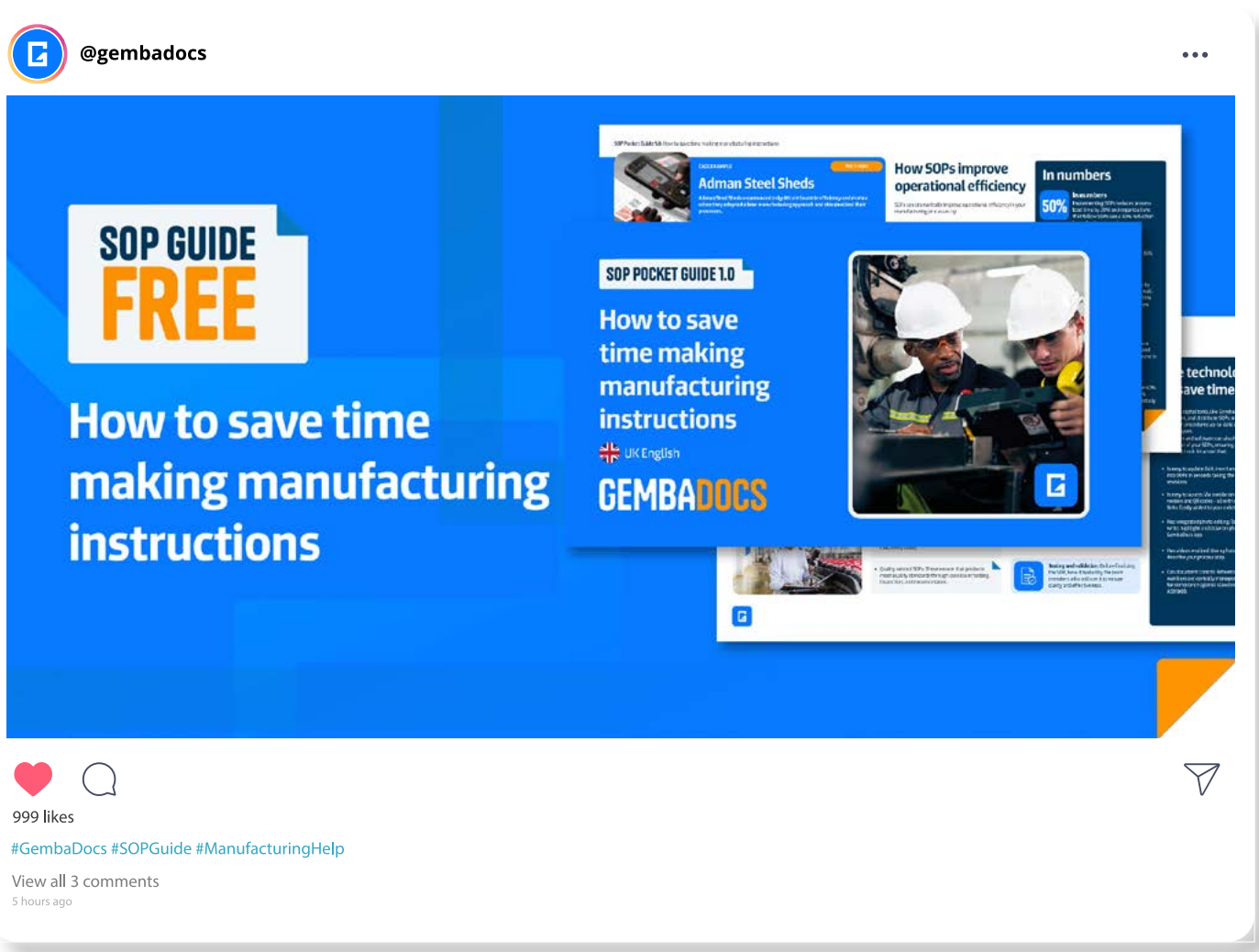
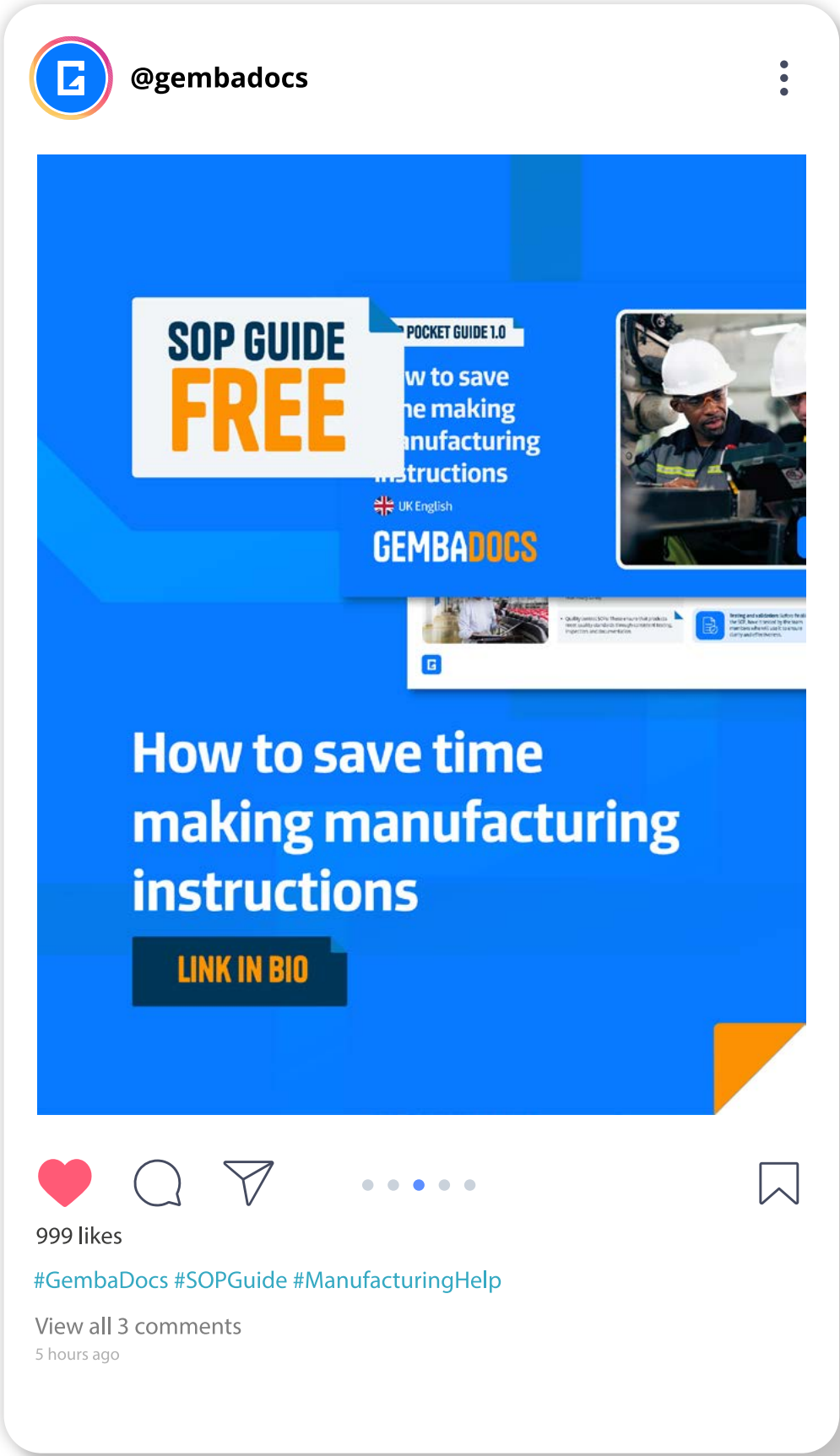
- OUR BRAND
- THE LOGO
- TYPOGRAPHY
- COLOR PALETTE
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- ICONOGRAPHY
- SOCIAL MEDIA**
- WEBSITE
- APPLICATIONS



SOCIAL - STATIC CONTENT: LEAD MAGNET DOWNLOADS

Lead magnet posts provide valuable, downloadable resources that address the needs of GembaDocs’ audience, such as guides, checklists, or industry insights. These posts encourage engagement and build trust by offering practical tools that support users in streamlining processes and improving workflows. Each lead magnet post includes a clear call-to-action, consistent branding, and highlights the value of the resource, driving interest and fostering community.

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- ICONOGRAPHY
- SOCIAL MEDIA**
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- APPLICATIONS

