

“Style is a simple way of
saying complicated things”
—Jean Cocteau



**CORPORATE
STYLE GUIDE**

Logo Variations

If colour ink is available, it is normally best to use the colour logo. However, if this is not the case, it may be necessary to use a black & white logo. There are two different versions available, used at your discretion, dependant on the circumstances.



Colour Logo



Black & White Logo



Black & White Logo
(Reversed Out)

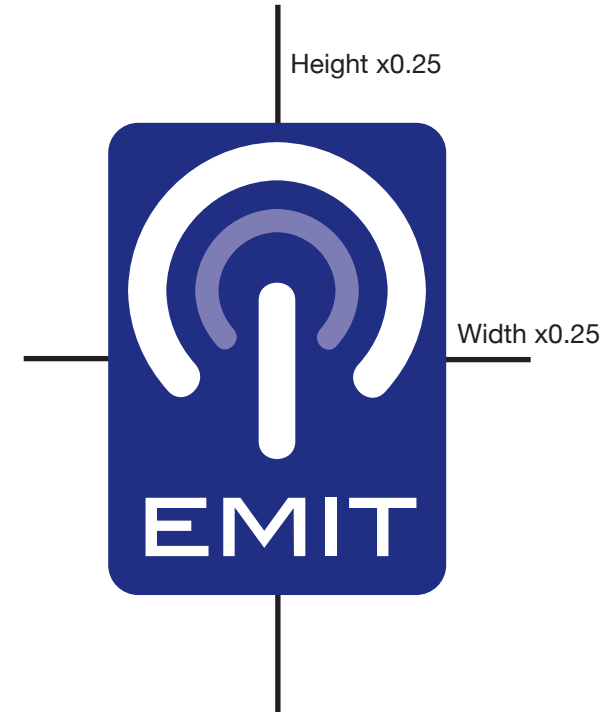
Logo Distortion

It is important not to distort or skew the logo, as this can compromise it's visual integrity. To ensure this doesn't occur, simply hold the 'shift' key when resizing.



Exclusion Zone

To maintain the integrity and impact of the logo, please ensure the exclusion zone is free of other text or graphic elements. The zone is equivalent to a quarter of the logos width/height. If using the colour or black & white reversed out logo, it is possible to fill the exclusion zone with a flat colour which matches the logo.



Minimum Size

To ensure the logo maintains it's legibility and quality, it is necessary to ensure that the logo is never reproduced in print smaller than 10mm wide. On-screen, the logo should never be used at less than 40 pixels wide at 72dpi (dots per inch).



10mm

Corporate Colours

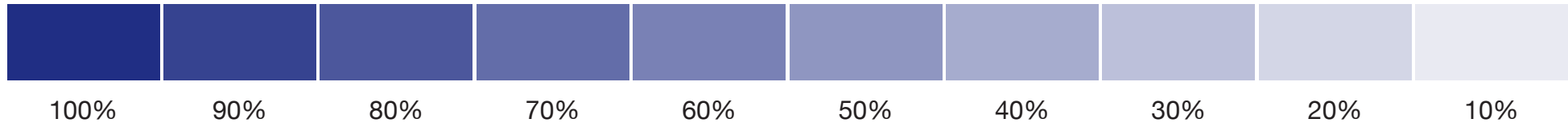
Colours are a crucial aspect of any brand. It helps people recognise, and develop associations with, a company. The corporate colours should be used to create consistency across different media formats. Please use the Pantone® or CMYK colours for print, and the RGB colours for on-screen work. The colours can also be used as tints, as portrayed below.

'Emit' Blue

The 'Emit' Blue is the primary corporate colour.

Pantone 2745 U R=35 G=47 B=132

C=100 M=95 Y=0 K=15 #232f84

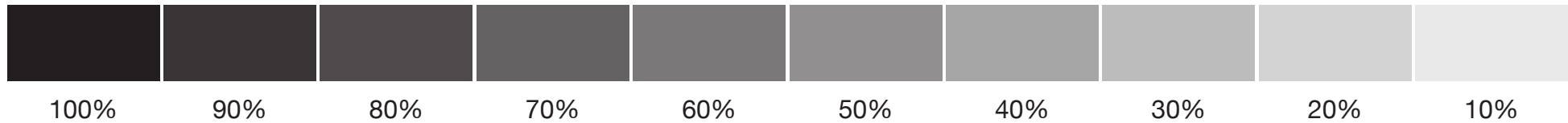


Black

Black is a secondary corporate colour.

Pantone Black U R=0 G=0 B=0

C=0 M=0 Y=0 K=100 #000000



White

White is a secondary corporate colour.

R=255 G=255 B=255

C=0 M=0 Y=0 K=0 #FFFFFF



100%

THE COLOURS

Typefaces

To maintain visual consistency, it is important to use the corporate typefaces across all media.

BlairMdITC TT

This font is used for major headings, e.g. the bottom right of this page. It is ideal for use on advertisements and publications, as it captures the reader's attention efficiently. However, it is unsuitable for use on more formal communications such as letters, which should use the typeface detailed below for headings.

