



**PEER**

**Brand Guidelines**

# The Logo

There are several iterations of the PEER logo for implementation across branded collateral.

On the following pages, guidelines associated with the use of logos within the suite have been outlined.

This includes guidelines for minimum sizes, logo manipulation and usage of colour.

## HORIZONTAL LOGO

The horizontal logo presented opposite is the preferred format for use across PEER branded collateral.



## The Logo

### STACKED LOGO

Stacked versions of the logo can also be used in situations where the horizontal format is not practicable.



# The Logo

## LOGO CLEAR ZONE

The PEER logo should always be applied with consideration of the minimum clear zone.

The clear zone around the logo defines the area into which no other graphic elements (such as text or imagery) can intrude and must be adhered to across all brand applications.


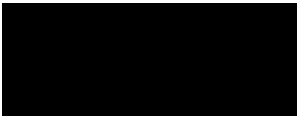
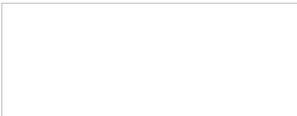
The clear zone around the logo is equal to the width and height of the E from within the logo (see opposite).



## CORPORATE COLOURS

Please refer to the CMYK colours opposite for all print applications and their associated RGB and HEX colour breakdowns for on screen.

Pantone Matching System (PMS) references are also included for primary brand colours. These must be referenced in the print management process to achieve consistency across printed collateral.

			
CMYK	0, 40, 100, 0	0, 0, 0, 100	0, 0, 0, 0
RGB	250, 166, 26	78, 74, 71	255, 255, 255
HEX	#FAA61A	#000000	#FFFFFF
PMS	130 C	-	-

# Logo Usage

## MINIMUM SIZE

The minimum width for print and screen applications presented opposite must be adhered to across all brand applications.

Care should be taken in digital applications that the logo's outline is rendered strongly by any pixel anti-aliasing.



20mm



70px



12mm



45px

## LOGO MANIPULATION

The logo should never be distorted, cropped, rotated or altered in any way.

It should appear in full as per the supplied logo pack files.



# Logo USAGE

## COLOUR LOGOS

Colour logos should only appear on the corporate the coloured backgrounds (i.e. black or white). They should not appear on any other colour gradient or photographic background.

In all other instances, mono applications of the logo should be implemented (see following page).

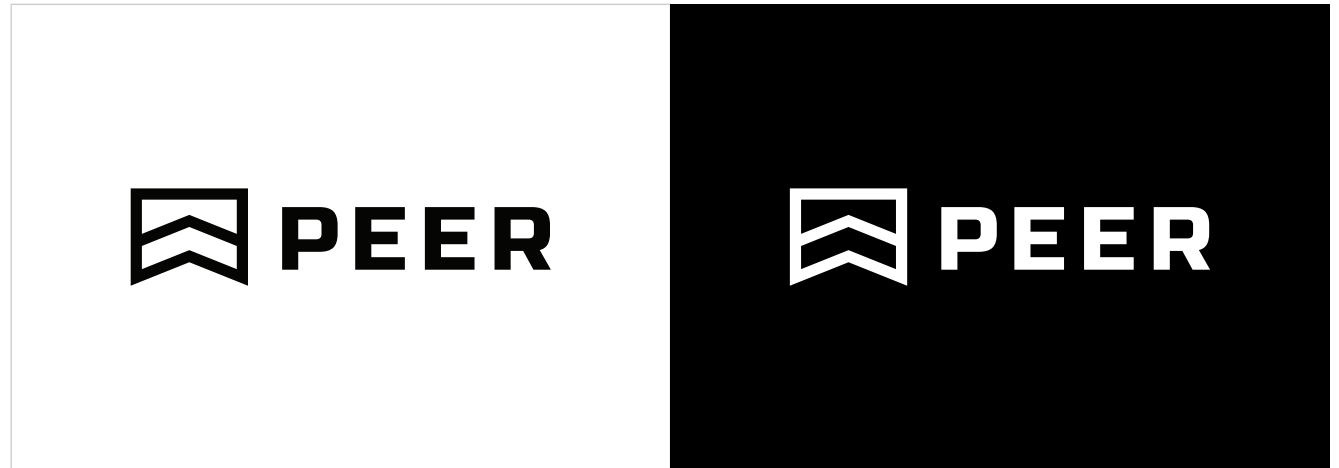


# Logo Usage

## MONO LOGOS

Mono versions of the PEER logo can be used on any coloured or photographic background. Use your discretion to ensure there is sufficient contrast between the logo and the background in order to guarantee legibility.