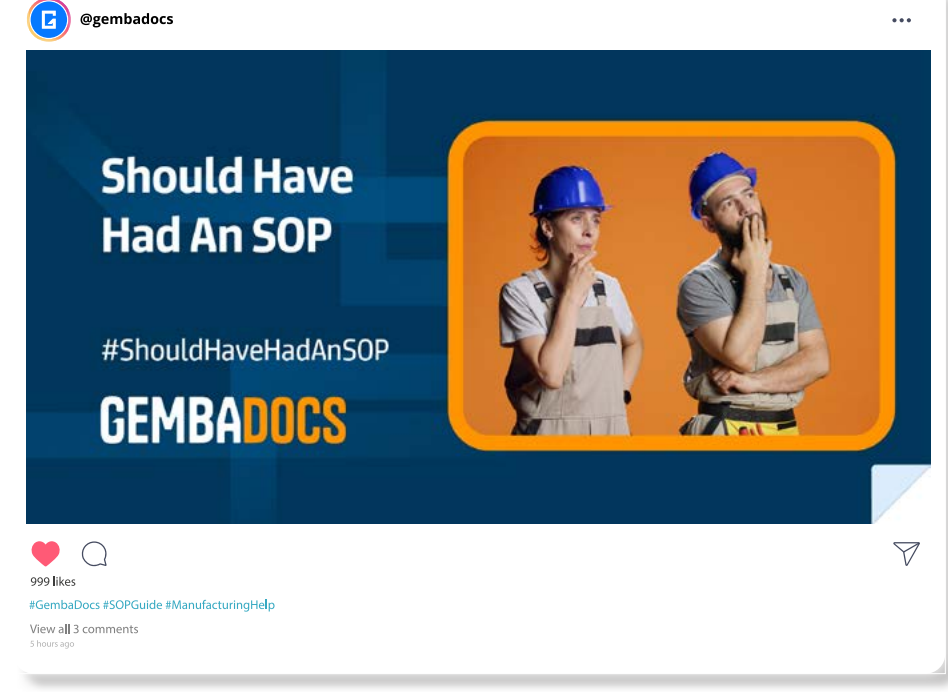
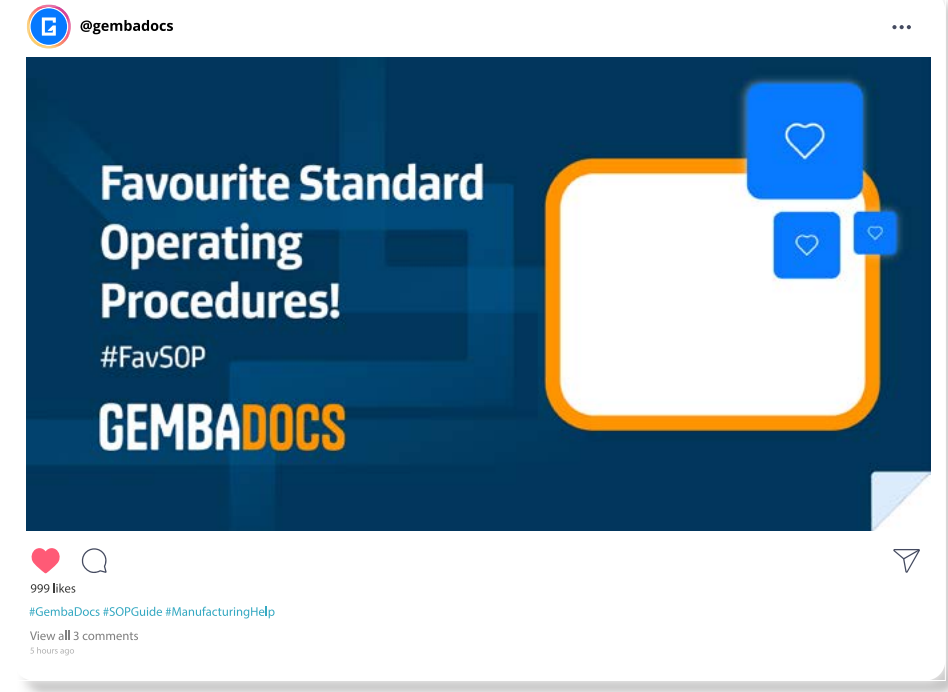
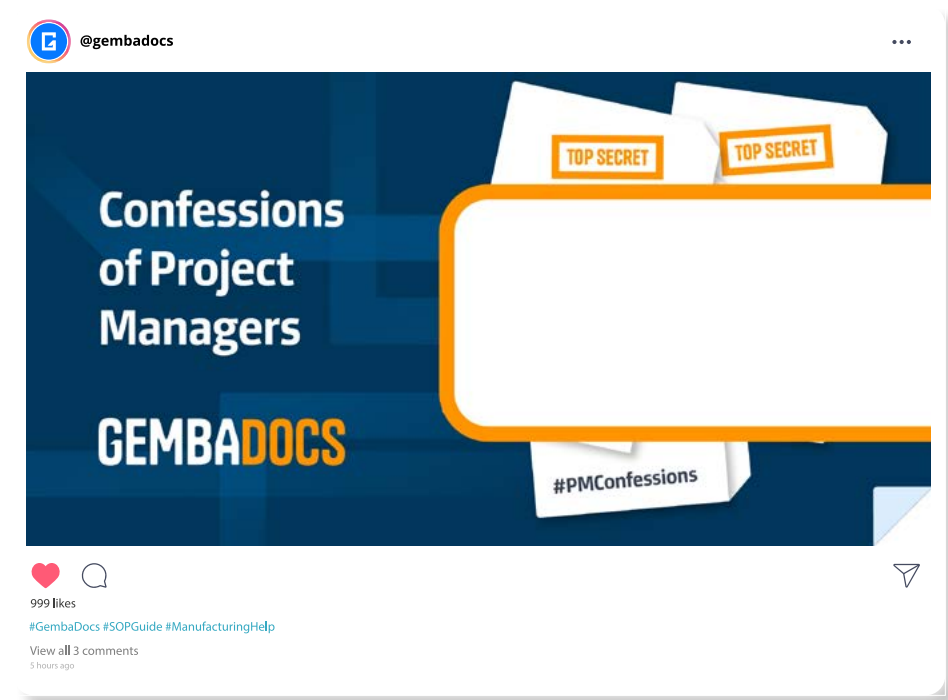
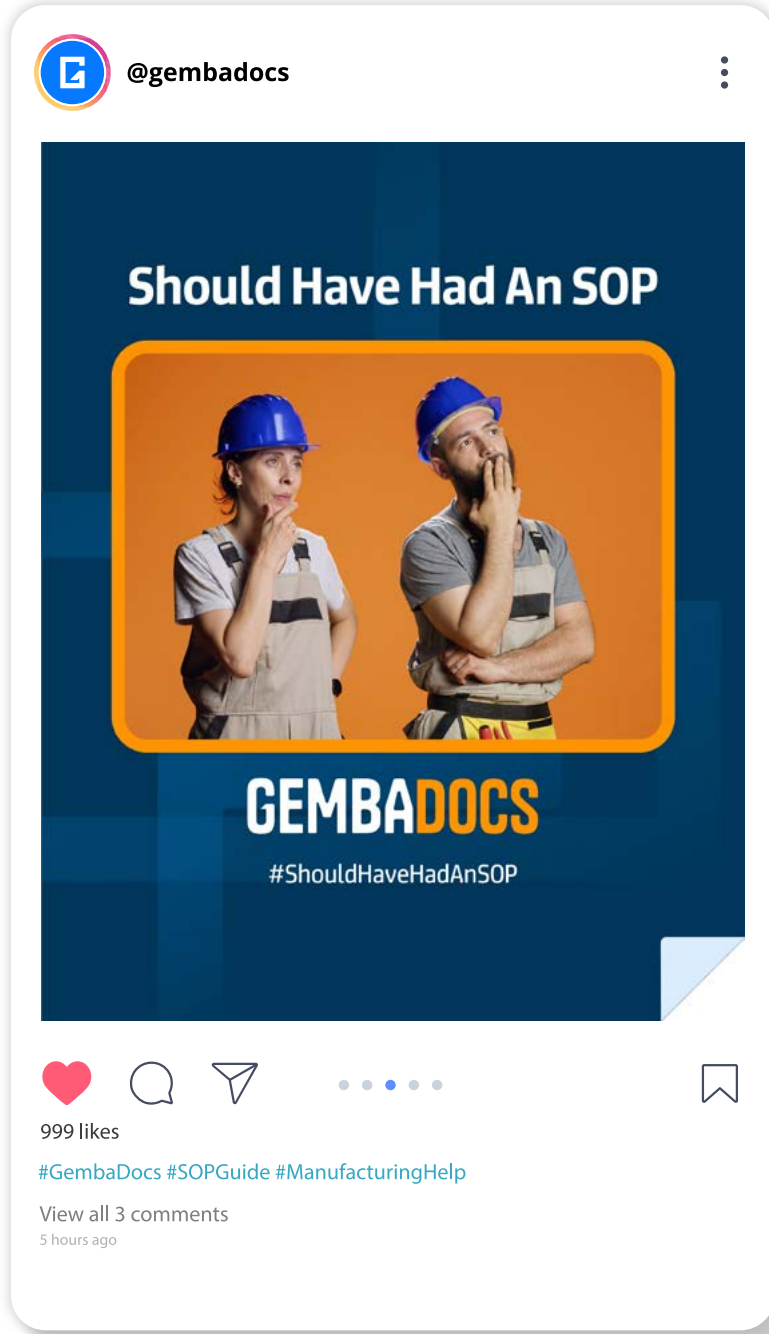
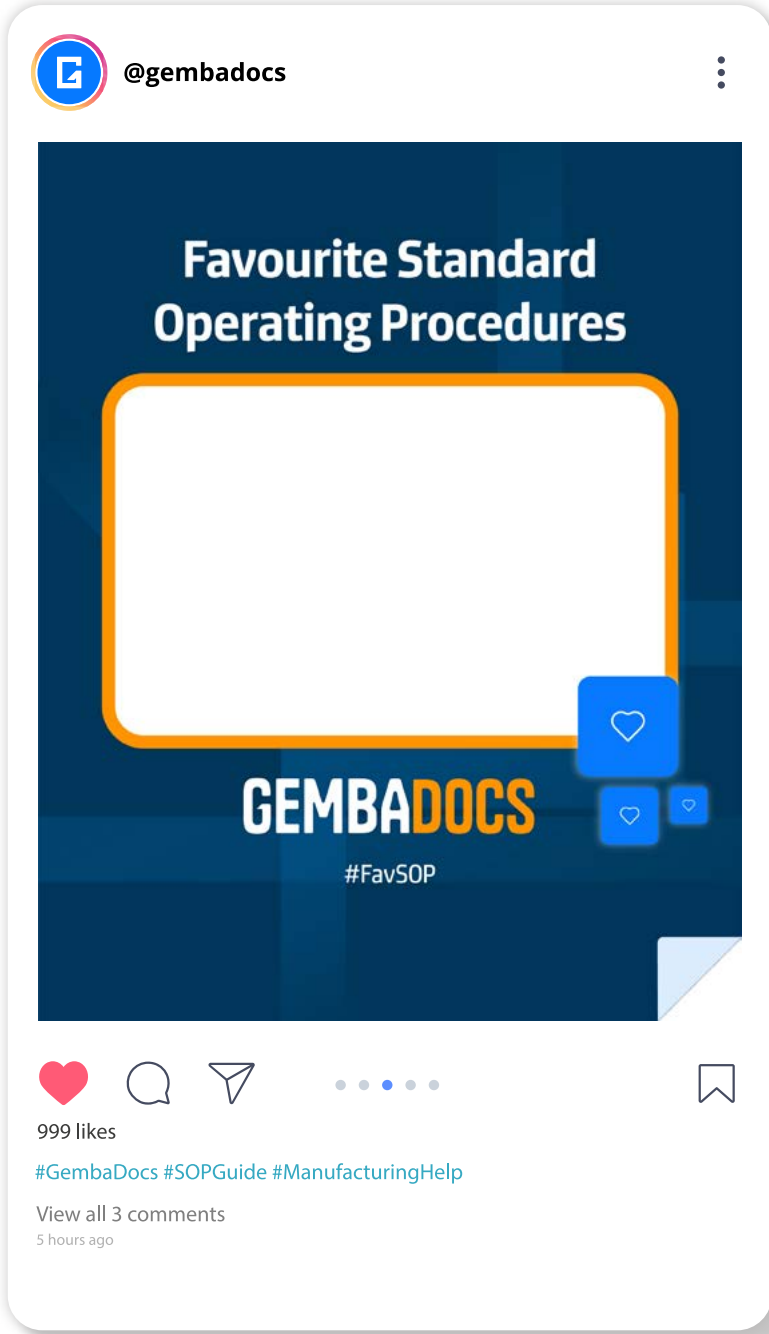


SOCIAL - STATIC CONTENT: SOP CHRONICLES

SOP Chronicles posts showcase real-world stories and best practices related to Standard Operating Procedures (SOPs) within the manufacturing industry. These posts highlight practical applications, success stories, and insights from the

field, connecting with GembaDocs’ audience by providing valuable, relatable content. Each post reinforces our expertise in SOP management and encourages engagement from users looking to enhance their own processes.