Blair MdITC TT Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Helvetica Neue

Helvetica Neue Regular is the selected font for use en masse. It is effective for large passages of text as it is simple, clear, and legible. For more formal occasions, Helvetica Neue Bold can be used for headings. The standard size for the use of this font should be 12 point, although it can be used at a smaller size if the situation requires, e.g. for use on business cards. For large print document, the minimum size is 16 point. The Italic font can be used to give emphasis to a word or phrase. Never underline to give emphasis.

Helvetica Neue Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

Helvetica Neue Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

Helvetica Neue Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

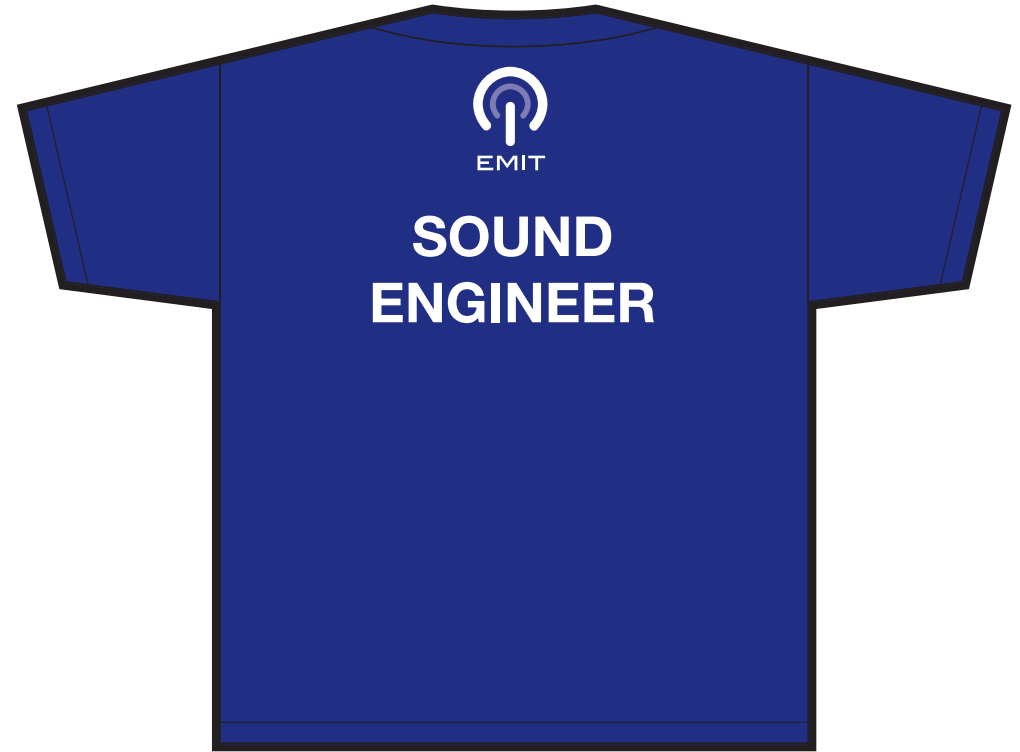
THE TYPEFACES

T-Shirts and Other Clothing

Clothing must always be in the corporate colours, and the logo must always be displayed clearly. Any text on the clothing must be in the corporate typefaces. Below is an example:



Front



Back

Business Cards

To maintain the corporate identity throughout, business cards have been produced to suit the style. First impressions count for everything. By handing out a professional looking, effective business card, it can help our reputation grow.



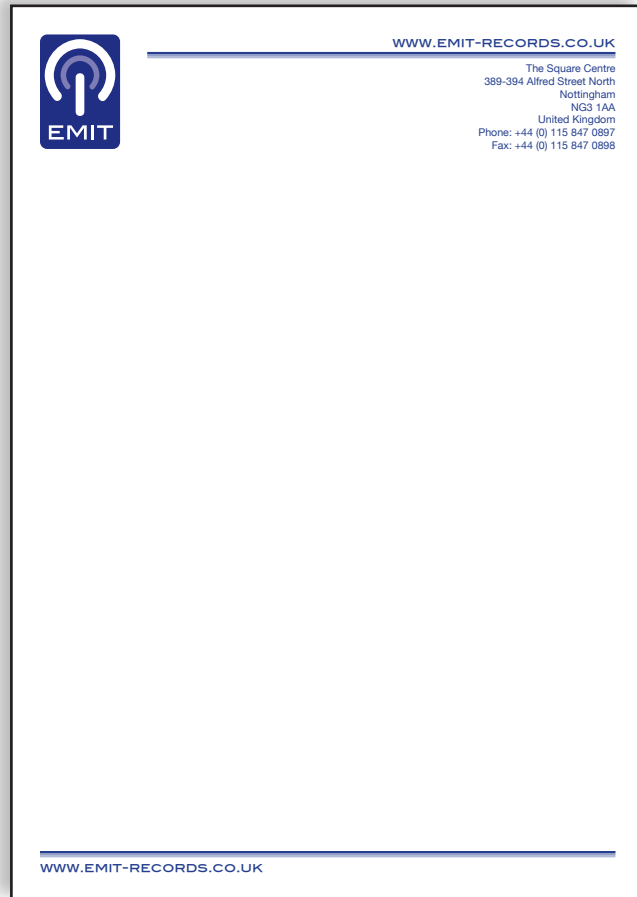
THE BUSINESS CARDS

The Letterhead

The Emit letterhead can carry important information. As such, it's necessary to present it in a professional way. This is what the letterhead is designed for. To ensure the addressee's address appears in the correct location, ensure 6 lines of space at the top of the document.

