

CLEANSIGHT LOGO STYLE GUIDE



¹ CLEANSIGHT LOGO STYLE GUIDE

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CLEANSIGHT LOGO **STYLE GUIDE**

CONTENTS

1.0 INTRODUCTION

1.1	The Importance of Brand Identity	3
1.2	The Purpose of the Brand Identity Style Guide	3

2.0 LOGO APPLICATIONS

2.1	Logo Applications to be avoided	4
2.2	Acceptable Logo Applications	4

3.0 LOGO COLOR GUIDE

3.1	Specifications of the colours of your logo	5
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4.0 TYPOGRAPHY OF FONTS USED

4.1	TYPEFACE - Logo fonts	6
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5.0 SUPPORT INFORMATION

5.1	File Types and their Uses	7
5.2	Opening Files	7

CLEANSIGHT LOGO **STYLE GUIDE**

1.0 INTRODUCTION

1.1 The Importance of Brand Identity

A Brand is a Promise. A Brand is a Mark of Trust.

A BRAND PROMISE IS SUPPORTED BY THREE KEY BRAND MANAGEMENT PRINCIPLES

POSITIONING Determining What You Want Your Promise to Be.

COMMUNICATION Creating an Expectation in the Customer's Mind of What the Promise Is.

OPERATIONS Delivering the Promise.

Building your brand is of great importance if you want your company to grow. Branding your company name is important, branding is everything you do to distinguish your company from the competitors. Your brand is your promise and if you build your brand and build your promise you will have increased revenue and loyal customers.

1.1 The Purpose of the Brand Identity Style Guide

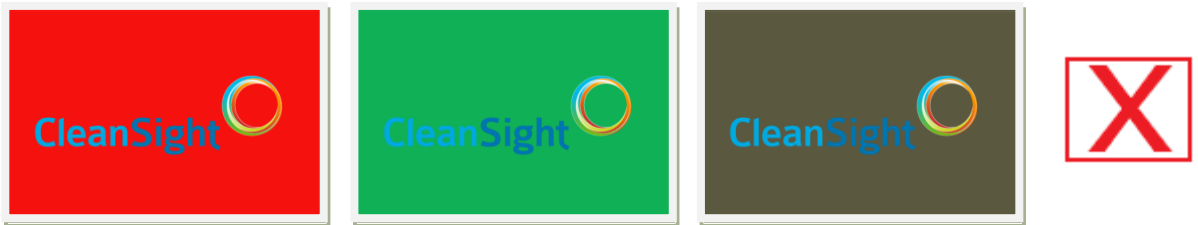
The brand Identity Style Guide is useful for reference of colours used to design your logo, fonts used to design your logo and other useful information that will provide important advice on how not to use your logo and the importance of having had a logo designed.

CLEANSIGHT LOGO STYLE GUIDE

2.0 LOGO APPLICATIONS

2.1 Logo applications to be avoided

Here are some examples of logo usage with coloured and graphic backgrounds that are not satisfactory. These examples illustrate how important correct colour choices can be and how the logo can become 'lost' in the wrong image or background.

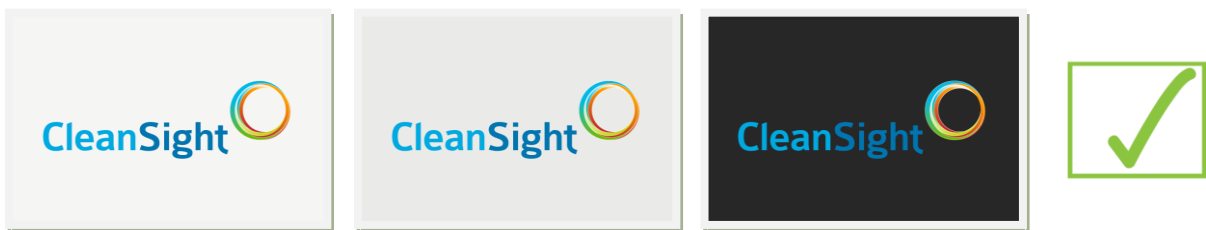


Here are some examples of logo usage with examples of logo distortions that should be avoided completely



2.2 Acceptable logo applications

Here are some examples or an example of good uses for your logo. Always give your logo enough space so that it can stand out.