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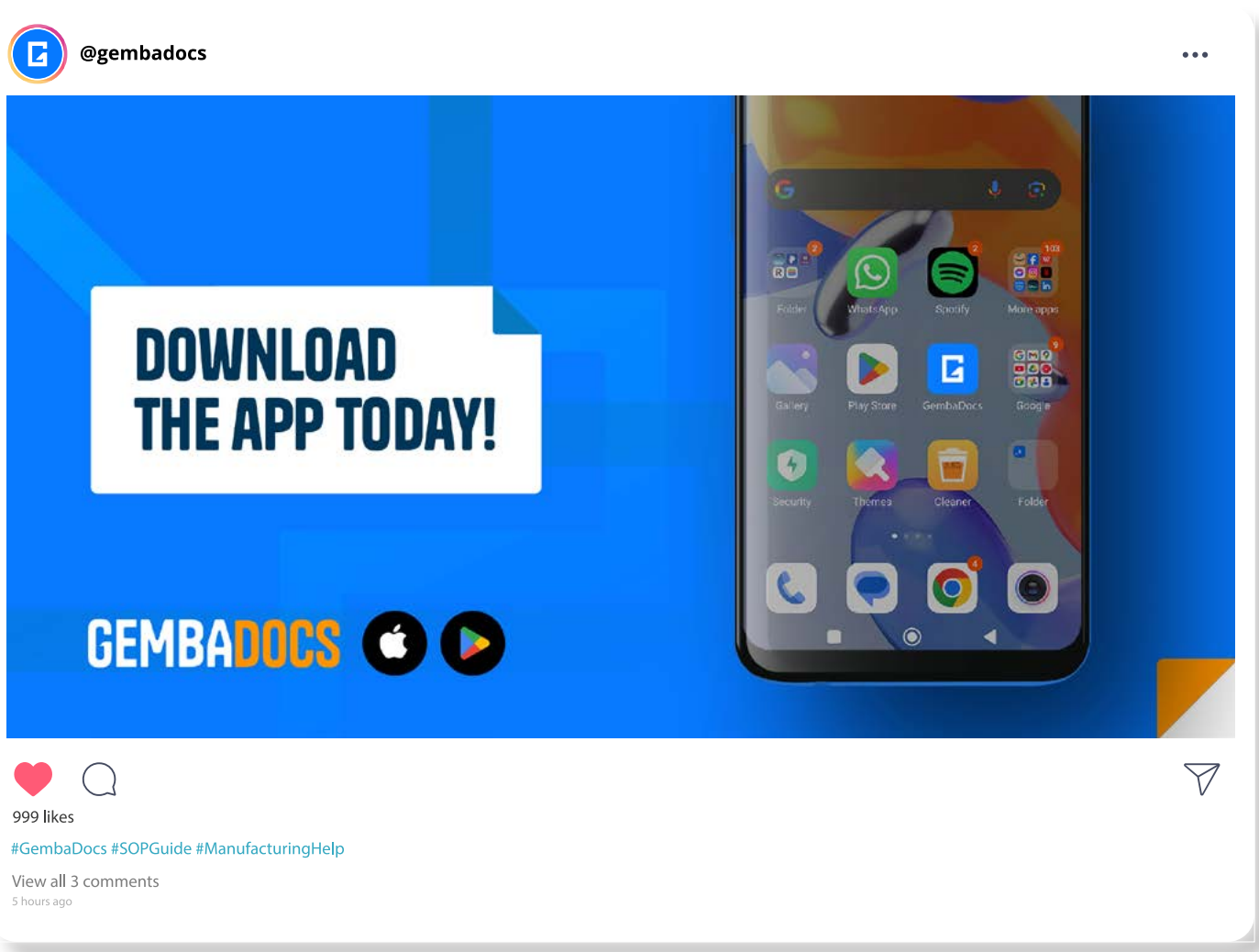
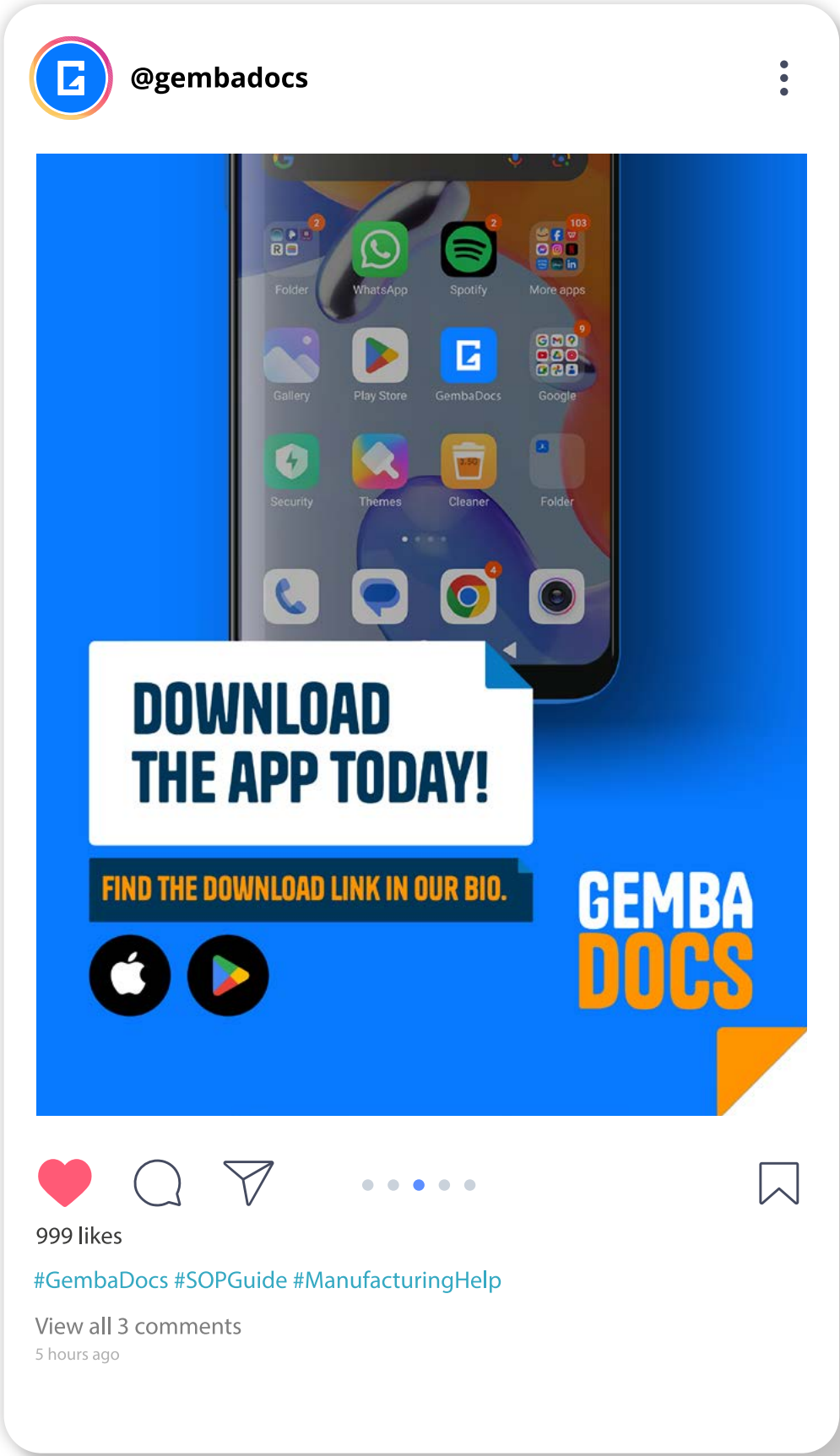


SOCIAL - STATIC CONTENT: APP DOWNLOAD / PROMO GENERAL

App download and promo posts encourage new users to explore GembaDocs by highlighting the app’s unique features and benefits. These posts are designed to capture interest with clear calls-to-action, inviting potential users to experience

improved workflows and productivity. Consistent branding and engaging visuals reinforce our message and make the app accessible to a wider audience.

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SOCIAL - TEMPLATES COVERS

The YouTube cover for GembaDocs should reflect our brand’s focus on clarity, innovation, and user empowerment. This cover image is designed to capture attention with visually engaging elements that align with our color palette and brand identity. Featuring a clean layout with subtle industry-related visuals,

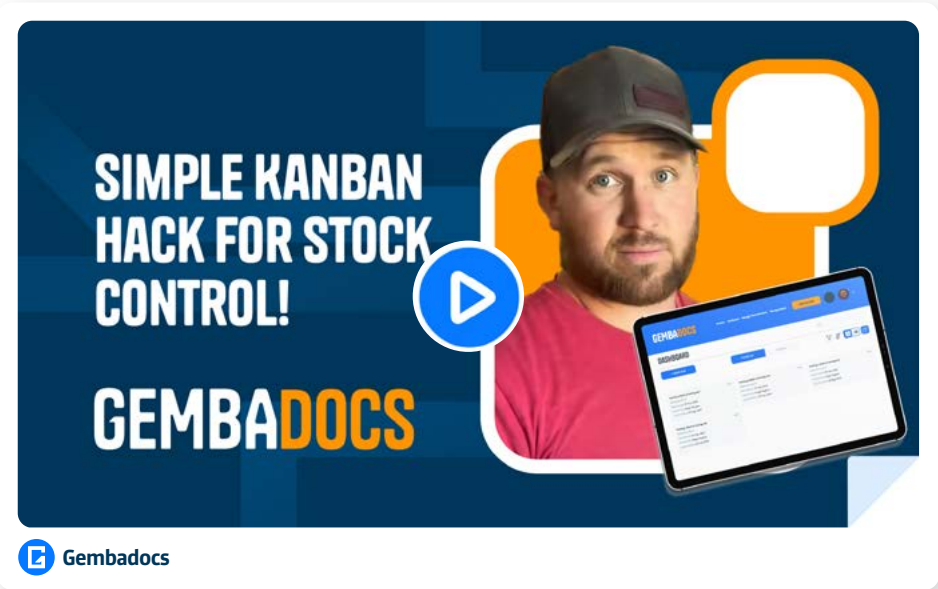
the cover reinforces GembaDocs’ professionalism while inviting viewers to explore our content. Key messaging is concise and impactful, emphasizing our commitment to streamlining manufacturing processes and enhancing productivity.

