



TechWriter
placements & services

style guide

v1.1

JUNE 2005

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MASTER LOGO ARTWORK
Filename: TW MASTER Logo SM_spot-050427.eps

		BLACK	GREEN
	SPOT COLOUR PRINTING	100% BLACK	100% PMS 584
	FOUR COLOUR PROCESS PRINTING (CMYK: Cyan, Magenta, Yellow & Black)	C 0% M 0% Y 0% K 100%	C 11% M 0% Y 79% K 6%
	MONO COLOUR PRINTING (Black only)	100% BLACK	30% BLACK
	ONSCREEN VIEWING (RGB: Red, Green & Blue)	R 0 G 0 B 0 WEBSAFE: #000000	R 206 G 214 B 73 or WEBSAFE: #99CC00

The Logo

1.1 The Colour Master Logo

The TechWriter logo consists of two elements: the “TechWriter placements & services” wordmark set, and the Pen icon.

The TechWriter logo elements have been designed in a fixed proportion, so never attempt to recreate the wordmark set or icon or change their relationship. Take care when creating new layouts that the logo is not distorted, skewed, or rearranged out of its fixed proportion.

To ensure the TechWriter identity is consistently communicated and to protect the integrity of our logo, *always* use the Master Logo Artworks when using or supplying the TechWriter logo.

1.2 Logo Colour Breakdowns

Only two colours are used in the TechWriter logo. They are black and PMS 584 (the TechWriter green). No other colours may be used to represent our logo.

Master Logo Artworks are available for various logo reproduction needs, such as Spot Colour printing, Four Colour Process printing (CMYK), Single Colour printing (mono), and onscreen viewing (RGB). Consult the Appendix in this Style Guide and your supplier for guides and specifications.



MASTER MONO LOGO ARTWORK

Filename: TW MASTER Logo SM_mono-050427.eps

1.3

The Mono Master Logo

Occasionally there may be a need to reproduce the TechWriter logo in black only, for example one colour newspaper ads and faxes. Be sure to follow the same guidelines set out for the Colour Master Logo (see 1.1) and *always* use the Master Logo Artworks when using or supplying the TechWriter logo. See 1.2 for the colour breakdown of the TechWriter Mono logo.

1.4

Minimum Logo Size

To ensure the integrity and legibility of the TechWriter logo is maintained, the Master Logo Artwork should never be reduced in size to a height of less than 22mm. (This minimum height does not include the clearance zone referred to in 1.5, only the visible logo elements.)

For instances where the TechWriter logo absolutely must appear at less than this size, please use the alternate Minimum Size Logo Artwork which has been created specifically for this purpose, as shown here. This artwork must not be reduced to less than 15mm in height, and must not be used for logos appearing at a height greater than 22mm.



Master Logo:
Logo height is 22mm
and greater



Minimum Size Logo:
Logo height is between
15mm and 22mm

ALTERNATE MINIMUM SIZE LOGO ARTWORK

Filename: TW MINIMUM Logo SM_spot-050427.eps

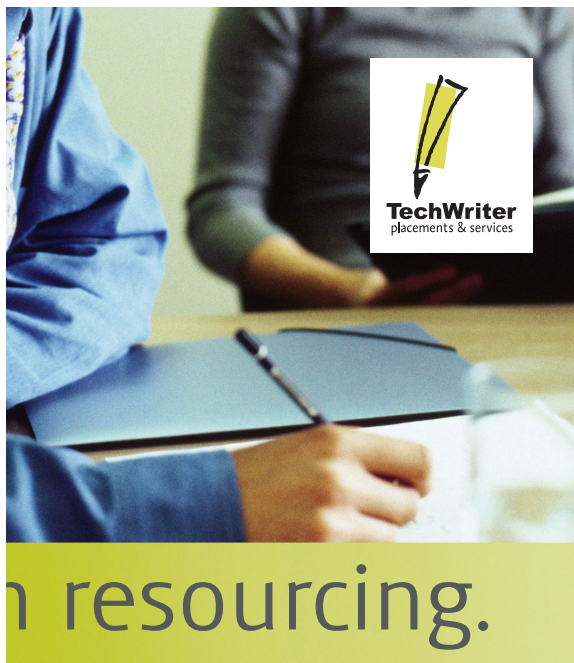


1.5

Logo Clearance Zone

To ensure the visual integrity of the TechWriter logo is maintained, it is essential the logo is surrounded by clear space on all four sides. A clearance zone matching the height of the “T” of the “TechWriter” wordmark has been established for the TechWriter logo. Keep type, graphics, and imagery out of this clearance zone.

If necessary, the TechWriter logo should be used within a white block to maintain this clearance zone (*see example*).