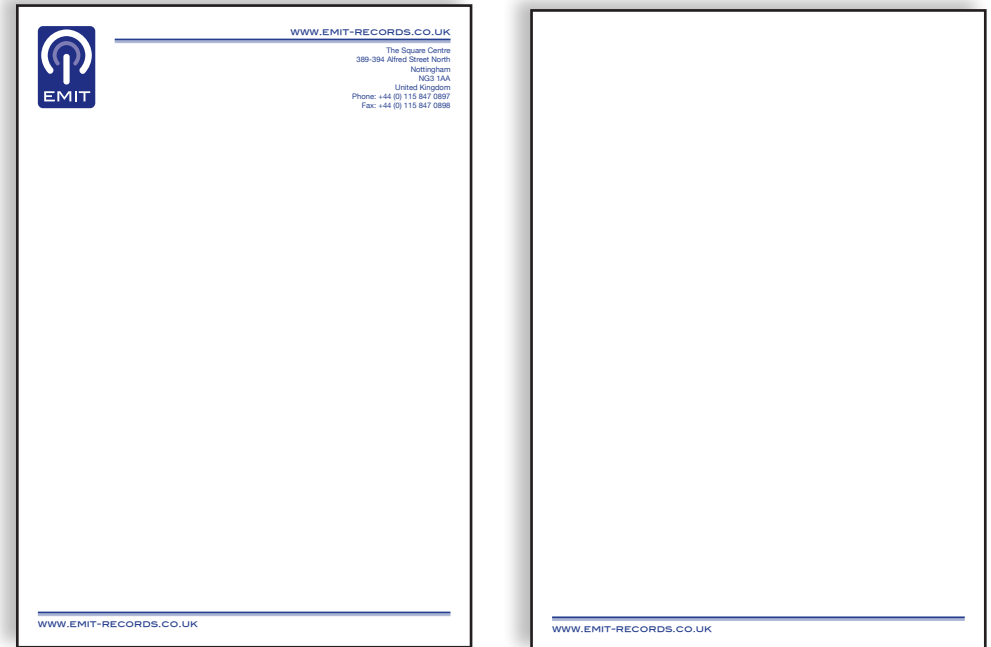
Single Page Letters

Any single page letters should be printed on the simple one page A4 letterhead sheet, shown below.



Multi-Page Letters

Letters with more than one page should use the continuation sheet. The first page should be printed on a standard letterhead sheet, with any subsequent pages printed on the continuation sheet.



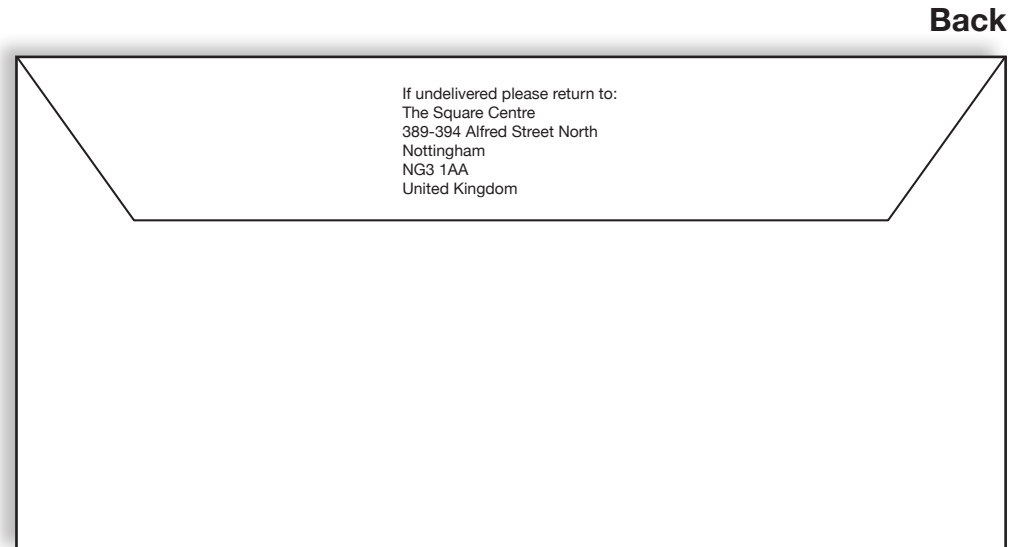
THE LETTERHEAD

The DL Envelope

Again, first impressions count. The Emit branded envelope ensures that those we contact immediately recognise that we are a professional company that care about presentation.



Front



Back