CLEANSIGHT LOGO STYLE GUIDE

3.0 LOGO COLOUR GUIDE

3.1 Specifications of the colours of your logo

Logo has been prepared for CMYK Process Coated printing.

Coated Stocks

Solid Coated Colours: 2995 pc
Solid Coated Colours: 307 pc
Solid Coated Colours: 306 pc
Solid Coated Colours: 1797 pc

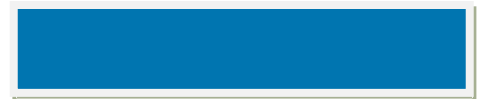
Solid Coated Colours: 376 pc
Solid Coated Colours: 389 pc
Solid Coated Colours: 137 pc

Main Palette

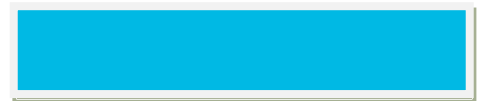
Colour: 2995 pc
RGB (0, 169, 224)
CMYK (87, 1, 0, 0)
Html 00A9E0



Colour: 307 pc
RGB (0, 117, 176)
CMYK (100, 20, 4, 18)
Html 0075B0



Colour: 306 pc
RGB (0, 185, 228)
CMYK (79, 0, 6, 5)
Html 00B9E4



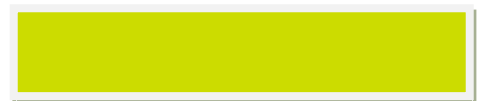
Colour: 1797 pc
RGB (196, 38, 46)
CMYK (2, 98, 85, 7)
Html C4262E



Colour: 376 pc
RGB (122, 184, 0)
CMYK (53, 0, 96, 0)
Html 7AB800



Colour: 389 pc
RGB (204, 220, 0)
CMYK (23, 0, 83, 0)
Html CCDC00



Colour: 137 pc
RGB (255, 161, 0)
CMYK (0, 38, 95, 0)
Html FFA100



CLEANSIGHT LOGO **STYLE GUIDE**

4.0 TYPEFACE

4.1 Logo Fonts

Below is information about the fonts that were used to design your logo. Including font name, point size and any tracking.

CleanSight
Colaborate-Medium
Regular 38

Tracking: -25

CLEANSIGHT LOGO STYLE GUIDE

5.1 FILE TYPES AND THEIR USES

Below is some information in regards to the files we provided and their uses:

ai Adobe Illustrator files are the main source files, there are more than one and this is because there are different sizes e.g. yourlogo_rgb1- size 200px by 100px. The ai rgb is the main source file for all web uses. The ai cmyk is the main source file for all print uses. The pdf, eps, pct files are for print use.

The web files named e.g. yourlogorgb1_2 are transparent background types for web use. The files named e.g. yourlogorgb1 alone are normal with a white background.

The jpg, gif, png are only for web use - these files were prepared to suit website uses making them smaller in size to minimise download time.

MS-WORD FILES - NOT INCLUDED in all packages (e.g. not included in standard package)
MS-Word files for your own printing uses (not for professional printing)

The best file to provide your printers with is the pdf file. Depending on the printer they may prefer the ai file. Usually they print from either pdf or ai.

The colours of the cmyk files (.ai, .pdf and .eps) may seem different onscreen, this is because they are optimised for printing.

5.2 OPENING FILES

You may not be able to open all files from your computer if you do not have the required software installed. For Example, if you want to open the ai file you need to have Adobe Illustrator installed. The main source files are provided so that you can give copies to your printers and if you have web designers or other designers who may need use of the files to provide you with their services.

You may be able download a trial of Adobe Illustrator CS4 from the Adobe.com website. You can Google Search – Download Adobe Illustrator CS4 Trial. We do not guarantee that you will be able to understand how to use the application, we cannot provide support on how to use the program.

Your files are intended for the use of other professional designers and printing professionals. Printing your files on home and office printers is not recommended as the colours print inaccurately, the colours are for professional printing.