

SPECTRAN GROUP STYLE GUIDE

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WHY A STYLE GUIDE?

Style guides help us present a consistent, unified and professional face to our customers and partners. This guide will provide a simple framework for how to present Spectran Group in all our communications, and remove any confusion or ambiguity about the visual or tonal representation of our brand.

TONE OF VOICE

The way we speak to our customers should be driven by our Group DNA, the thing that makes us Spectran. As we pride ourselves on being open, honest, positive and solutions-driven, our tone of voice should be no-nonsense and straightforward, while maintaining a positive attitude. Use of industry jargon should be limited wherever possible when speaking to a broad audience. We should be conversational and helpful at all times.

BE OPTIMISTIC

Let people know we can find solutions to any problems.

BE RELAXED

Speak like real people speak.

BE OPEN

Don't hide behind jargon.

PRIMARY COLOUR PALETTE

This strong, bold and contemporary palette includes bright colours to catch the eye while maintaining a link to the prior branding.

Our Blue

PMS 2146 CP

CMYK 100 | 81 | 0 | 17
sRGB 0 | 53 | 142
HEX 00358E

Our Green

PMS 2424 CP

CMYK 71 | 0 | 100 | 5
sRGB 76 | 170 | 53
HEX 4CAA35

Our Grey

PMS 4287 CP

CMYK 66 | 62 | 55 | 54
sRGB 67 | 64 | 67
HEX 434043

TYPEFACE

We use Calibri

Calibri can be used across professional executions as well as in-house publications, and is widely available in commonly-used software such as Word.

Calibri Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Calibri Light Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890*

Calibri Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Calibri Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890*

Calibri Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890**

Calibri Bold Italic

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890***

OUR LOGO

PRIMARY LOGO

This full-colour, horizontal variation is the primary lockup for Spectran Group, and the preferred version for most scenarios. This logo is to be used on a white background only. Secondary logos are available for when a logo needs to be placed on coloured or photographic backgrounds.

LOGO ARTWORK

The logo suite is available in a variety of file formats to accommodate a range of applications. The master artwork and proportions between elements of the logo should never be modified or altered.



Primary Logo

OUR LOGO

SECONDARY LOGOS (MONO)

These logos are only to be used when on coloured backgrounds, or when printing in black and white.



Reverse



Mono Black

OUR LOGO

STACKED LOGOS

Where the space does not allow for the primary logo, stacked versions can be used.

LOGO OR NAME?

The logo should not be shown without the group or company name. If branding is required in a space where the name and logo won't fit together, use the name by itself. An exception to this rule exists for vehicles (see page 19).



Primary Logo – Stacked



Mono Black – Stacked



Reverse – Stacked

CLEAR SPACE & MINIMUM SIZE

CLEAR SPACE

To ensure impact and visibility is maintained, clear space is applied around the logo. This space is defined as the height of the 'o' in 'Group', as shown. It is important that no other graphic elements appear within the exclusion zones.

MINIMUM SIZE

To ensure legibility, the primary logo should appear no smaller than 10mm in width for the stacked logo, and 17.5mm for the horizontal logo on printed materials. The mono variation can be smaller: 7mm width when stacked, and 11.5mm in horizontal.

CLEAR SPACE



MINIMUM SIZE MONO



MINIMUM SIZE COLOUR



X-Height of o = X

INCORRECT LOGO USAGE

CLEAR SPACE

To make sure the primary logo and its variations are used correctly, here are some examples of what not to do when it comes to presenting the logo.



Don't place the primary logo on a coloured background, unless stated elsewhere in this guide.



Don't place the primary logo (colour or greyscale) over a photo or other imagery.



Don't place the coloured primary logo on a background other than white.



Don't apply a drop shadow or other effects to the logo.



Don't rotate or flip the logo.



Don't change the colour of the logo.



Don't distort or wrap the logo.



Don't place anything with the clear space around the logo - even other assets.



Don't replicate the logo text in a different font.

OUR SUB BRANDS

Our divisions come with different colours and different text to the Group primary logo. However, the same rules apply to the sub brand logos as they do the Group.



Primary Logos

Mono Black

Reversed

SUB BRAND COLOUR PALETTE

The sub brand/divisional colour palette includes bright, bold colours that complement the core brand.

