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YOUR MAN WITH A VAN

# BRAND GUIDE.

*Friendly Local Movers*

This guide is for everyone who touches our brand — franchisees, designers, the team, and marketing partners. Consistency builds trust, and trust builds a business worth being proud of.

2026 EDITION
V1.0

01 · OUR STORY

# WHERE IT ALL BEGAN.

## THE ORIGIN

Dan Robson-Scarborough started Your Man With a Van in 2010 as a music student who needed a van for his DJ kit. Friends and family started asking for help with their moves. His dad spotted the opportunity. One lawnmower delivery later, a business was born.

There is no corporate backstory here. Just a real person who is constitutionally incapable of cutting corners. Dan ended up with more customers as friends than you could count. Even after all this time, people still ring up asking whether Dan still has a van.

By 2019, Dan had served over 1,000 customers and driven more than 150,000 miles. Then he met Cat. She became his life partner and Co-Director. Together they looked at what they'd built in Hertford and asked a simple but powerful question:

**"WHY CAN'T EVERY TOWN IN THE UK HAVE THIS?"**

That question became the franchise. Launched in January 2024, it has grown to 65 branches across the UK in just over two years. And that is not accidental.

## THE FOUNDERS

### DANIEL ROBSON-SCARBOROUGH

FOUNDER & MANAGING DIRECTOR

Business Leader of the Year 2025 finalist. Built this from one van into a national franchise. Customer-first to his core — incapable of a half- hearted job.

### CAT ROBSON-SCARBOROUGH

FRANCHISE & OPERATIONS DIRECTOR

Woman Who Awards 2026 finalist. The architect of the franchise model. Cat personally vets every franchisee. Not for capital. For character.

## WHAT THEY BELIEVE

- → Every town in the UK deserves a removal company it can trust.
- → The people who join us reflect who we are.
- → A business built on care will always outlast one built on price.
- → Good work, done properly, speaks for itself.

02 · MISSION, VISION & VALUES

# WHAT WE STAND FOR.

OUR MISSION

## TO MAKE MOVING DAY THE EASIEST PART OF MOVING HOUSE.

We exist to take the stress, uncertainty, and chaos out of one of life's most overwhelming experiences

Every move, every customer interaction should leave people thinking:

*That was so much easier than I expected.*

OUR VISION

## A TRUSTED LOCAL BRANCH IN EVERY TOWN ACROSS THE UK.

Not the biggest. Not the cheapest. But the most trusted. We want Your Man With a Van to be the name people reach for without thinking twice, because they know exactly what they're going to get.

OUR VALUES

### GENUINELY FRIENDLY

Not trained-to-smile friendly. Truly friendly. We hire warm people, and our franchisees reflect that. Every customer should feel like they matter, because they really do.

### RELENTLESSLY RELIABLE

When we say we'll be there, we're there. When we say the job's done, it's done properly. Our 99% five-star rating isn't a coincidence.

### PROFESSIONALLY HUMBLE

Britain's most gentlemanly man with a van service means we take the job seriously without taking ourselves too seriously. No drama and no ego. Just great work.

### COMMUNITY FIRST

We discount for our NHS workers, our military personnel, and students. We support our network. Business and community are not separate things.

### GROWTH WITHOUT GREED

We charge a fixed monthly fee, so franchisees keep everything they earn. No percentage skimmed. No penalty for success. We grow when they grow.

### BUILT TO LAST

We vet every franchisee personally. We'd rather have 65 brilliant branches than 200 mediocre ones. Quality over volume, always.

03 · BRAND POSITIONING

# WHO WE ARE & WHO WE SERVE.

OUR TAGLINE

## BRITAIN'S MOST GENTLEMANLY MAN WITH A VAN SERVICE.

This is our positioning statement, and it says everything. Gentlemanly means professional, courteous, reliable, and drama-free. Not stuffy. It means that when our van pulls up, the customer feels immediately at ease.