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How-to



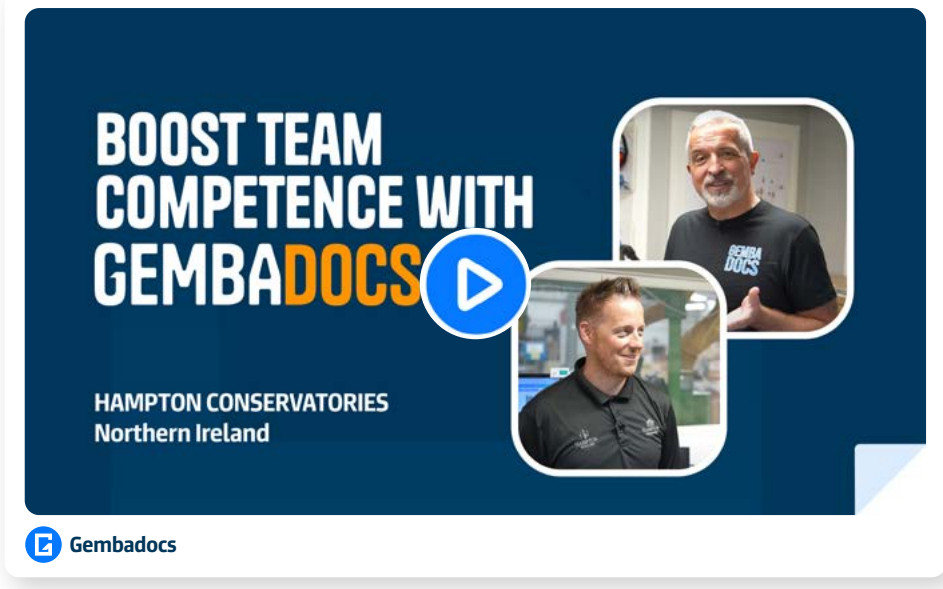
Client created content



Client testimonials/success



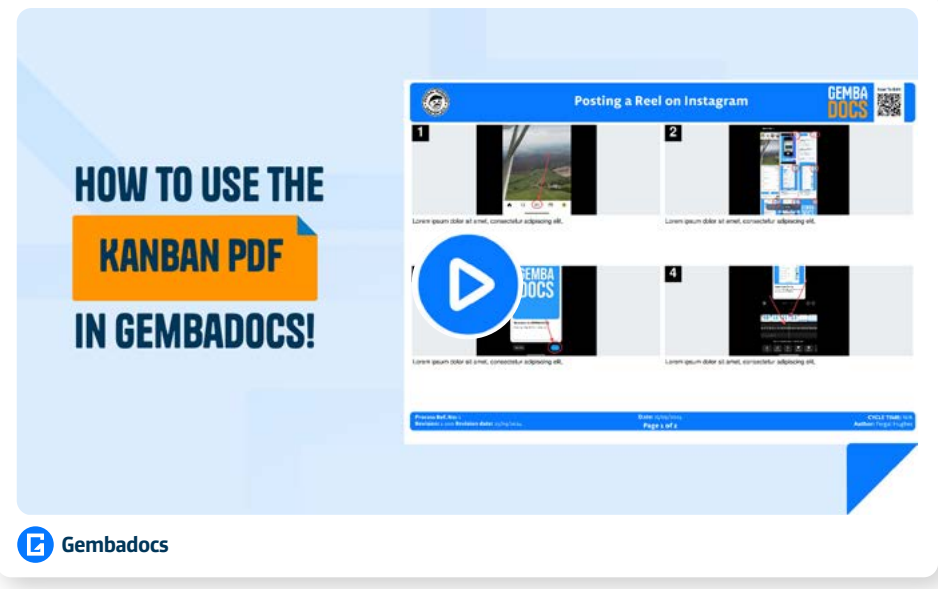
Lean Tour



GembaDocs Tour



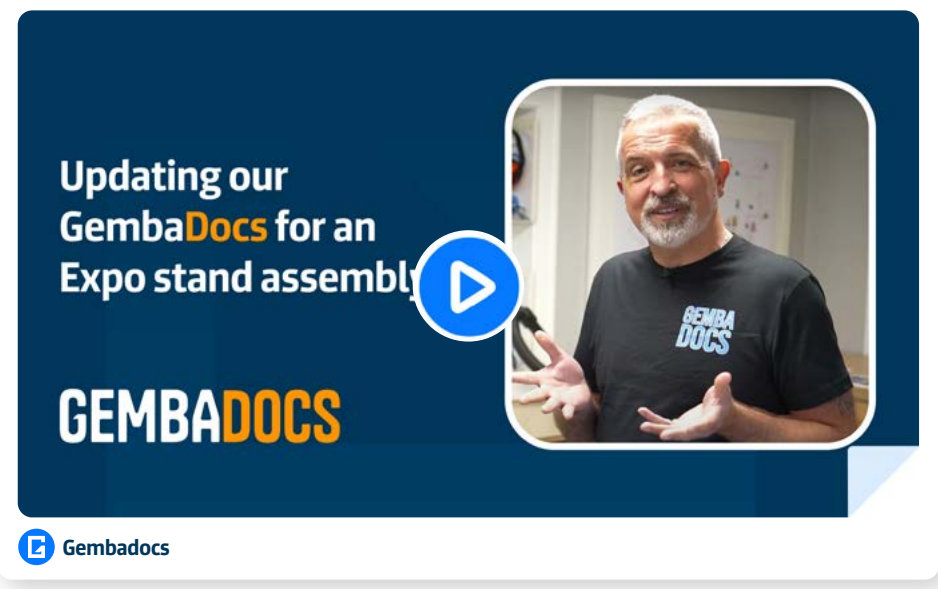
Kanban Cards



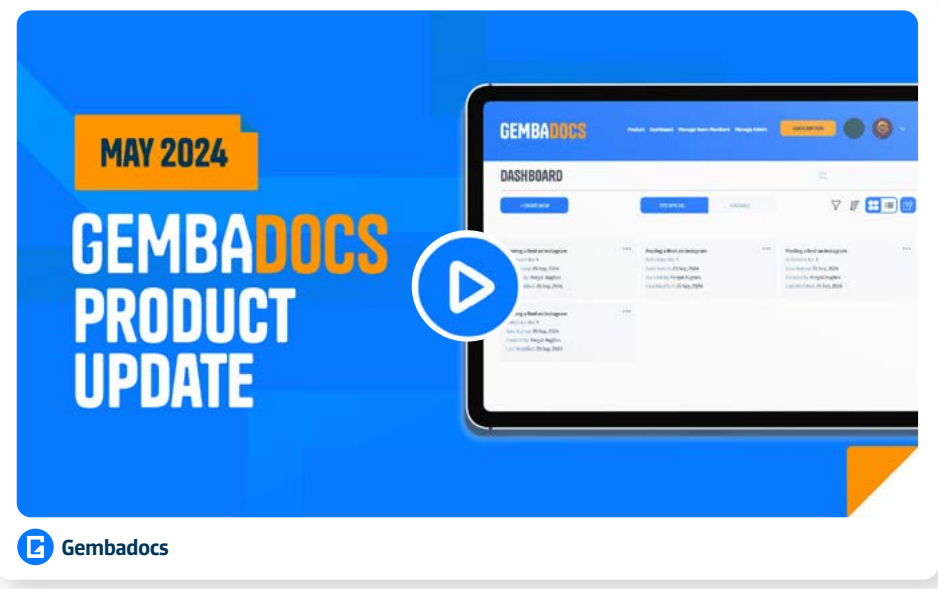
Top Tips



Tom on Tour



Product Updates



VIDEOS/MOTION GRAPHICS:
VIDEO END BUMPER

- OUR BRAND
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- COLOR PALETTE
- PHOTOGRAPHY
- ICONOGRAPHY
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07 WEBSITE

Public Website

Public Website in use

Platform App

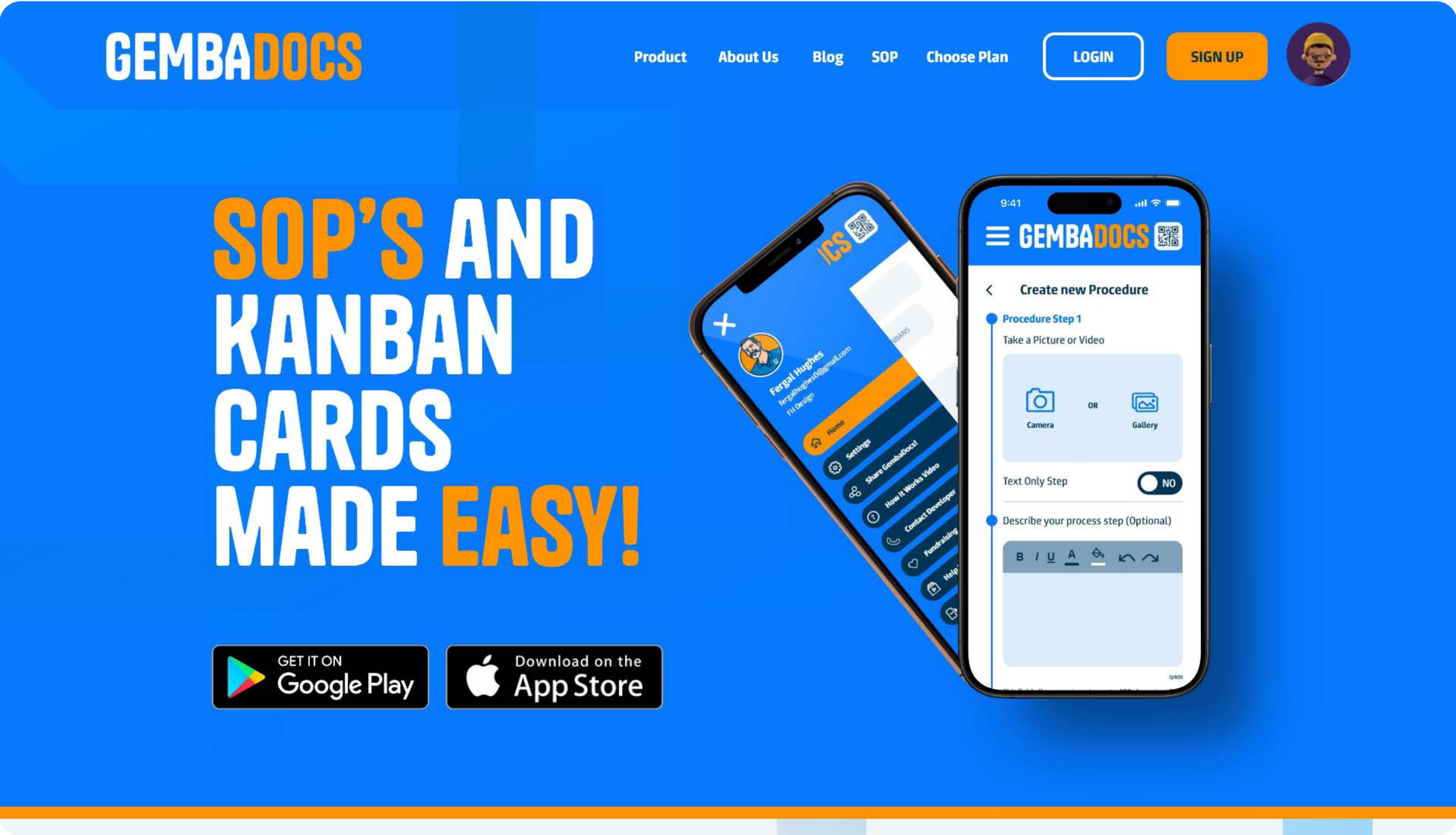
Platform App in use



The GembaDocs website is designed with a modern, straightforward aesthetic, prioritizing ease of use and clear information flow. High-quality visuals and intuitive navigation help users quickly understand our platform’s value and explore its features. With a clean, professional layout, the website emphasizes functionality, supporting a seamless user experience that aligns with our brand’s commitment to efficiency and productivity. This streamlined design, paired with industry-relevant imagery, creates a memorable experience that reinforces GembaDocs’ expertise in empowering manufacturing teams.

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Desktop
Version
Homepage



PUBLIC WEBSITE
IN USE

The GembaDocs website is built for user-friendliness, with clear navigation and intuitive features that make exploring our platform straightforward and engaging. Each element is designed to support an efficient browsing experience, helping visitors easily access information and understand the value GembaDocs brings to manufacturing workflows.

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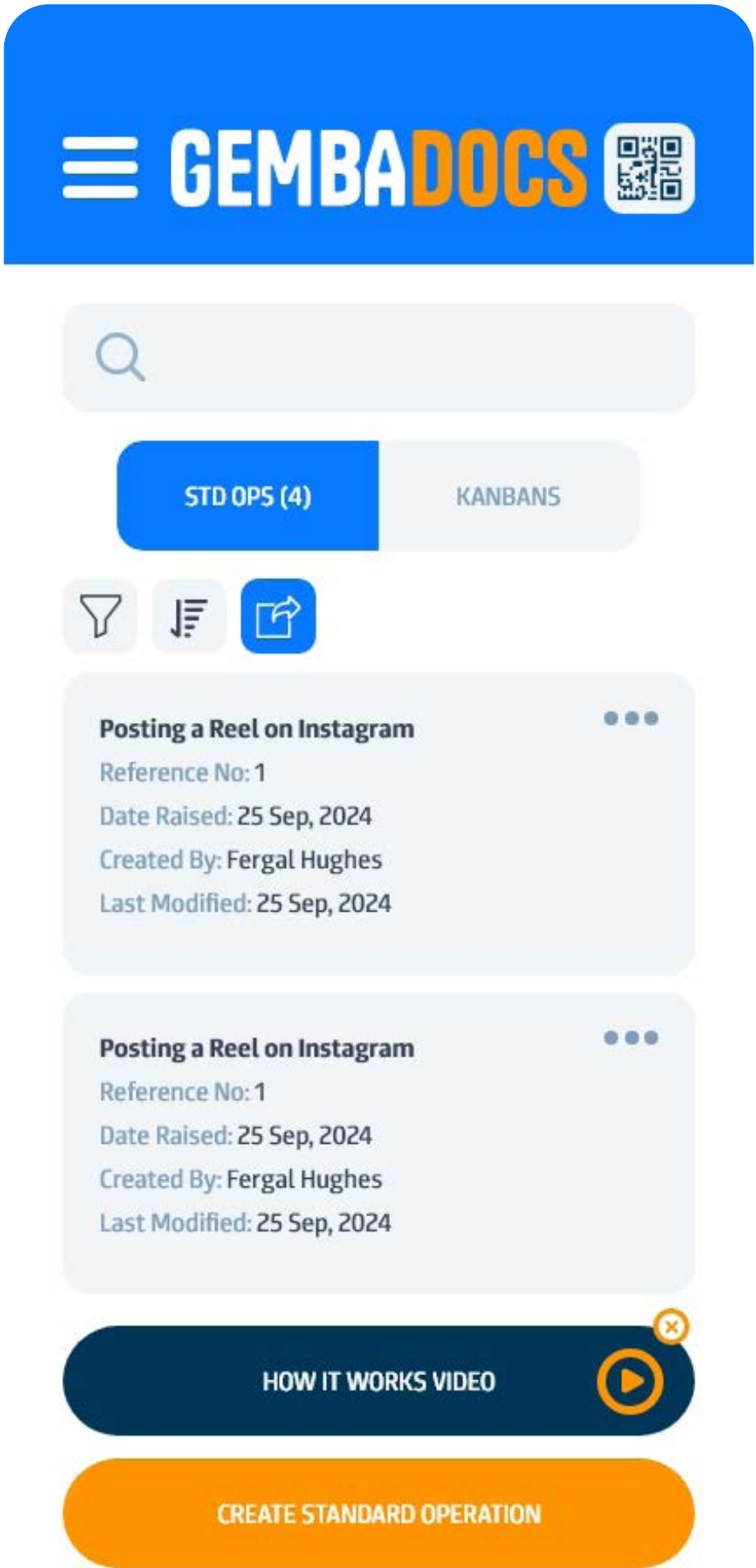