Our Blue

PMS 2146 CP

CMYK 100 | 81 | 0 | 17
sRGB 0 | 53 | 142
HEX 00358E

Our Grey

PMS 4287 CP

CMYK 66 | 62 | 55 | 54
sRGB 67 | 64 | 67
HEX 434043

CIVIL

PMS 4018 CP

CMYK 9 | 19 | 76 | 7
sRGB 208 | 178 | 80
HEX D0B250

TRANSPORT

PMS 4285 CP

CMYK 55 | 52 | 34 | 24
sRGB 105 | 97 | 114
HEX 696172

DEMOLITION

PMS 7669 CP

CMYK 70 | 66 | 0 | 0
sRGB 97 | 94 | 163
HEX 615EA3

TRAFFIC

PMS 7577 CP

CMYK 0 | 57 | 81 | 1
sRGB 224 | 123 | 68
HEX E07B44

ASBESTOS

PMS 4059 CP

CMYK 1 | 94 | 61 | 12
sRGB 192 | 48 | 68
HEX C03044

WASTE

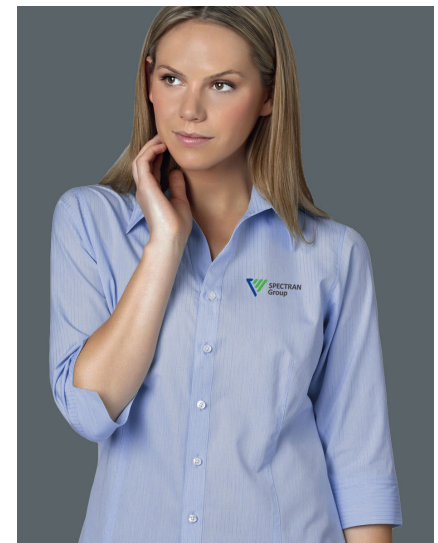
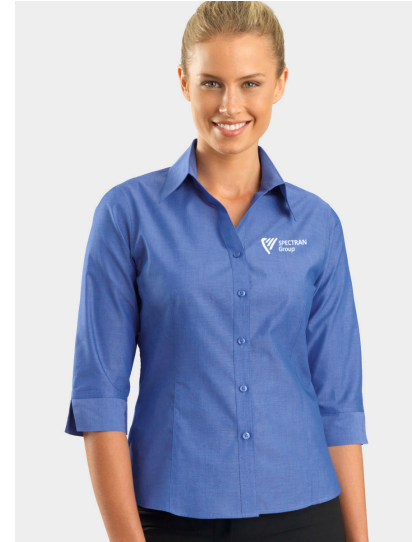
PMS 3265 CP

CMYK 75 | 0 | 43 | 0
sRGB 68 | 181 | 157
HEX 44B59D

PRIMARY LOGO UNIFORM APPLICATION

OFFICE UNIFORM

Office uniforms will come in three colours: dark/navy blue, blue and light blue. White mono logo variations will be used for the darker two colours, and the full colour primary logo on the light blue.



PRIMARY LOGO

UNIFORM APPLICATION

FIELD UNIFORM

Dark/navy blue hats and beanies will use the mono logo, while white hard hats allow for the full colour logo to be used. Hi-vis uniforms will use mono variations (black or white, depending on the uniform colour).



BROCHURES

Brochure samples show how engaging photography can be paired with the logo, partitioned by a border replicating the angle of the three stripes on the logo.



BUSINESS CARDS

Business cards and other stationery will feature the primary horizontal logo.



SIGNAGE

Signage will feature horizontal or stacked colour variations on white backgrounds.



SIGNAGE ON MACHINERY

The base colour and shape of the machinery will determine which logo can be used in each instance. See pages 7-12 for more on which logo variations to use and when.

LOGO ONLY USAGE

The logo can be used independently of the group or company name when placed on the front right hand side of trucks, to help with easy identification.



SIGNAGE ON MACHINERY



ReProcess Tas

STYLE

GUIDE



PRIMARY COLOUR PALETTE

Two colours taken from the Spectran Group.

Our Green

PMS 2424 CP

CMYK 71 | 0 | 100 | 5
sRGB 76 | 170 | 53
HEX 4CAA35

Our Grey

PMS 4287 CP

CMYK 66 | 62 | 55 | 54
sRGB 67 | 64 | 67
HEX 434043

OUR LOGO

The full-colour, horizontal variation is the primary and preferred lockup. A mono version can be used when printing in colour isn't an option, or it will clash with a background colour.



Primary Logo



Primary – Mono



Primary – Mono Reverse

OUR LOGO

STACKED LOGOS

Where the space does not allow for the primary logo, stacked versions can be used.



Primary Logo – Stacked



Primary Logo – Stacked



Stacked – Reverse

CLEAR SPACE & MINIMUM SIZE

CLEAR SPACE

To ensure impact and visibility is maintained, clear space is applied around the logo. This space is defined as the height of the 'o' in 'ReProcess', as shown. It is important that no other graphic elements appear within the exclusion zones.

MINIMUM SIZE

To ensure legibility, the primary logo should appear no smaller than 15mm in width for the stacked logo, and 22.5mm for the horizontal logo on printed materials. The mono variation can be smaller: 12mm width when stacked, and 17.5mm in horizontal.

CLEAR SPACE



MINIMUM SIZE MONO



MINIMUM SIZE COLOUR



X-Height of o = X

