

brand guidelines

2015



Logotype

All variations of logo available.

Master

Pantone/
CMYK/RGB



With tag



Greyscale



Reversed /
with colour



Reversed /
all white



Colours

These are the only colour swatches to be used on branded collateral.

Primary



Pantone 1505 C

CMYK 0/70/90/0
RGB 243/112/33
#F36F21



Pantone 130 C

CMYK 0/32/100/0
RGB 252/175/23
#FBAF17

Secondary



Pantone Orange 021 C

CMYK 0/80/100/0
RGB 232 / 87 / 33
#E85721



Pantone Black 7 C

CMYK 38/35/30/92
RGB 61/57/53
#3D3935



Pantone 7708 C

CMYK 100/18/12/59
RGB 0/86/112
#005670



Pantone 346 C

CMYK 53/0/51/0
RGB 113/204/152
#71CC98

Visual identity

Using similar shapes and configurations as the logo to sit at the corner of a page or element. One solid and the other multiplied.
The predominant colours should be the primary palette.

Solid colours



Master overlay with image



Secondary overlays with image



Brand fonts

These font licenses need to be purchased.

Omnès light and semibold italic can be purchased from Darden Studio.

Acta Display Extra Bold italic can be purchased from myfonts.com.

Aa

AaBaCcDdEeFfGgHhIiJj

Omnès Light

Primary Typeface

Used primarily for body copy or any other copy.

Aa

AaBaCcDdEeFfGgHhIiJj

Omnès SemiBold italic

Secondary Typeface

Used for sub-headings, breakout copy, introductions etc.

Aa

AaBaCcDdEeFfGgHhIiJj

Acta Display Extra Bold italic

Character Typeface

Used for headings and breakout copy.

Substitute fonts

These fonts should be used when it is not possible to use brand fonts (e.g. for email, internal documents created in Word or Powerpoint). Calibri is a system font for Mac and PC.

AaBaCcDdEeFfGgHhIiJj

AaBaCcDdEeFfGgHhIiJj

AaBaCcDdEeFfGgHhIiJj

AaBaCcDdEeFfGgHhIiJj

Calibri Family

System Typeface

Imagery style

The imagery should be natural and honest representation of the relationship between customer and their tools.



Icon/graphic style

The iconography should follow the style illustrated below. Primary brand colours to be used on white or black. Reversed white icons can also be used when appropriate.