*Friendly Local Movers*

## OUR TWO AUDIENCES

### CUSTOMERS WHO NEED A MOVE

- Stressed about moving day, want reliability above all
- Will pay fairly for genuine peace of mind
- Share great experiences — word of mouth is everything
- Become loyal, repeat customers
- Emotionally vulnerable on moving day — treat them with care

### PEOPLE WHO WANT TO RUN A BRANCH

- Want to work for themselves, not a boss
- Bring existing life experience to the role
- Need support, structure, and a community
- Want an asset they can sell or pass on one day
- Care genuinely about their local community

## WHAT WE ARE. WHAT WE'RE NOT.

### ✓ WE ARE

- Warm, professional, and dependable
- Local, and community-minded
- Priced fairly — never the cheapest
- Nationally awarded, locally trusted
- Proud to be a franchise, not a faceless chain

### ✗ WE ARE NOT

- Corporate, cold, or interchangeable
- A race to the bottom on price
- Faceless or driven purely by profit
- One size fits all
- Transactional or forgettable

## OUR SERVICES

- House removals and flat moves
- Single large item relocation
- Storage moves
- Office relocations
- Packing services
- Commercial support
- Long-distance moves
- Waste clearance
- Piano removals

03.5 · OUR LOGO

# HOW TO USE IT RIGHT.

The Your Man With a Van logo is our most recognisable brand asset. It should always appear clearly, consistently, and exactly as supplied. Never recreate it from scratch, alter the proportions, or apply unapproved colours.

## THE TWO APPROVED VERSIONS

Use the dark (navy) logo on white or light backgrounds. Use the white logo on navy or dark backgrounds. These are the only two versions. Do not place either version on the yellow or sky blue backgrounds — contrast and legibility suffer.

## CLEAR SPACE

Always give the logo breathing room. The minimum clear space on all sides should equal the height of the letter "Y" in the logo. Nothing — text, imagery, or other logos — should encroach on this space.

## MINIMUM SIZE

The logo should never appear smaller than 120px wide in digital use, or 30mm wide in print. Below this, legibility is compromised.

## WHAT NOT TO DO

Never stretch, squeeze, or rotate the logo. Never apply a drop shadow or outline. Never place it on a busy photographic background without a solid colour block behind it. Never use an old version — always request the current file from Cat.

## FILE FORMATS

PNG for digital. SVG or EPS for print and large-format use such as van signage and banners. Never use a JPG for the logo — the compression degrades quality.

04 · COLOUR PALETTE

# OUR COLOURS.

Our colour palette is bold, warm, and immediately recognisable. Used consistently, these three colours make our brand unmistakable on every platform and every vehicle.

| PRIMARY | SECONDARY | ACCENT | SUPPORTING |
|---|---|---|---|
| NAVY | SKY BLUE | YELLOW | WHITE |
| RGB 27 · 32 · 80<br>CMYK 95 · 92 · 30 · 30<br>#1B2050 | RGB 62 · 188 · 236<br>CMYK 65 · 11 · 0 · 0<br>#3EBCEC | RGB 252 · 186 · 0<br>CMYK 0 · 28 · 100 · 0<br>#FCBA00 | RGB 255 · 255 · 255<br>CMYK 0 · 0 · 0 · 0<br>#FFFFFF |

## COLOUR USAGE RULES

| | |
|---|---|
| **Navy** | Backgrounds, headers, footer bars, body text headings. The dominant colour across all branded materials. |
| **Sky Blue** | Accent panels, quote borders, At a Glance strips, subheadings. Brings warmth and energy without overwhelming. |
| **Yellow** | Section heading underlines, CTA buttons, key metrics, accent bars. Always used sparingly. Never as a body text background. |
| **White** | Body copy backgrounds, reverse text on navy or blue. Gives the design space to breathe. |

## COLOUR COMBINATIONS THAT WORK

| | | | |
|---|---|---|---|
| **HEADING**<br>Body text sits here clearly.<br>CTA | **HEADING**<br>Body text sits here clearly. | **HEADING**<br>Body text sits here clearly. | **HEADING**<br>Body text sits here clearly. |

**Accessibility note :** Never place yellow text on a white background or white text on sky blue; contrast ratios are insufficient. Navy on white and white on navy are always safe.

05 · TYPOGRAPHY

# OUR FONTS.

Typography is one of our most powerful brand tools. Used correctly, our fonts make everything we produce feel instantly and unmistakably 'us'. Used incorrectly, we look like everyone else.

PRIMARY DISPLAY FONT

## AVENIR NEXT CONDENSED

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp

**Use for:** Logo, hero headlines, section headings, van signage, bold statements. Always UPPERCASE in display.

BODY & SOCIAL FONT

## Open Sans

Regular **Bold** *Italic* ***Bold Italic***

**Use for:** All body copy, emails, customer comms, website, social captions (Bold Italic for social posts).

SCRIPT ACCENT FONT

## Breathing

*Friendly Local Movers · Est. 2010 · Your Move, Sorted*

**Use for:** Tagline, warmth accents in marketing. Never for body text or anything requiring clarity at small sizes.

**Website font: Varela Round**. Used exclusively on the yourmanwithavan.com website. Not for print, social, or any other branded materials. If you're designing anything for the website, use Varela Round for body copy and UI text.