Experts in Documentation Resourcing

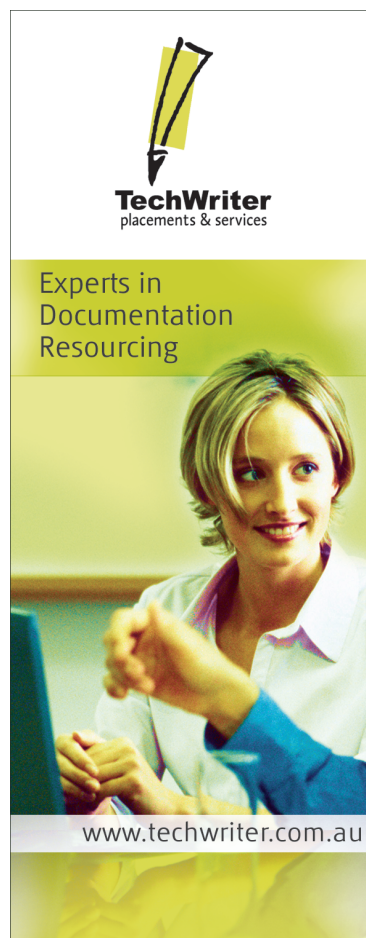
MASTER TAGLINE ARTWORK

Filename: TW-MASTER Tag SM_grey-050427.eps

Experts in Documentation Resourcing

MASTER STACKED TAGLINE ARTWORK

Filename: TW MASTER TagStack SM_grey-050427.eps



Example of the
Master Tagline in a
TechWriter banner

The Tagline

2.1

Using the Tagline

The tagline which supports the TechWriter brand throughout our communications is “*Experts in Documentation Resourcing*”.

The “*Experts in Documentation Resourcing*” tagline should be used independently of the TechWriter logo and treated as a separate entity. It should be reserved for use only in our external marketing communications.

Always supply the Master Tagline Artwork which uses our corporate typeface “Globle.” Manually typesetting the tagline should always be avoided unless it appears within a body of text.

2.2

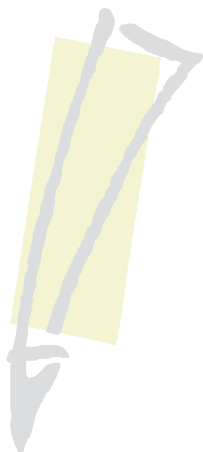
Tagline Formats

To maintain flexibility in layouts when including the TechWriter tagline, two line break formats have been created, a single and a triple line break. Avoid breaking the tagline into variations of these two formats.



MASTER PEN ICON ARTWORK

Filename: TW MASTER Pen Icon SM_cmyk-050427.eps



WATERMARK PEN ICON ARTWORK

Filename: TW Watermark Pen Icon SM_cmyk-050427.eps

The Pen Icon

3.1

Using the Pen Icon

The TechWriter pen icon may be used as a design element in layouts independently of the “TechWriter placements & services” wordmark set.

This option should be reserved for external marketing communications, used only in full colour or as a full colour watermark (15% black, 25% PMS 584), and only when the layout will remain clean and uncluttered to reflect the TechWriter visual identity. It should clearly exist as a separate element to the TechWriter logo, and must not appear to be a part of a reformatted master logo.

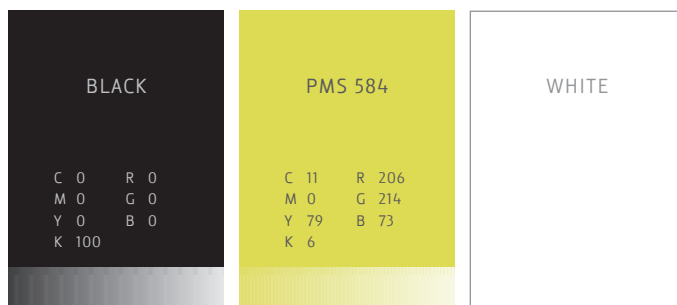
Ensure the icon is not distorted, skewed, or rearranged out of its fixed proportion.

The Colour Palette

4.1

The Primary Colour Palette

The TechWriter primary colour palette consists of the two colours within the TechWriter logo, their tints, and white. PMS 584 and white should feature the most prominently in all TechWriter communications.

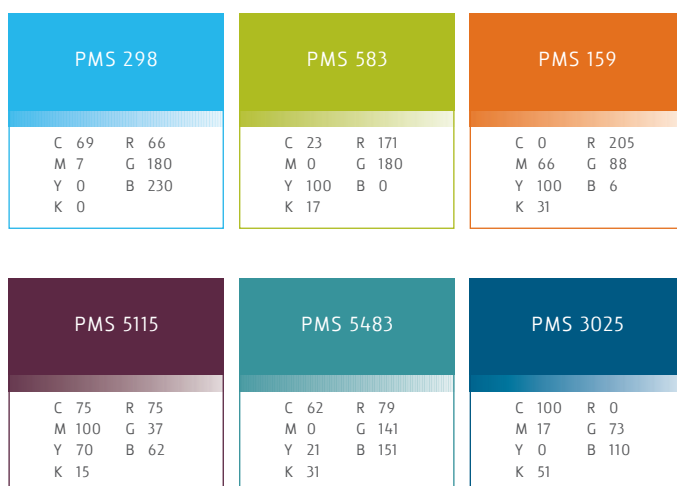


4.2

The Secondary Colour Palette

The TechWriter primary colour palette is supported by a secondary palette for external marketing communications. The secondary palette has been chosen for its versatility and its strength in reflecting the TechWriter personality.

