

STYLE GUIDE



OFFICIAL LOGO

Only these versions of the company logo can be used.



FULL COLOUR



GRAYSCALE



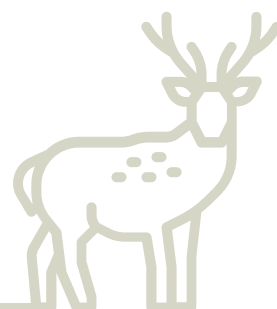
ONE COLOUR BLACK



ONE SPOT COLOUR



ONE COLOUR REVERSE



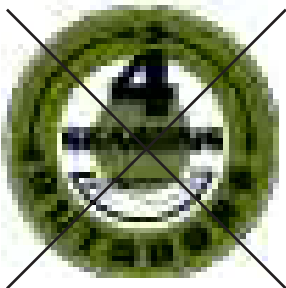
LOGO

RULES FOR USING THE LOGO

A logo is the most important element of a brand because it is the face of your company. When a logo is seen, it should evoke a positive emotion and association with you and your product so when its used it should be displayed consistently and professionally. Always ensure the quality of the logo is maintained by using the best format for the media being used.

DO NOT:

- ▶ Squash or stretch the logo
- ▶ Change the colour or fonts of the logo
- ▶ Place to logo on an unflattering background
- ▶ Use low resolution copies of the logo



WHEN USING THE LOGO



ALWAYS ENSURE

- ▶ There is adequate space around the logo
- ▶ The inner circles of the logo are white



COLOURS

OFFICIAL COLOUR



PANTONE P 162-16 C

CMYK 35, 0, 100, 60
RGB 66, 102, 0
HSV 81, 100, 40
LAB 39, -28, 45

SECONDARY COLOURS



PANTONE P 45-8 C

CMYK 0, 72, 98, 15
RGB 217, 61, 4
HSV 16, 98, 85
LAB 50, 59, 60



PANTONE P 133-12 C

CMYK 27, 0, 12, 22
RGB 144, 198, 174
HSV 153, 27, 78
LAB 76, -23, 6



PANTONE P 14-8 C

CMYK 0, 34, 98, 5
RGB 242, 159, 5
HSV 39, 98, 95
LAB 72, 22, 76



PANTONE P 108-14 C

CMYK 39, 15, 0, 49
RGB 80, 112, 131
HSV 202, 39, 51
LAB 46, -6, -14



FONT S

LOGO TYPEFACE

Dick Jensen (USA) designed Serpentine, a contemporary-looking display font, for the Visual Graphics Corporation in 1972. With the rise of digital typesetting and desktop publishing, this typeface quickly became both popular and ubiquitous. This dynamic, wide, boxy design is identifiable via tiny triangular swellings at the stroke endings - what might be called semi-serifs. Serpentine is available in six different font styles: Light, Light Oblique, Medium, Medium Oblique, Bold, and Bold Oblique.

SERPENTINE - BOLD

abcdefghijklmnopqrstuvwxyZ ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

HEADINGS TYPEFACE

SERPENTINE - BOLD

abcdefghijklmnopqrstuvwxyZ ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

SUB-HEADINGS TYPEFACE

HALYARD DISPLAY - BOLD

abcdefghijklmnopqrstuvwxyZ ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

BODY TEXT TYPEFACE

HALYARD DISPLAY - BOLD

abcdefghijklmnopqrstuvwxyZ ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