### TYPOGRAPHY RULES

- ✓ Use Avenir Next Condensed in ALL CAPS for hero headlines.
- ✓ Use Open Sans for all body copy — most readable across platforms.
- ✓ Use Breathing sparingly — only as an accent.
- ✗ Never mix more than two typefaces in a single design.
- ✗ Never use Breathing for body text or anything small.
- ✗ Never use Comic Sans, Impact, or any novelty font..

06 · BRAND VOICE & TONE

# HOW WE SOUND.

Our voice is one of our strongest assets. It is what makes people feel like they're dealing with a real person who cares rather than a faceless company. Get this right, and everything we write feels like 'us'.

## WARM

We write like a thoughtful friend, not a machine. We notice people. We care about the details. We make people feel at ease before they've even booked.

## SELF-AWARE

We know we're a man with a van service, and we find that genuinely funny. We don't take ourselves too seriously while remaining completely professional.

## STRAIGHT-TALKING

No jargon. We say what we mean in plain, honest language. If something is included, we say so. If it costs extra, we say so. People trust clarity.

## QUIETLY CONFIDENT

We have19 awards and a 99% five-star rating. We don't shout about it. We let the facts speak. Confidence without arrogance.

## THE VOICE IN PRACTICE

| ✗ INSTEAD OF THIS… | ✓ THIS INSTEAD. |
| --- | --- |
| "We offer competitive pricing for all your moving needs." | "We're not the cheapest. We're the most trustworthy. There's a difference." |
| "Our team of highly trained professionals will ensure your relocation is handled efficiently." | "Our lads are brilliant. Careful, friendly, and they won't stop until it's done properly." |
| "We provide professional removal services across the South of England." | "We're friendly local movers. We'll treat your sofa like it's our own." |
| "Please be advised that cancellation within 48 hours may result in deposit forfeiture." | "If plans change, give us 48 hours' notice and we'll sort it. No stress." |

07 · IN THEIR OWN WORDS

# WHAT OUR CUSTOMERS SAY.

These are real reviews from real customers across the network. Read them carefully. The language customers use is the clearest possible brief for how we should write, speak, and behave. Notice what they praise. Notice the words they reach for. This is the voice we are trying to earn — **every single time.**

"

We laughed all through a stressful move. The boys were amazing. Thank you!!

— SARA

"

No stress or damage, and they were super helpful. Highly recommend for a smooth, carefree moving experience. Great start to my new home!

— SACHA

"

I cannot rate Lee and his team highly enough. I have used them for two moves and for future jobs I wouldn't go anywhere else. Best movers around by far.

— SHARON

"

I had booked with another company who didn't show up on the day of my move, so I called these guys who saved the day. Very friendly people and great price too.

— ROB

"

After dealing with unhelpful companies and surprise charges, I was so relieved to find this team. Friendly, honest, and efficient — with no hidden fees.

— MARIE

"

Cat made booking easy and stress-free, and Simon and Dillon were amazing on the day — efficient, careful, and well-prepared. I felt totally looked after.

— DARCY

## THREE THINGS THE REVIEWS TELL US

### 01

### CUSTOMERS NAME PEOPLE, NOT COMPANIES.

They don't review 'Your Man With a Van'. They review Lee, Rob, Paul, and Dan. Every franchisee is the brand. The personal connection is everything.

### 02

### COMMUNICATION IS MENTIONED AS OFTEN AS THE MOVE ITSELF.

Prompt responses, updates on the day, keeping customers informed. Reviews praise this as much as the physical work. Communication is not admin. It is the service.

### 03

### THE COMPARISON IS ALWAYS TO A BAD EXPERIENCE ELSEWHERE.

Customers repeatedly mention being let down by other companies first. We are the relief. We are the rescue. That's the emotional position we hold — own it.