7.3

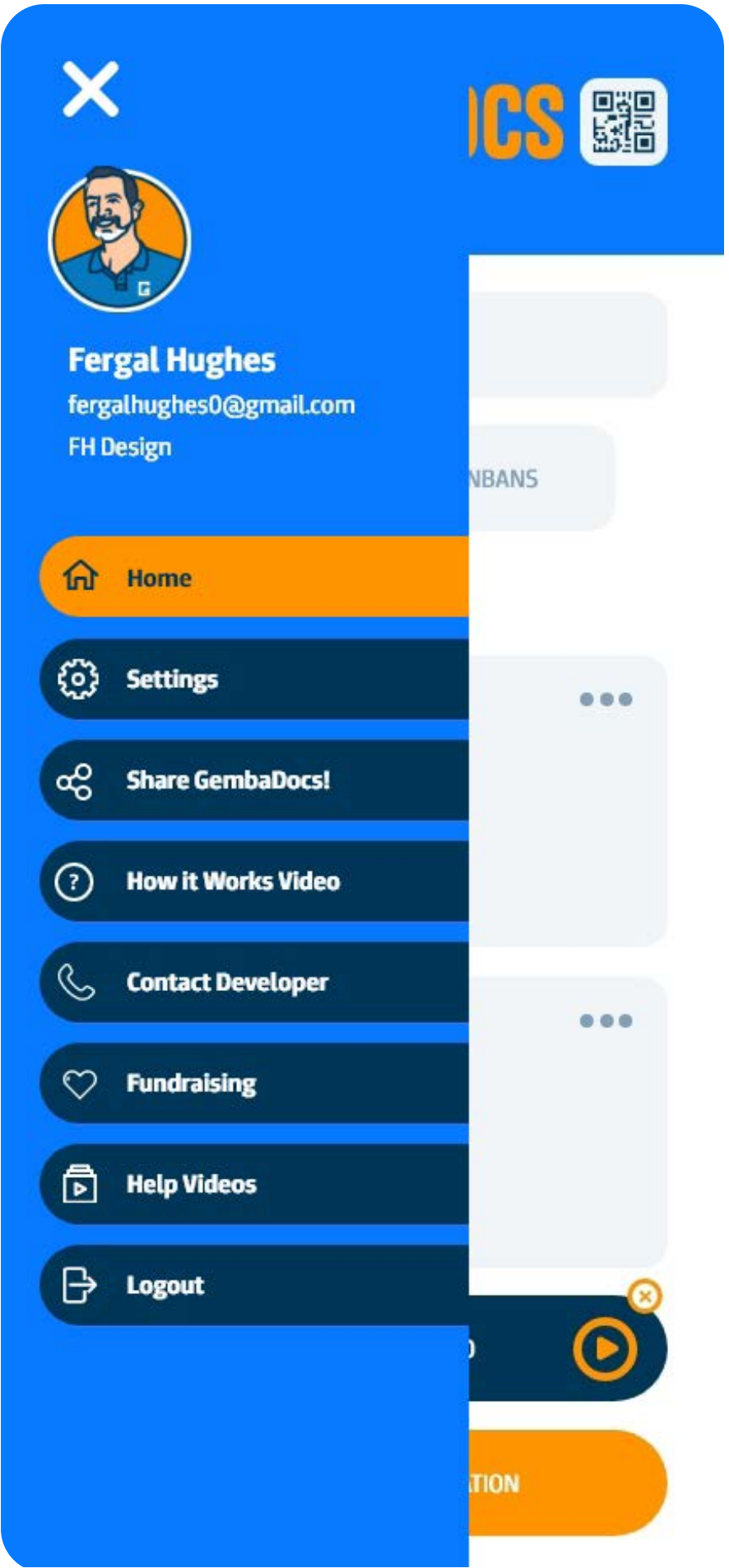
PLATFORM APP

The GembaDocs platform app is designed with user efficiency and clarity at its core, providing manufacturing teams with an intuitive, user-friendly experience. The app’s interface is streamlined and organized, enabling users to quickly access tools, create SOPs, and monitor processes without unnecessary complexity. Consistent branding, from color palette to iconography, ensures a cohesive experience that aligns with GembaDocs’ values of simplicity and empowerment. Every aspect of the app is crafted to support productivity, making it a trusted resource in day-to-day operations.

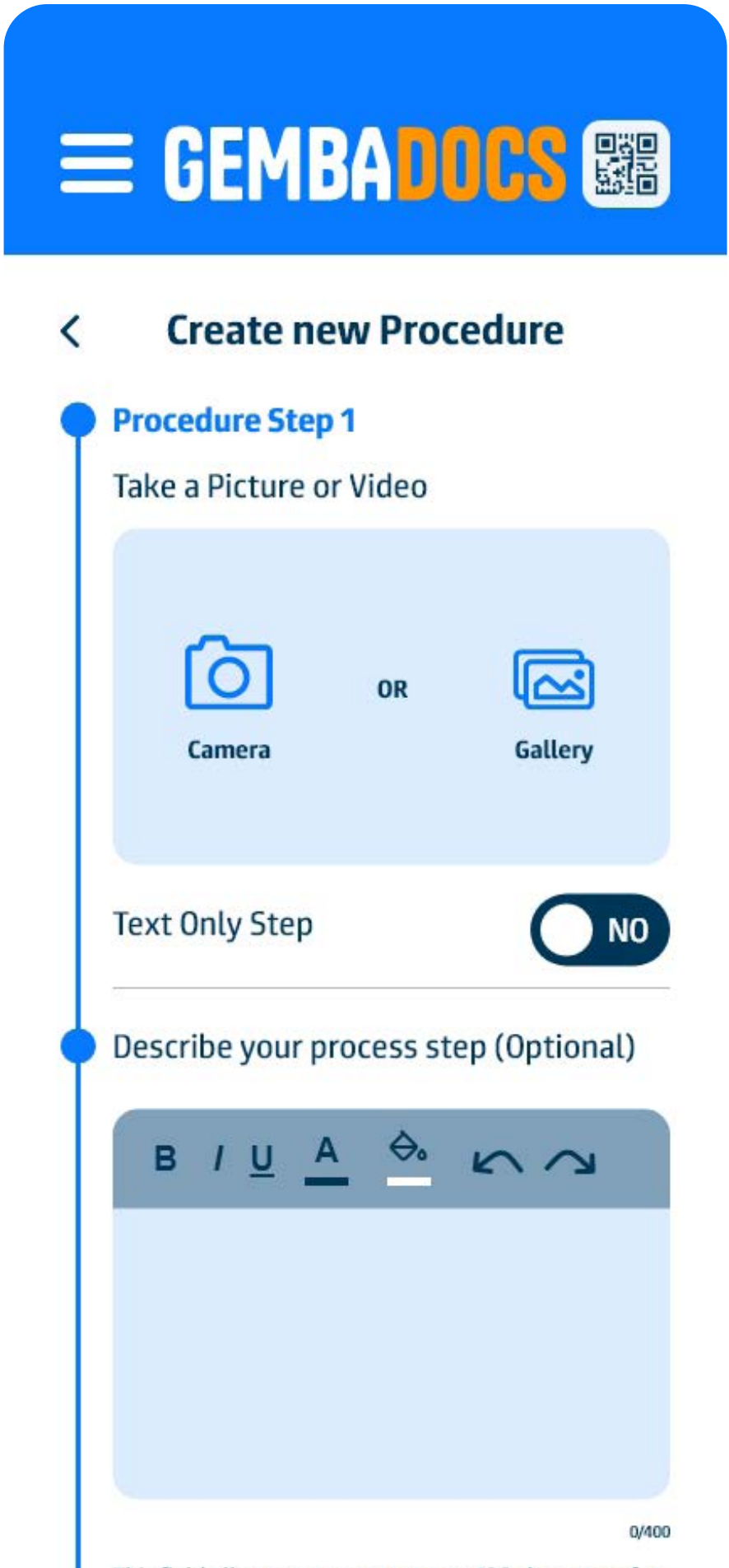
- OUR BRAND
- THE LOGO
- TYPOGRAPHY
- COLOR PALETTE
- PHOTOGRAPHY
- ICONOGRAPHY
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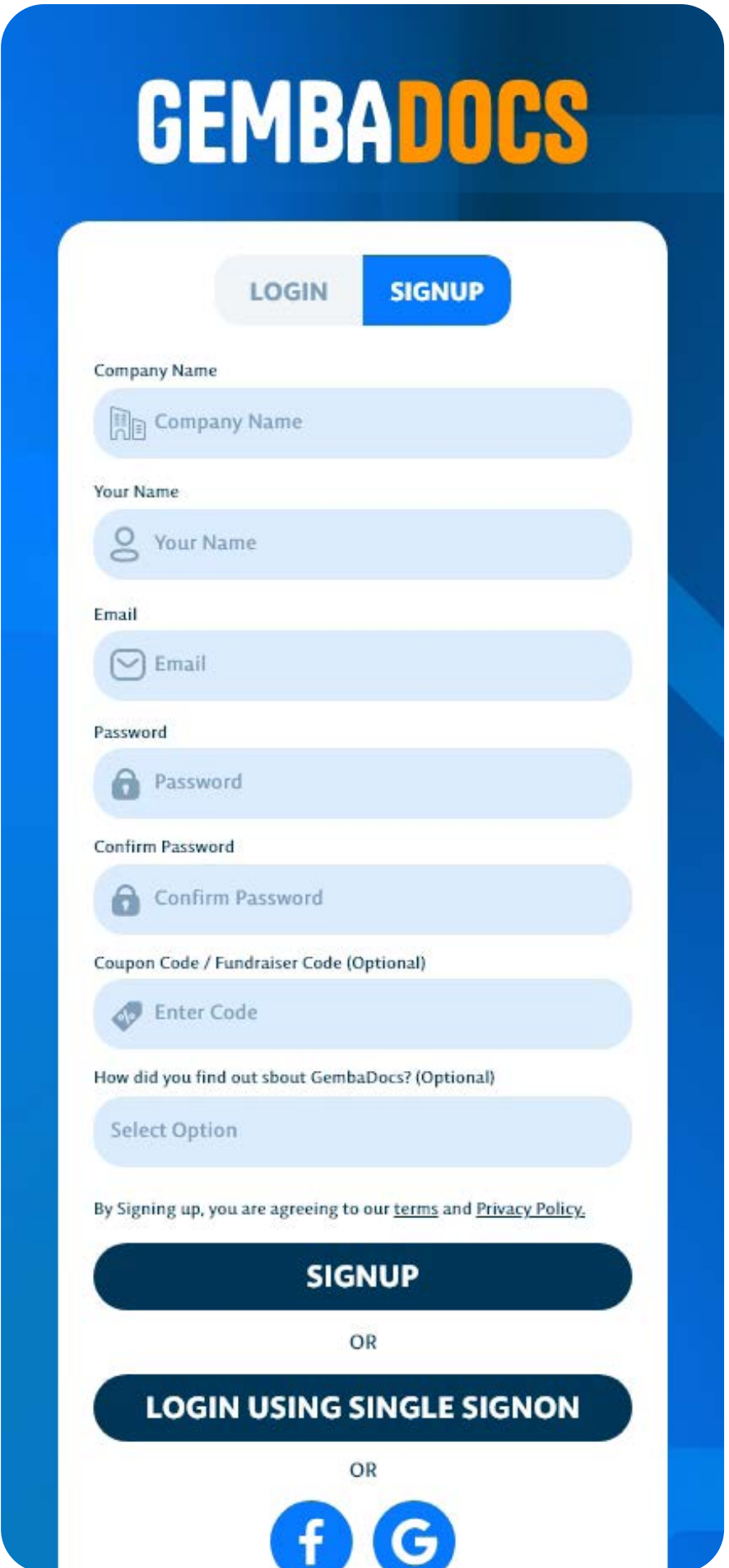
Mobile version
Homepage