Using tints of these colours is also permitted where the parent colour already appears as a solid within the communication.



For client communications, the designated prominent secondary colour is PMS 5115.

For candidate communications, the designated prominent secondary colour is PMS 298.

For industry-themed communications, the designated prominent secondary colour is PMS 3025.

The Typefaces

5.1

Marketing Communications

The TechWriter Corporate typeface used through all external marketing communications is *Globale*.

Globale is a clean, modern sans serif face which captures the professionalism and personality of TechWriter.

This is supported by the casual script of *Hans Hand*, used sparingly in only external marketing communications to reflect the personalisation of TechWriter's services.

GALE Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !? !.,,:;"'""*()[]@\$%

GLOBALE Regular Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 &!@#\$%^&*()_+{}|~`

GLOBAL F Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 @?!.,,:''"''`()[]@\$%

GALE Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !?!,,:;"'""*()[]@\$%

GALE Small Caps

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !? !.,,:;"'()*[]@ \$%

HANS HAND

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 &?!.,:;'""*()[\]@\$%

"We were ecstatic with the end result and extremely happy with the performance of the TechWriter candidates."

File Format Uses

Refer to the table as a reference for common file format uses.

Always consult your supplier for their specifications when supplying TechWriter logos.

FILE EXTENSION	
.eps	Illustrator EPS files are known as “vector artwork,” the best file format to supply to publications/printers for hi-resolution print work, or 3rd party suppliers such as signwriters, t-shirt printers, etc. These files can be enlarged to any size, thus are “resolution independent.” EPS files can be made for spot colour, mono or CMYK printing and are the most appropriate files to supply in most print cases. <i>*Please note it is also possible to have Photoshop EPS files which are not vector artworks. No photoshop EPS files have been created for TechWriter Master Artworks.</i>
.tif	This is known as “rasterized artwork.” Rasterized files are “resolution dependant” and thus have a maximum size for optimum reproduction. Generally TIFs are CMYK and typically saved at a print resolution of 300 dpi.
.png	PNG (Portable Network Graphics) files are the best file type for inserting logos into MS Word documents. They are small in file size, reproduce colour reliably and sharp line art well. PNG files are best kept just for MS Office documents, they are limited to a maximum enlargement size for optimum reproduction.
.jpg	Jpeg files are generally supplied for the web, hence they are low-resolution (72 dpi) and RGB. <i>The Jpeg format is also useful as an alternate email format to a TIF for its compressions values. (Eg a 30MB CMYK TIF file may only be 3MB when resaved as an RGB Jpeg).</i> Never supply Jpeg logos for print, only use them for web or onscreen needs.
.gif	GIF files are also supplied for the web. Generally they have smaller file sizes than Jpegs but have a limited colour range, and quality and sharpness can be compromised. GIFs are also low-resolution for screen (72 dpi) and RGB. Never supply GIF logos for print, only use them for web or onscreen needs.

Colour Model Uses

Refer to the table as a reference for common uses of the different colour models.

This table is only intended as a quick guide. Always consult your supplier for their specifications when supplying TechWriter logos.

COLOUR MODEL	
	<p><i>There are two basic models used in printing for specifying colour. They are called spot colour and process colour.</i></p> <p><i>Process colour is a common method used to create a wide variety of colours with only four standard inks: cyan, magenta, yellow, and black (commonly called CMYK.)</i></p> <p><i>Spot colour is a way of specifying that one or more special pre-mixed ink colours be used on a printed piece. Each spot colour is a separate ink on the press.</i></p>
CMYK	<p>Also referred to as the “four process colours.” Printing in CMYK is known as the “four colour process,” and commonly called “full colour printing.” This model is used for magazines, colour newspapers, full colour brochures, banners, and wherever full colour photos are reproduced. Common digital printing also uses the four colour process.</p>
SPOT	<p>Also referred to as 1-colour, 2-colour, 3-colour or 4-colour spot printing depending on the complexity of the print job, and is known as printing with “specials.” When a job is printed using spot colours, a pre-mixed ink colour (commonly called a PMS, or Pantone colour) is used to print the image.</p> <p>The TechWriter spot colours are PMS 584 and black. This model is commonly used for letterheads and stationery, signage, t-shirts, mugs, and other screen printed items.</p> <p><i>It is also possible to print CMYK + spot colours on the same print job, e.g. when a colour can't be matched using CMYK, such as a metallic or really vibrant orange.</i></p>
MONO	<p>This is one colour (single colour) printing and typically refers to image reproduction using only black ink. By “screening” the black, variations of grey can be achieved. Mono printing may also refer to a print job that uses a single spot colour only, e.g. only PMS 5115, a purple ink. This model is typically used for newspapers, fax sheets, forms, one-colour flyers or brochures, t-shirts, and balloons.</p>
RGB	<p>RGB is the colour model used predominantly in computer monitors and TVs. All files you view on your screen are RGB, or an RGB translation of CMYK or Spot colour files.</p> <p><i>For this reason it is important to realise that a 256-colour RGB back-lit screen will not always accurately represent a colour image when physically printed in ink onto a reflective surface.</i> RGB files are used for the internet and electronic presentations.</p>



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