## THE LANGUAGE CUSTOMERS REACH FOR

On time · Stress-free · Saved the day · Above and beyond · Highly recommend · Wouldn't go anywhere else · Friendly · Will use again · Great communication · Fair price · Professional · Careful with belongings

08 · WRITING GUIDELINES

# HOW WE WRITE.

## CUSTOMER EMAILS & QUOTES

- Open with the person's name. Always.
- Confirm key details clearly: date, time, job, price
- Avoid jargon. If your nan wouldn't understand it, rewrite it
- Close warmly: 'Any questions, just shout'
- Sign off with a name, not just 'The Team'
- Response time target: same business day, ideally within the hour

## SOCIAL MEDIA

- Write in first person plural: 'we', 'our lads', 'the team'
- Short captions. One thought per post. Lead with the person, not the service
- Emojis are fine — sparingly, only when they add warmth
- Phrases we love: 'smashing it (not literally)', 'zero nonsense', 'no drama'
- Hashtags: 3–5. Always include #YourManWithaVan
- Never post blurry photos, unbranded vans, or scruffy uniforms

## EMAIL SIGNATURES

Every franchisee's email signature should follow the same structure: name, job title, branch name, address, phone number, and website link.

Below the contact details, include the branded banner image showing current proof points — branch count, review count, and active awards.

Keep it up to date. Cat holds the master version and shares it via the network whenever it needs refreshing.

- One standard format across the whole network. No variations
- No personal photos, clip art, or motivational quotes
- No sign-offs like 'Kind regards from the team at...' — just your name •

If you're unsure whether your signature is current, ask Cat

## GOOGLE REVIEWS & RESPONSES

- Respond to every review —five stars or not
- Positive: thank them by name, mention something specific they said
- Negative: never be defensive. Acknowledge, apologise, resolve
- Keep responses to two or three sentences
- Never copy and paste the same response. It shows
- A thoughtful response to a 3-star review says more than 10 five-stars

## FRANCHISE COMMUNICATIONS

- Write to franchisees as partners,not subordinates
- Lead with support, not instruction
- Celebrate wins publicly in the group. Handle problems privately
- Use the same warm, plain-English tone as everything else
- WhatsApp messages should feel like they come from a person
- Never use phrases like 'actioning this going forward'

WORDS & PHRASES · OUR VOCABULARY

### ✓ USE THESE

Friendly · Smashing it · No drama · No stress · Sorted · The team · We've got you · Fair · Straightforward · Reliable · Brilliant · Lovely · Genuinely · Local · Community · Trustworthy

### ✗ AVOID THESE

Leverage · Synergy · Going forward · Actionable · Optimise · Utilise · Industry-leading (only if quoting an award) · World-class · Best-in-class · Solutions · Hassle-free (say what you mean instead)

09 · IMAGERY

# THE PHOTOGRAPHS THAT REPRESENT US.

Photography is often the first thing a potential customer or franchisee sees. It should feel warm, honest, and professional — never stock-photo perfect, never scruffy. Think genuine smiles, clean uniforms, branded vans, and real moments.

Team in uniform — real smiles, real jobs.

Branded van in recognisable local environments.

The Luton — our most visible brand asset.

### ✓ SHOOT THIS

- People in full, clean, branded uniform (navy hoodie or jacket with logo)
- Sign-written vans — always. An unbranded van is a missed opportunity
- Real customers, real moments — the smile after a completed move
- Bright, naturally lit images. Outdoors or in good indoor light
- Team photos showing camaraderie and genuine warmth
- Before/after: furniture safely wrapped, boxes neatly stacked

### ✗ AVOID THIS

- Blurry, dark, or poorly composed photos — they damage brand trust instantly
- Unbranded or scruffy clothing in any public-facing image
- Stock photography that looks staged or inauthentic
- Photos of damaged items, messy vans, or chaotic moves
- Selfies that don't represent the brand well
- Low-resolution images — minimum 1MB for print, 500KB for social

### VAN PHOTOGRAPHY

The van is our most visible brand asset — a moving billboard. Every photo should show a clean, sign-written vehicle. **Vans must never appear dirty, damaged, or unbranded in any public-facing image.**

10 · COMMUNITY, DISCOUNTS & AWARDS

# GIVING BACK & BEING RECOGNISED.

Our community discount programmes are not a marketing gimmick. They reflect who we actually are. When communicating these, always lead with the gratitude, not the discount figure.

### BLUE LIGHT CARD

**10%**

**OFF**

NHS, Police, Fire & Ambulance

*"A little thank you to the people keeping our country going."*

### DEFENCE DISCOUNT

**10%**

**OFF**

Serving Military Personnel

*"We've got your back."*

### STUDENT DISCOUNT

**10%**

**OFF**

With valid Student ID

*"Moving is an extreme sport. We get it."*

**99%**

### FIVE-STAR RATING ACROSS ALL BRANCHES and 3,000+ Reviews

This is the single most powerful proof point we have. Use it confidently. It is extraordinary.

