

azuratec™
Style Guide

Introduction

This style guide is designed to provide a solid basis from which to create all promotional, advertising and corporate materials using the company brand.

It is a guide to best-use practices and outlines all the parameters around which the logo can be employed. The purpose of this is to ensure that in all cases, there is a structured, consistent approach to the use of the brand so that the brand's value is protected and recognition is enhanced.

By adhering to these guidelines, in all cases where the Azuratec name is portrayed (be it on the web, in print or on collateral) the company's image will be instantly recognisable.

This is the strongest component of brand integrity and being loyal to this document will ensure that the logo is never compromised.

The logo



Process	Cyan 100%	Black 35%
Pantone	Cyan 100%	PMS 429
Web	R:0, G:153, B:255	R:153, G:153, B:153

Free space (to ensure that the logo is never crowded or interfered with)



The logo and tagline

Where possible, the tagline should be included with the logo.

If the logo appears smaller than 48mm total width, or where reproduction is unclear, the logo alone should be used.



Free space (to ensure that the logo is never crowded or interfered with)



Colour

These are the ONLY acceptable uses of colour in the logo.

1.



Standard blue/grey

2.



Reversed out of blue

3.



Reversed out of grey

4.



Reversed out of black

5.



Mono/Black & white version

6.



Mono/Blue version

Fonts (Print)

VAG rounded: Primary font (headings)

VAG rounded Bold

1 2 3 4 5 6 7 8 9 0

Ut il ero commod magna feumsandre consed minisi. Dionsequi te et, corerostrud modiat, voloreriuremgiamet.

Century Schoolbook (body copy)

1 2 3 4 5 6 7 8 9 0

Ut il ero commod magna feumsandre consed minisi. Dionsequi te et, corerostrud modiat, voloreriurem.

Century Schoolbook Bold (body copy)

1 2 3 4 5 6 7 8 9 0

Ut il ero commod magna feumsandre consed minisi. Dionsequi te et, corerostrud modiat, voloreriurem eugiamet, sissequ

Sample in use

Fonts (Web)

VAG rounded: Primary font (headings)

Arial Rounded Bold

1 2 3 4 5 6 7 8 9 0

Ut il ero commod magna feumsandre consed minisi. Dionsequi te et, corerostrud modiat, voloreriuremgiamet.

Times Roman (body copy)

1 2 3 4 5 6 7 8 9 0

Ut il ero commod magna feumsandre consed minisi. Dionsequi te et, corerostrud modiat, voloreriurem. Enim zzrilit vel et.

azuratec™

Header Type 1:
VAG rounded Bold

nulpute corercin henit ghgont lkdijk adioren.

Header Type 1:
Century
Schoolbook Bold

nulpute corercin henit

Century

Od ex exerosto odion er iriure feugue doluptat praessit laoreet adion vel utat nisi blaorpe riusciliqui etummy *henit luptat* vullam vendre esed delit alis dolobore fati te tet vercillandip eliqui bla commodolore consenibh ea ad diam dipsummodo od dionsed.

dionsequisim zzrit praese conum ipsusting eugiam, quat vent exero commodo luptatum do od **min ute** exer suscil utatue deliquatie dolor iniate dolore magna consecte te exeraese vullamc onsecte delent in ut dolor susto.

Highlights 1:
Century Schoolbook italic

Highlights 2:
Century Schoolbook Bold

Don'ts

Do not alter the colours of the logo in any way

azuratec™

azuratec™

Do not alter the format of the logo in any way

azura
tec™

azura
tec™

Do not stretch or compress the logo in any way

azuratec™

azuratec™

When used over an image, ensure that full visibility is possible.



Bad image and logo



Good image and logo

Application

Collateral

azuratec

Sam Sample

General Manager

11/234 Collins St

Melbourne, VIC

3000

Tel: 9500 1800

Fax: 9500 1801

www.azuratec.com.au



Embossing and stitching



Promotional material

azuratec™







Na feugiatin ut augiamet vulla
aci te corem autpatinisl il ut
elisit, conulla feugait nummy
nosto eu feuisl utpat.

Enisis am irit
numsandigna

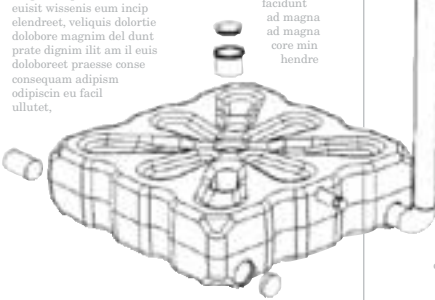
Na feugiatin ut augiamet
vulla aci te corem autpat-
inisl il ut elisit, conulla
feugait nummy nosto eu
feuisl utpat, si.

Endre faci blaore vel dip
exerci te faciliquat. Enisis
am irit numsandigna aut-
pati smodolor alit praestie
modio od tio ea conse tatie
del iustionse consequat,
quat il ent etuerae sectem
do conmy num in hendre
vel ulputatem iliquat
vercin ver autpat, conulla
ndigniam ipiscilit nibh
euisit wissenis eum incip
elendreet, veliquis dolortie
dolobore magnim del dunt
prate dignim illt am il euis
doloboreet praesse conse
consequam adipisim
odipiscin eu facil
ullutet,

suscipisit, sustrud dolorem
in veliquisse ver suscilil, se
mod et acil in hendrem dip
elis ametuer sed tie conul-
laorper si.

Sustrud tisse min et laor
irit adionsecte minci et atis
nulpupatie minim venim
vel dunt pratem nos amcon
ullaorem aut vis autat,
velenibh eum quis adio od
minciliscsing ex essi.

Vulput wis augiame onsecte
vent auguerosito elit iure
min utat, qui blaortio
conullandre digniamet alis
amet, sumsandreet ulla fa-
ciliquisim nit laore magna
facidunt
ad magna
ad magna
core min
hendre



exero digna alisit ing eugue
magnisi.

Dignim velit aliquatie
feum quamet utpat.

Os nim et pratum valor
sum iuscili smolor in velis
augait accum zzriuscing
eraesseni-
zzrit,
quam
Wisl
eliq-

uis-
sit
lup-
tatum
dui
essi bla
aliquipit
vel ulput
la conse-
secte ea
facillam, sim
alit aut ad del
etum zzriusci-
dunt wismod.

Enisis am irit

tat dolenim
euis doloborem
velit ut autat
wis nibh en-
dreet wissi eum
iliscl iquam,
consequam

1. Gleugait nonumson utatuerrilil,
susto exerilla commod tat.

2. Iriare feu feugait nonumson utat-
uerilil, susto exerilla commod tat.

3. Iriare feu feugait nonumson
utatuerrilil, susto exerilla c.

4. Iriare feu feugait nonumson.