Mobile version
Menu



Mobile version
Homepage

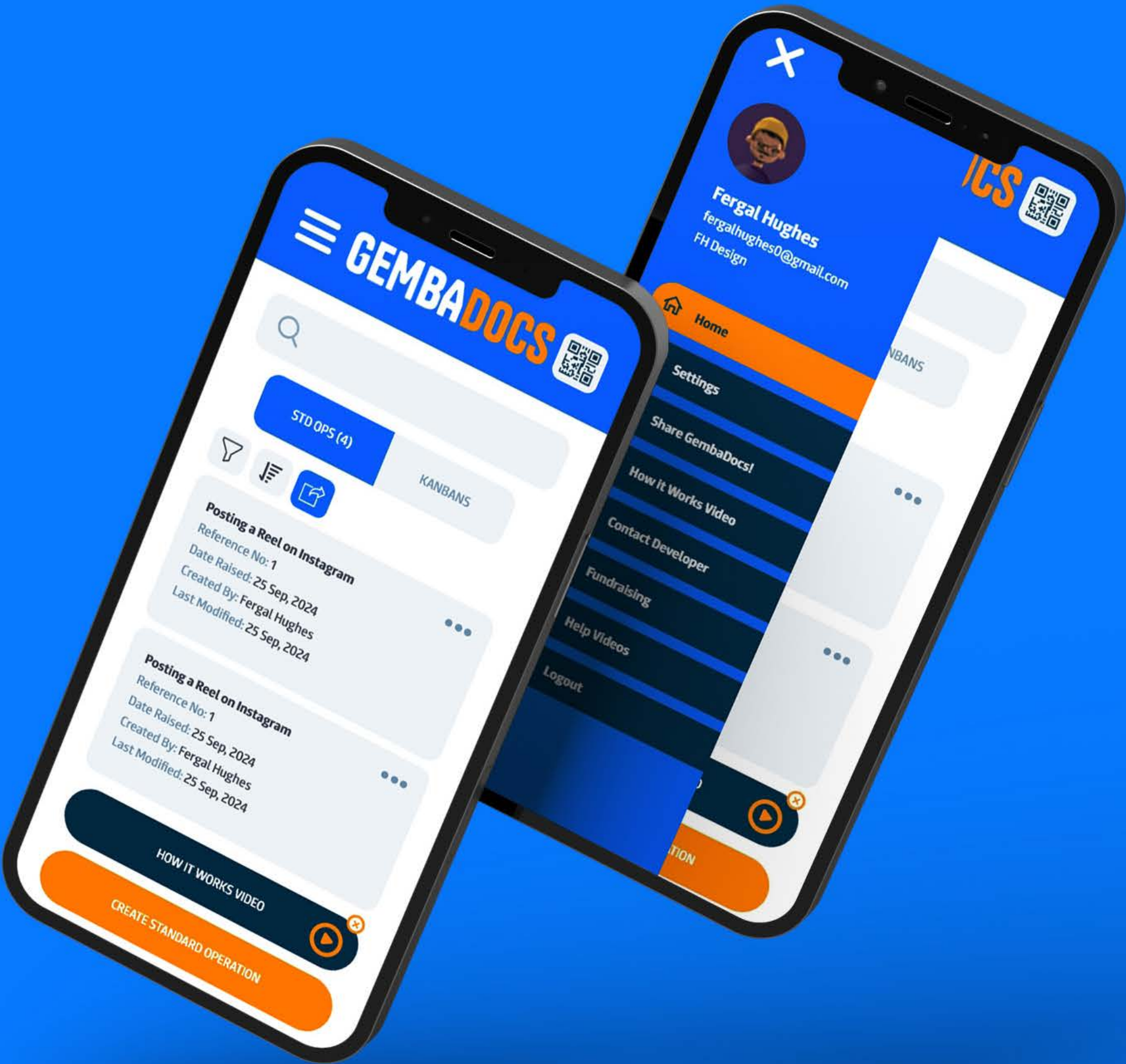


Mobile version
Product page

PLATFORM APP
IN USE

The GembaDocs platform app is designed to be user-friendly, with straightforward navigation and intuitive features that streamline the user experience. Each component is crafted to enhance productivity, enabling users to quickly access essential tools and information, making their workflow more efficient and effective.

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08 APPLICATIONS

Business Card

Digital Stationery

Slide Deck Template – Master

Doc Template - Master

Letterhead

Icons – Marketing

Send - paper plane (social media)

Save - bookmark (social media)

Like - love heart (social media)

IT Assets

Video Call backgrounds

Desktop backgrounds

Swag & Merch

Staff clothing

Product Mock Ups

Repeating pattern

Videos/Motion Graphics

Brand launch reveal

Video end bumper

Pocket Guide

Platform

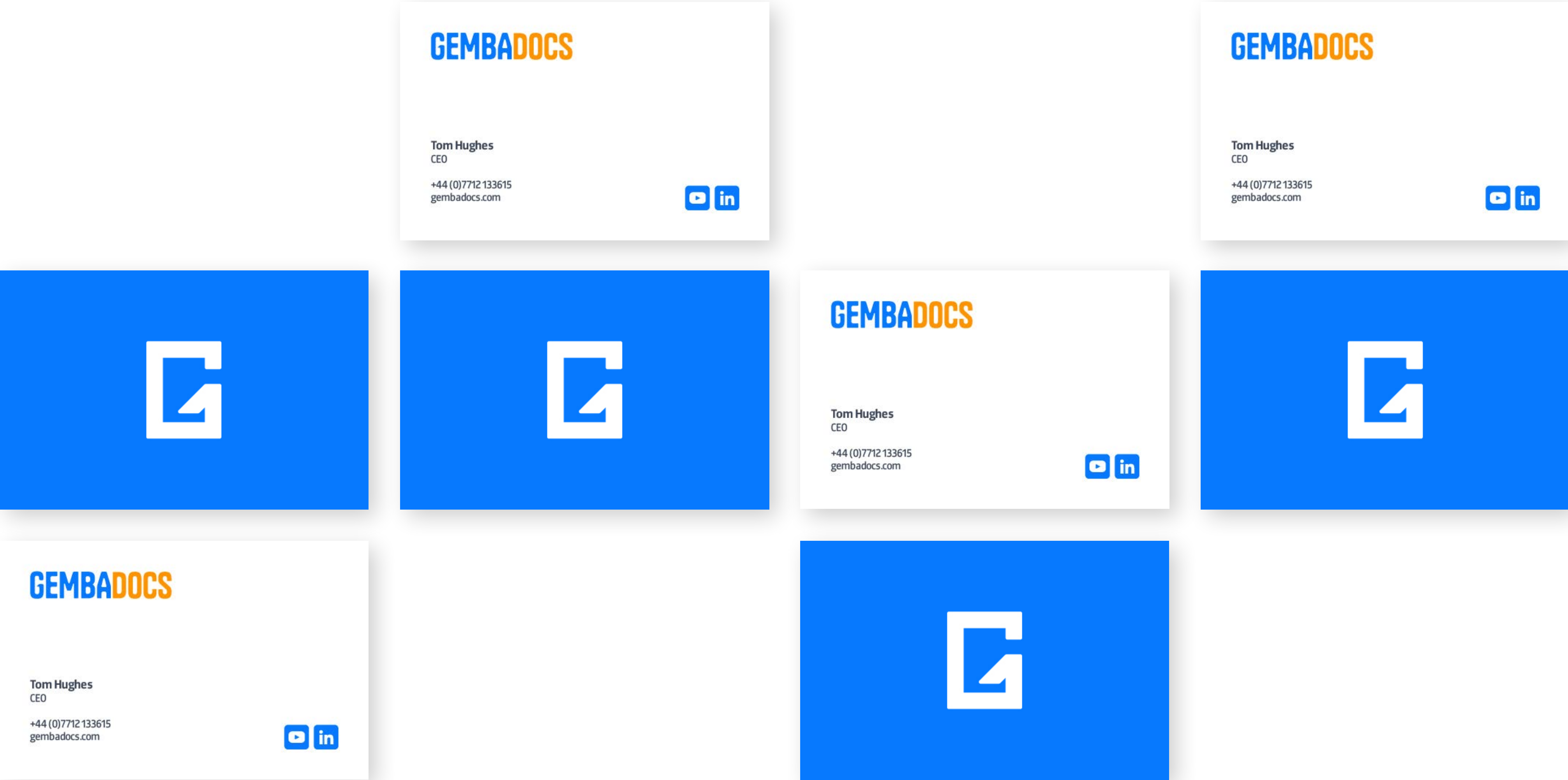
UI look and feel



BUSINESS CARDS

GembaDocs business cards reflect our brand’s visual identity, utilizing the primary typeface Expose and our distinct blue tones as the dominant colors. To add visual interest, the design also incorporates our vibrant orange accent, providing contrast and emphasis while maintaining a professional look. This combination of colors reinforces GembaDocs’ identity, creating a memorable and cohesive experience that aligns with our commitment to clarity and empowerment in manufacturing.

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8.18

SLIDE DECK TEMPLATE - MASTER

OUR BRAND

THE LOGO

TYPOGRAPHY

COLOR PALETTE

PHOTOGRAPHY


ICONOGRAPHY

SOCIAL MEDIA

WEBSITE































APPLICATIONS

[illegible]



Chapter Title

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	PREMIUM	SMALL BUSINESS		PREMIUM PLUS	MULTI-SITE PREMIUM
Number of Users	20	5	10	50	100
Number of SOPs	600	100	250	Unlimited	Unlimited
Number of Kanban Card	6000	250	500	Unlimited	Unlimited
Mobile App					
PC Version					
Customisation of SOP format					
Upload Existing SOPs as PDFs					
Optional Feedback Process On SOPs					
Document Approval Process (SOP)					

Attribute Plan

Upgrade Plan


Upgrade Plan

Upgrade Plan


Upgrade Plan


Presenter: Fergal Hughes
 11/01/1989

56



Chapter Title





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Present: Fergal Hughes
11/01/1989

GEMBADOCs

Chapter Title

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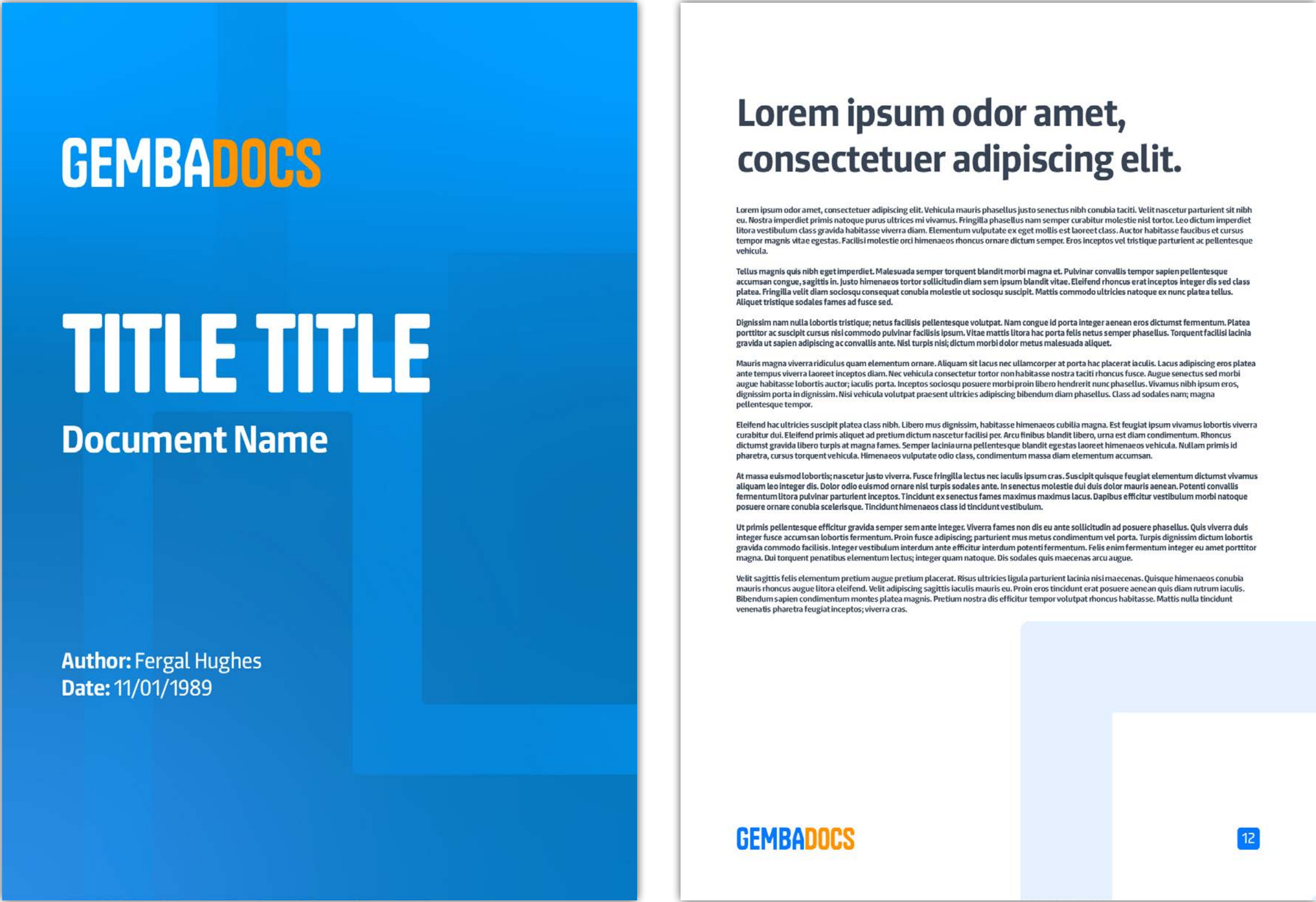
Lorem ipsum odor amet, consectetur adipiscing elit.

Presenter: Fergal Hughes
11/01/1989

14

A blue-themed slide with a white and orange GEMBADocs logo at the top left. The text 'THANK YOU' is in large white letters. Below it, 'Contact Us' is in white. To the left of the contact information are icons for YouTube and LinkedIn. The contact details are 'web: gembadocs.com' and 'email: support@gembadocs.com'. At the bottom left, it says 'Presenter: Fergal Hughes' and '11/01/1989'. At the bottom right, there is a small disclaimer in white text.