AWARDS & PROOF POINTS

Use our awards as a natural context, not as a bullet-pointed checklist. 'We're Elite Franchise Top 100', said conversationally lands far more powerfully than a list of logos.

| | | |
|---|---|---|
| 2026 | **Elite Franchise Top 100** | Top 10 Emerging Franchise |
| 2025 | **Global Recognition Award** | 5/5: service, innovation & leadership |
| 2026 | **Altaris Awards** | Winner: Best Franchise Innovation |
| 2025 | **Prestige Awards** | Best Removals Business, South East & London |
| 2026 | **Altaris Awards** | Finalist: Excellence in Marketing |
| 2024 | **FSB Small Business Awards** | South West Franchise Business of the Year |
| 2025 | **Business Awards UK** | Best Emerging Franchise |
| 2025 | **Hertfordshire Business Awards** | Paul Jeeves: New Business of the Year |

11 · THE FRANCHISE COMMUNITY

# WHO WE ARE AS A NETWORK.

The Your Man With a Van franchise is unlike most. We don't punish people for growing. We don't take a percentage of their hard work. We don't sit back once the cheque clears. We show up every single day — and we ask our franchisees to show up for each other.

## WHAT MAKES OUR FRANCHISE DIFFERENT

### 01 FIXED MONTHLY FEE

Not a percentage of revenue. The harder franchisees work, the more they keep. Every penny above that fee is theirs.

### 02 FULL DIGITAL SUPPORT

Two social posts a day, 365 days a year. Google listing managed. Website driving leads. We handle the bigger picture. You handle your patch. Between us, we've got it covered.

### 03 PEER NETWORK

65+ franchisees in a live WhatsApp group, sharing work, lending vans, and solving problems together. No one is on their own.

### 04 PERSONAL VETTING

Cat and Dan personally vet every potential franchisee. Not just for capital, but for character. They want people who genuinely care.

### 05 SALEABLE ASSET

Franchisees build a real business they can sell. Paul Seymour tripled his investment in two years and handed a thriving operation to his successor.

### 06 CELEBRATED, NOT MANAGED

We are their cheerleaders and barrier-removers, never their bosses. When franchisees win, we celebrate them. Problems are handled privately.

**ANYTHING IS POSSIBLE.**

**THE MODEL IS SALEABLE.**

**RIGHT PERSON, ANY STAGE OF LIFE.**

### THE FOUNDERS' PROMISE

*"We will never take more than our fixed fee. We will support you every step. We will celebrate your wins and help you through the hard days. And when the time comes to move on — we'll help you do that too. You are building something real. Something you own. Something you can be proud of."*

— DAN & CAT

12 · WHAT GOOD LOOKS LIKE

# BRINGING IT ALL TOGETHER.

A brand guide is only as useful as the people who use it. This is not a set of restrictions. It is a set of shared decisions — things we have agreed on so that every customer, every franchisee, every community knows exactly what they're dealing with when they see our name.

| 65+ Branches | 3000+ Reviews | 10,000+ Customers Served | 99% 5-Star Reviews | 19 INDUSTRY AWARDS |
|---|---|---|---|---|

## THE QUICK BRAND SENSE-CHECK

| | |
|---|---|
| ✓ | Does it sound warm and sincere? Could a real person have written it? |
| ✓ | Are we using the correct navy (#1B2050), blue (#3EBCEC), and yellow (#FCBA00)? |
| ✗ | Is any text using an unauthorised font or a colour from outside our palette? |
| ✓ | Is the van sign-written in any photography used? |
| ✓ | Are we dressed in branded uniform in any customer-facing photo? |
| ✗ | Does the copy use any jargon, filler, or corporate waffle? |
| ✓ | Are we celebrating franchisee wins publicly and handling challenges privately? |
| ✓ | Does this feel like the brand that won 19 industry awards? Or like everyone else? |

### WHEN IN DOUBT

If you're ever unsure whether something is on-brand, ask yourself: **would Dan or Cat be proud of this?** If the answer is yes, you're probably fine. If the answer is 'I'm not sure', reach out before publishing.

## WE ARE BRITAIN'S MOST GENTLEMANLY MAN WITH A VAN SERVICE.

*Let's look like it. Sound like it. And live up to it.*

BRAND QUESTIONS? GET IN TOUCH.

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