Mono logos should only be used against photographic backgrounds when the contrast in the photograph is minimal and there is ample contrast against the logo.



# Typography

## RALEWAY

The corporate font for PEER is Raleway by Pablo Impallari and Rodrigo Fuenzalida.

The preferred weights of Raleway are Heavy for headline usage, Bold or Semi Bold for secondary headings, and Regular for body copy.

## LICENSING

Raleway is available to download for free at [www.fontsquirrel.com/fonts/raleway](http://www.fontsquirrel.com/fonts/raleway).

## RALEWAY HEAVY

**ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890**

## RALEWAY BOLD

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890**

## RALEWAY SEMI BOLD

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890**

## RALEWAY REGULAR

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890**



# Typography

## FALL-BACK TYPEFACE

In instances where Raleway is unavailable for usage (e.g. email signatures), the Helvetica typographic family can be used in its place.

### HELVETICA HEAVY

**ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklmnopqr  
stuvwxyz 1234567890**

### HELVETICA BOLD

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890**

### HELVETICA ROMAN

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

# Logo Files

## PEER LOGO

The PEER logo pack contains logo files for both print and screen applications.

Original supplied logo files should be used across all brand applications. Please refer to the thumbnails opposite for reference.



### COLOUR

#### PRINT

PEER Logo\_CMYK.eps  
PEER Logo\_SPOT.eps

#### SCREEN

PEER Logo\_RGB.eps  
PEER Logo\_RGB.jpg



### COLOUR REVERSE

#### PRINT

PEER Logo\_CMYK\_REV.eps  
PEER Logo\_SPOT\_REV.eps

#### SCREEN

PEER Logo\_RGB\_REV.eps  
PEER Logo\_RGB\_REV.jpg



### MONO

#### PRINT

PEER Logo\_MONO.eps

#### SCREEN

PEER Logo\_MONO.eps  
PEER Logo\_RGB\_MONO.jpg



### MONO REVERSE

#### PRINT

PEER Logo\_MONO\_REV.eps

#### SCREEN

PEER Logo\_MONO\_REV.eps  
PEER Logo\_RGB\_MONO\_REV.jpg

# Logo Files

## PEER LOGO

The PEER logo pack contains logo files for both print and screen applications.

Original supplied logo files should be used across all brand applications. Please refer to the thumbnails opposite for reference.



### COLOUR STACKED

#### PRINT

PEER Logo\_CMYK\_STACKED.eps  
PEER Logo\_SPOT\_STACKED.eps

#### SCREEN

PEER Logo\_RGB\_STACKED.eps  
PEER Logo\_RGB\_STACKED.jpg



### COLOUR REVERSE STACKED

#### PRINT

PEER Logo\_CMYK\_REV\_STACKED.eps  
PEER Logo\_SPOT\_REV\_STACKED.eps

#### SCREEN

PEER Logo\_RGB\_REV\_STACKED.eps  
PEER Logo\_RGB\_REV\_STACKED.jpg



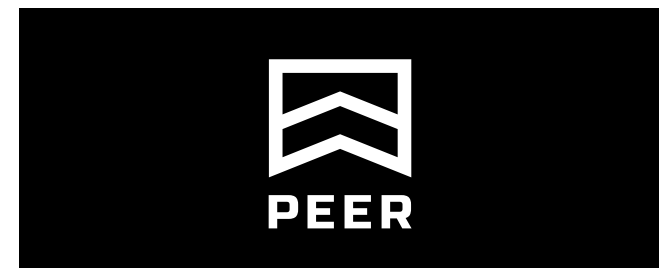
### MONO STACKED

#### PRINT

PEER Logo\_MONO\_STACKED.eps

#### SCREEN

PEER Logo\_MONO\_STACKED.eps  
PEER Logo\_RGB\_MONO\_STACKED.jpg



### MONO REVERSE STACKED

#### PRINT

PEER Logo\_MONO\_REV\_STACKED.eps

#### SCREEN

PEER Logo\_MONO\_REV\_STACKED.eps  
PEER Logo\_RGB\_MONO\_REV\_STACKED.jpg