- OUR BRAND
- THE LOGO
- TYPOGRAPHY
- COLOR PALETTE
- PHOTOGRAPHY
- ICONOGRAPHY
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- WEBSITE
- APPLICATIONS



8.18

LETTERHEAD

- OUR BRAND
- THE LOGO
- TYPOGRAPHY
- COLOR PALETTE
- PHOTOGRAPHY
- ICONOGRAPHY
- SOCIAL MEDIA
- WEBSITE
- APPLICATIONS



OUR BRAND

THE LOGO

TYPOGRAPHY

COLOR PALETTE

PHOTOGRAPHY

ICONOGRAPHY

SOCIAL MEDIA

WEBSITE

APPLICATIONS

Send - paper plane
(social media)



Save - bookmark
(social media)



Like - love heart
(social media)



8.3

IT ASSETS: VIDEO CALL
BACKGROUNDS

- OUR BRAND
- THE LOGO
- TYPOGRAPHY
- COLOR PALETTE
- PHOTOGRAPHY
- ICONOGRAPHY
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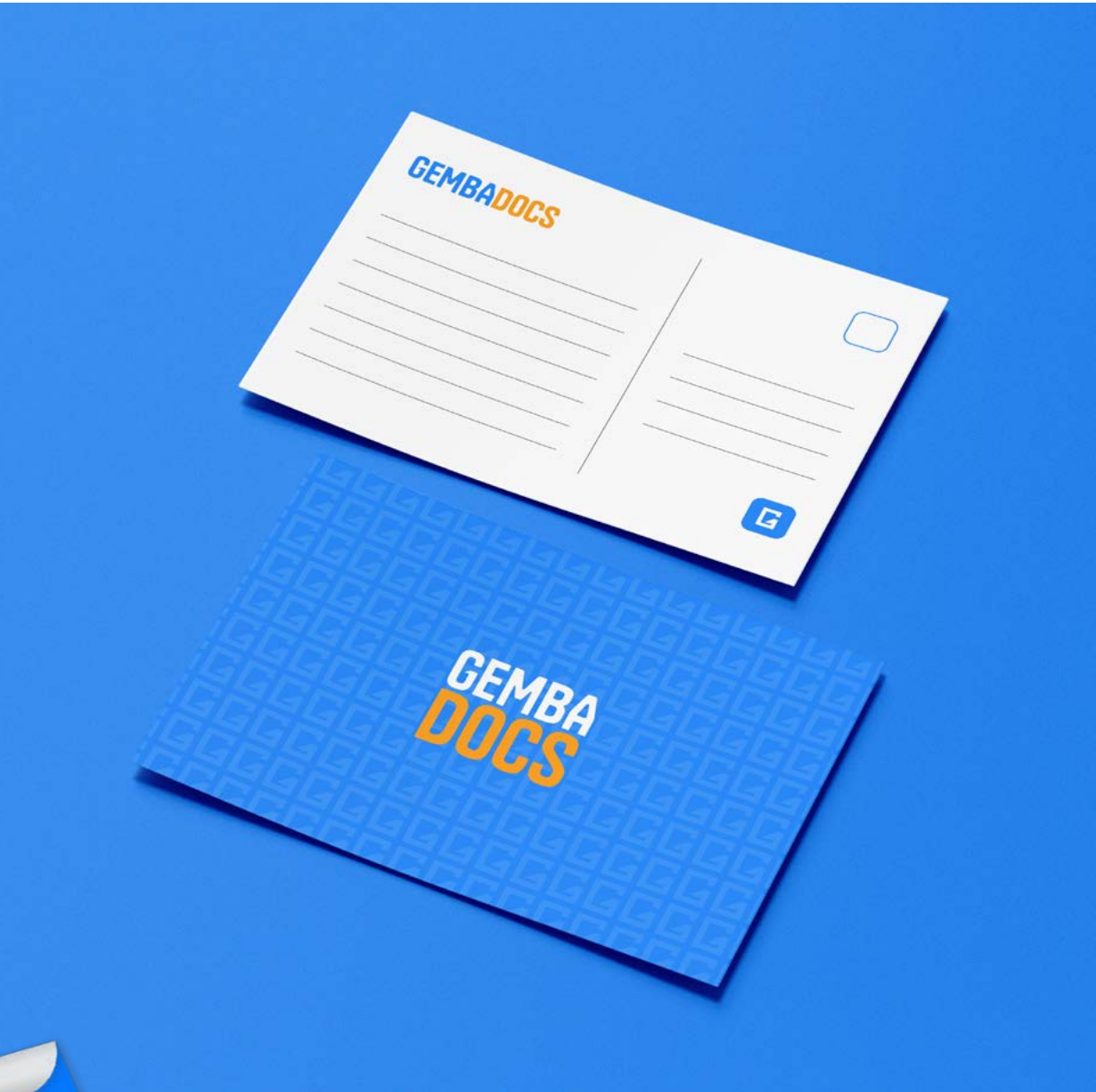
8.4

IT ASSETS: DESKTOP
BACKGROUNDS

- OUR BRAND
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- PHOTOGRAPHY
- ICONOGRAPHY
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- OUR BRAND
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STAFF CLOTHING:
TSHIRTS & JUMPER

- OUR BRAND
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- COLOR PALETTE
- PHOTOGRAPHY
- ICONOGRAPHY
- SOCIAL MEDIA
- WEBSITE
- APPLICATIONS



8.10

PRODUCT MOCK UPS

OUR BRAND

THE LOGO

TYPOGRAPHY

COLOR PALETTE

PHOTOGRAPHY

ICONOGRAPHY

SOCIAL MEDIA

WEBSITE

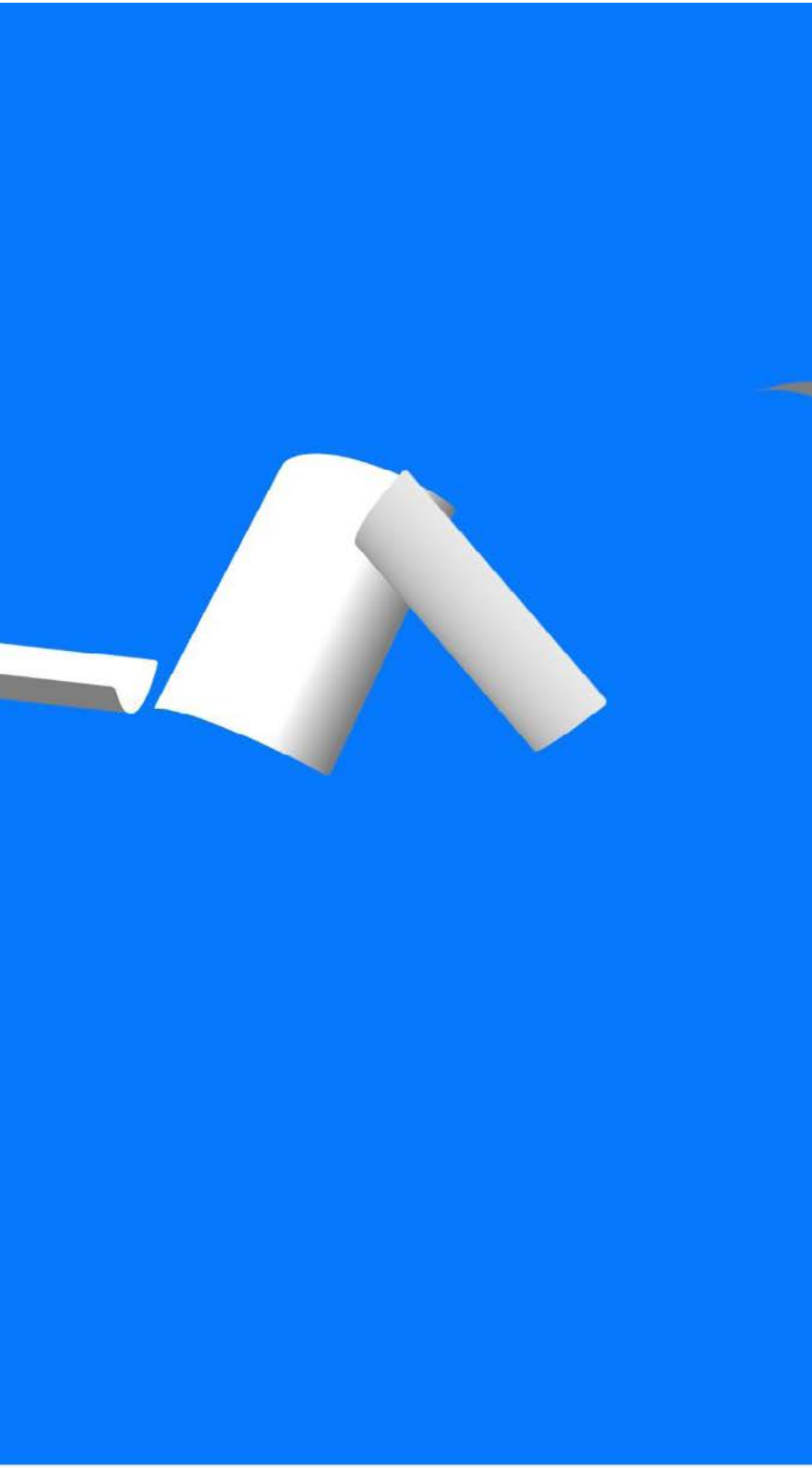
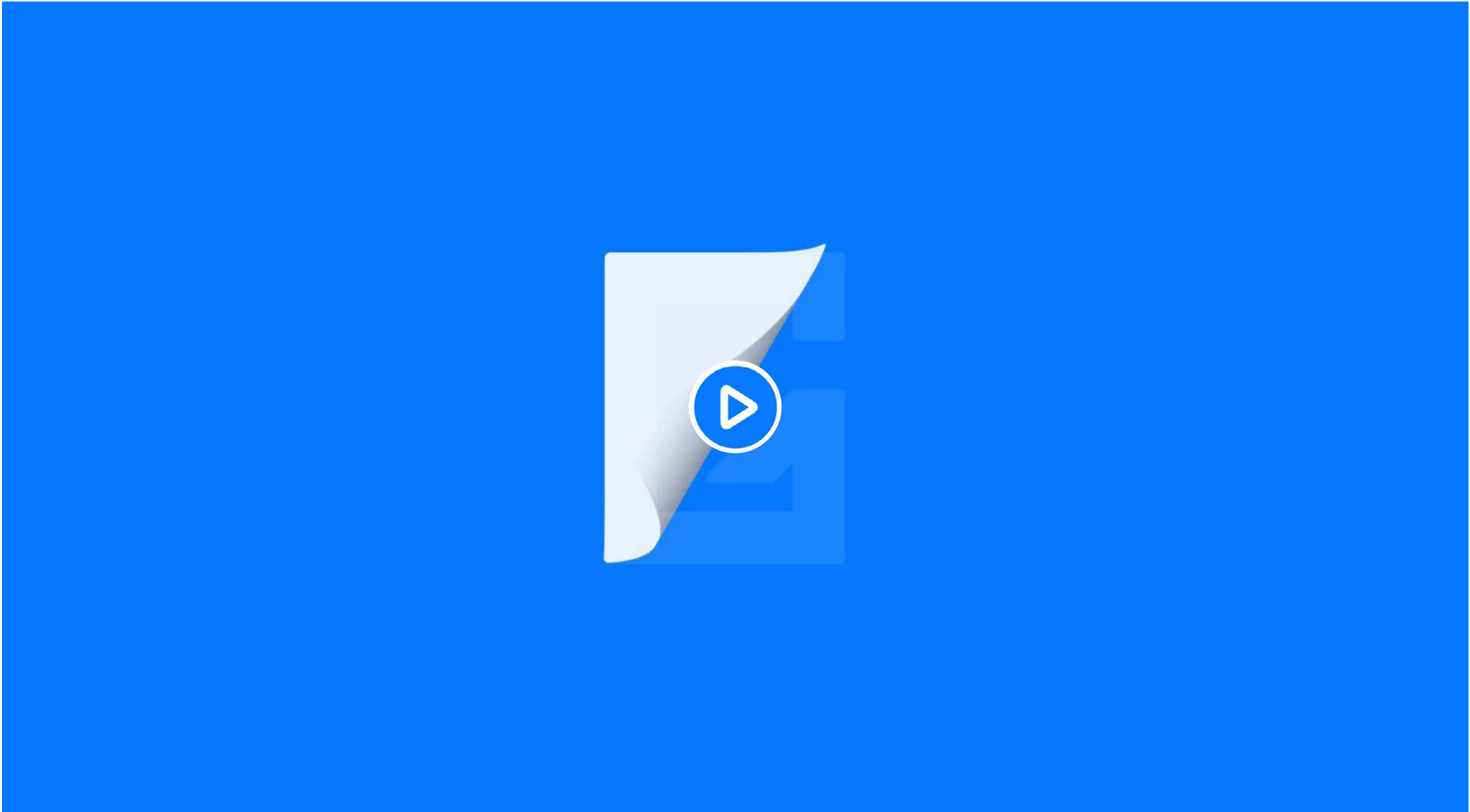
APPLICATIONS



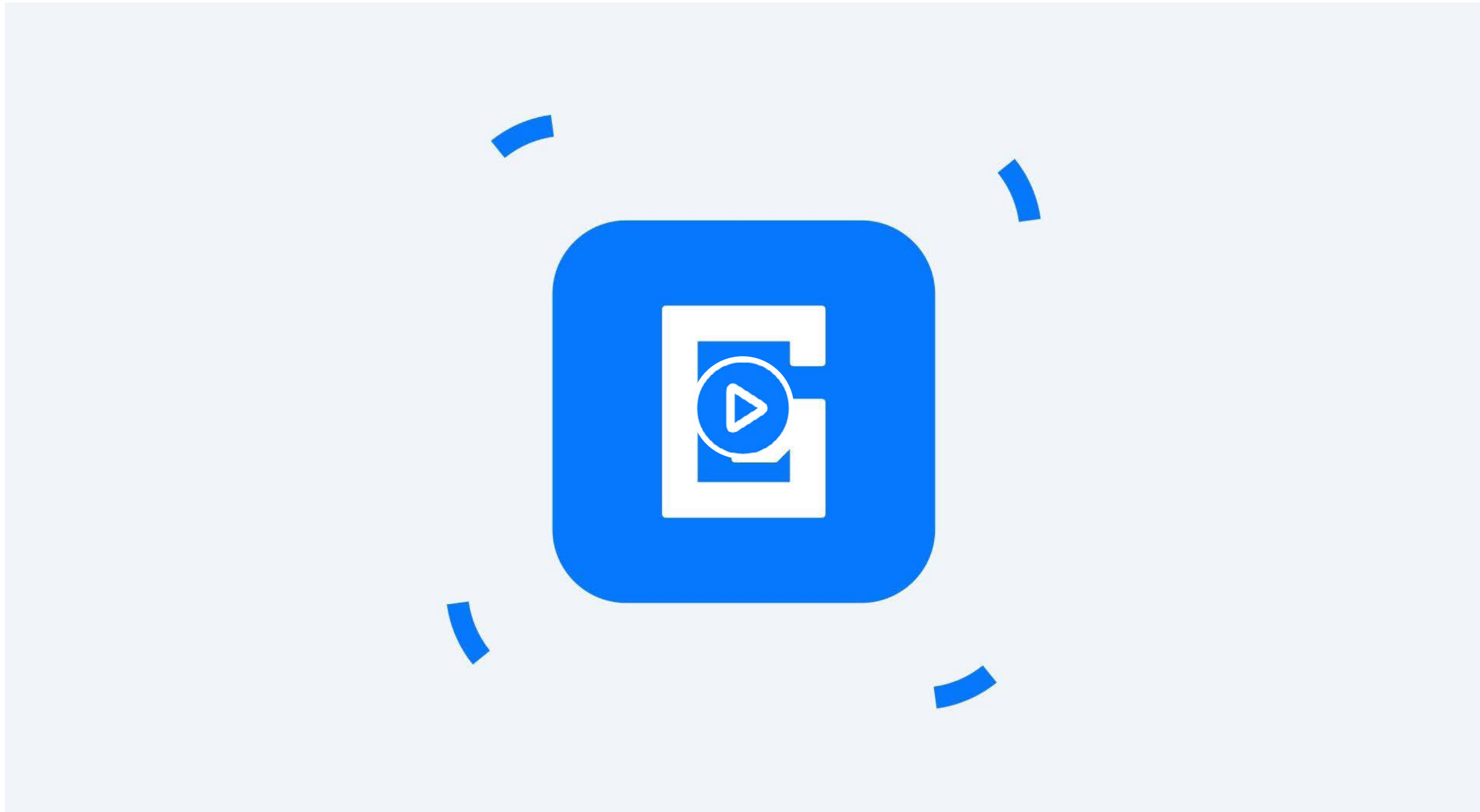
- OUR BRAND
- THE LOGO
- TYPOGRAPHY
- COLOR PALETTE
- PHOTOGRAPHY
- ICONOGRAPHY
- SOCIAL MEDIA
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- OUR BRAND
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SOP POCKET GUIDE 1.0

How to save time making manufacturing instructions

UK English

GEMBADocs

SOP Pocket Guide 1.0: How to save time making manufacturing instructions

CASE EXAMPLE

WATCH VIDEO

Adman Steel Sheds

Adman Steel Sheds experienced a significant boost in efficiency and morale when they adopted a lean manufacturing approach and standardised their processes.

The visual nature of these standardised SOPs greatly enhanced staff onboarding, making it easier for new employees to learn their roles. For example, when Oshing joined Adman Steel, he mastered his tasks and machinery twice as fast, thanks to having access to clear visual SOPs - and the ability to revisit training videos as needed. This ensured he could perform tasks correctly on the first attempt, reducing errors and boosting productivity.

CASE EXAMPLE

WATCH VIDEO

Hampton Conservatories

Hampton Conservatories streamlined their operations by creating SOPs for internal process documentation through to detailed 90-page installation guides which have been used by international installers.

By breaking down complex processes into manageable chunks, they made them easier to understand and more accessible. Production manager, Dwyain Steel, observed that before GembaDocs, the company risked losing critical knowledge when experts retired. Now, with SOPs as the knowledge base, they can easily upskill staff, implement lean manufacturing, and transfer knowledge to apprentices. This approach has "cut the learning process in more than half".

Watch over 400 videos of GembaDocs, SOPs and lean manufacturing in action

How SOPs improve operational efficiency

SOPs can dramatically improve operational efficiency in your manufacturing processes by:

- Reducing errors: Clear, precise instructions minimise mistakes, leading to fewer disruptions and less rework.
- Speeding up training: New employees can quickly get up to speed by following well-documented procedures, reducing the time needed for training.
- Enhancing productivity: SOPs streamline tasks, eliminating unnecessary steps and ensuring that work is done right the first time.
- Improving communication: SOPs serve as a reference point, reducing the need for repeated explanations and instructions.
- Facilitating continuous improvement: SOPs provide a baseline that you can analyse and improve upon, driving continuous operational excellence.
- Facilitates automation: Clear SOPs make it easier to identify and implement automation opportunities, further saving time and resources.

In numbers

50% In numbers
Implementing SOPs reduces process lead time by 30% and organizations that follow SOPs see a 50% reduction in production downtime

35% Error reduction
Following standard operating procedures can reduce errors by 35%

40% Training efficiency
SOPs cut employee training time by 40% on average and those with well-documented SOPs experience a 35% faster on-boarding process for new employees

20% Cost savings
Implementing SOPs can reduce operational costs by 20%. Lead to a 20% increase in product quality and adherence results in a 30% decrease in rework

70% Improved compliance
Companies with SOPs experience 50% fewer compliance issues and 70% more likely to pass audits successfully

SOP Pocket Guide 1.0: How to save time making manufacturing instructions

Why SOPs matter

Standard Operating Procedures (SOPs) are essential for ensuring consistency, quality, and safety in manufacturing processes.

They provide detailed, step-by-step instructions for performing tasks in a standardised way - crucial for maintaining high-quality outputs, minimizing errors, and ensuring compliance with industry regulations.

For small and medium-sized enterprises (SMEs), SOPs are particularly valuable because they help streamline operations, scale processes efficiently, and on-board new employees quickly.

Types of SOPs in manufacturing

There are different types of SOPs tailored to specific needs in manufacturing:

- Operational SOPs: These guide the performance of day-to-day tasks such as machine setup, production processes, and equipment operation.
- Safety SOPs: These outline procedures for maintaining a safe working environment, including handling hazardous materials and operating machinery safely.
- Quality control SOPs: These ensure that products meet quality standards through consistent testing, inspection, and documentation.

What to include in a good SOP

An effective SOP involves:

- Step-by-step instructions:** Clearly outline each step required to complete a task, using simple and unambiguous language.
- Consistency:** Ensure that the SOP reflects consistent procedures and uses standardised terminology.
- Visual aids:** Incorporate diagrams, flowcharts, videos, or photos to make the instructions easier to understand and follow.
- Testing and validation:** Before finalizing the SOP, have it tested by the team members who will use it to ensure clarity and effectiveness.

Use technology to save time

Leverage digital tools, like GembaDocs, to easily draft, store, and distribute SOPs, making it simple to keep your procedures up-to-date and accessible to all employees.

Templates and software can also help standardise the format of your SOPs, ensuring consistency across the board. Look for a tool that:

- Is easy to update: Edit, insert and move steps into SOPs in seconds taking the struggle out of revisions.
- Is easy to access: Via mobile device, PC, printed version and QR codes - all with up to date live links. Easily added to your existing documents.
- Has integrated photo editing: Take photos, upload, write, highlight and draw on photos all within GembaDocs app.
- Has videos enabled: Use a photo or a short video to describe your process step.
- Can document control: Reference and revision numbers are centrally managed. Approval process for compliance against standards like ISO9000 / AS9100D.

SOP Pocket Guide 1.0: How to save time making manufacturing instructions

Continuous improvement

SOPs are not static documents—they should evolve as your processes improve. By regularly reviewing and updating your SOPs, you can ensure they remain relevant and effective, supporting continuous improvement initiatives like Lean Manufacturing and Kaizen.

- Lean manufacturing: SOPs support lean practices by standardising processes, reducing waste, and ensuring that every task adds value to the final product.
- Kaizen: Continuous improvement is at the heart of Kaizen. SOPs provide a baseline from which to measure improvements, making it easier to identify areas for enhancement and track progress.
- Quality assurance: SOPs are the backbone of quality control, helping to ensure that every product meets the company's standards. A SOP is vital for documenting and maintaining the consistency required for the likes of ISO 9001 certification. It ensures that all processes are clearly defined and followed, which is critical for passing audits and maintaining certification.

Pitfalls to avoid

- Over complication: Keep the SOP simple and focused. Avoid unnecessary details that could overwhelm the reader.
- Lack of regular updates: SOPs can quickly become outdated if not regularly reviewed. Make it a priority to update them whenever there are changes in processes, technology, or regulations.
- Ignoring employee input: Involve the people who will be using the SOPs in the creation process. Their insights can help make the instructions more practical and user-friendly. You'll also be able to identify new methods or time-saving opportunities viewing a process from another angle.
- Don't go solo: A SOP should be written by the person mainly in charge of the task, but then reviewed by another to check it actually works!

Ready to start?

Get started with SOPs with GembaDocs Access templates, tools, and resources that will help you create SOPs quickly and effectively.

GET STARTED

Bonus content

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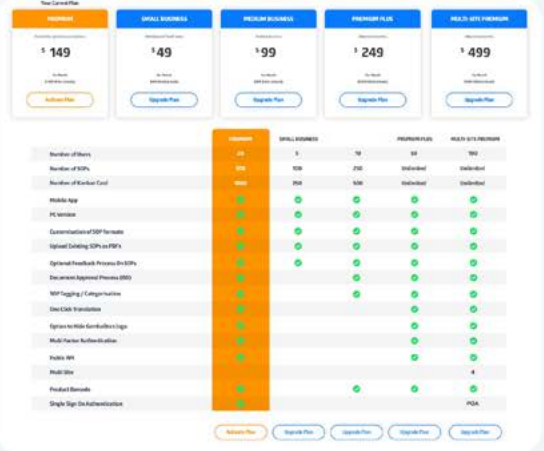
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09 THANK YOU

Do you have questions about this manual?

Then feel free to ask your question via

email: fergalhughes0@gmail.com

