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**Cashel House**  
**Identity style guidelines**  
**Edition 2 June 2012**



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## Preferred logo



# Cashel House Logo

The Cashel House logo represents our company and it is the most important symbol in our identity system.

### The Logo

There are three available formats of the Cashel House logo.

- 1. Horizontal format (preferred)
- 2. Centered Format
- 3. Stacked Format

The Cashel House logo is made up of two elements:

- A. The Tree Circular Marque
- B. The Cashel House Name

The logo must always appear in the proportions shown, no attempt should be made to redraw, stretch or distort the logo in any way. To ensure consistent usage of our logo, please follow this guide and use professional suppliers and high quality reproduction methods.

Please contact Cashel House to obtain the correct electronic logo and to gain usage approval.

### Clear Space

Maintaining the specified clear space around the logo is necessary to maximise its visibility. It is essential that this recommended space remains free of all graphics including images, type and other logos.

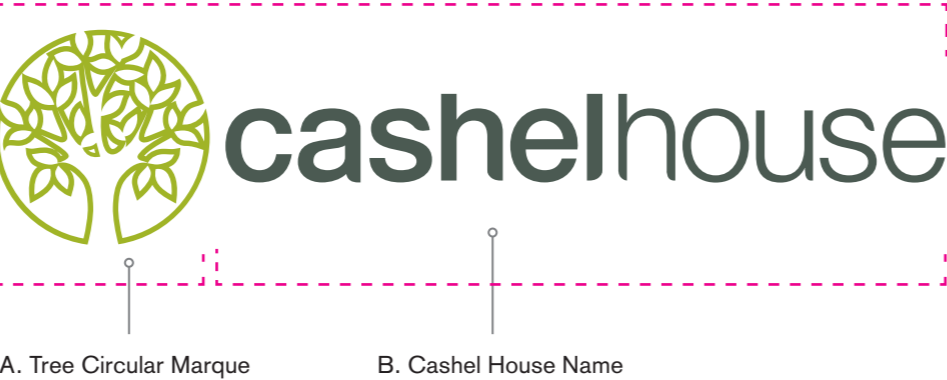
### Minimum Size

A minimum size has been set for the logo to ensure successful reproduction.

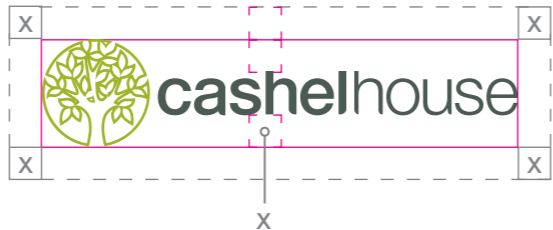
### Appearance

It is preferred that the Cashel House Logo is applied to a white background for maximum visibility and consistency of reproduction.

Cashel House Logo Horizontal, preferred format.



Clear Space



Minimum Size



Cashel House Logo alternative formats



Centered Format



Stacked Left Format

### Colour Reproduction

The Cashel House logo colours appear as either;

- Pantone Colour
- CMYK Process
- 100% Black

The spot and CMYK colours should be used for reproduction wherever possible. The logo should only be reproduced using black where only one colour is available.

In some instances, Pantone silver may be used for special events.

### PLEASE NOTE:

When printing with process colours always match to the PANTONE Coated Colour Guide. Process colours will vary depending on the printing process, ink type and paper stock selection. It is essential the colour match is as close as possible to the specified (PMS) coated colours.

### PANTONE



### CMYK



### 100% Black



# Supporting colours

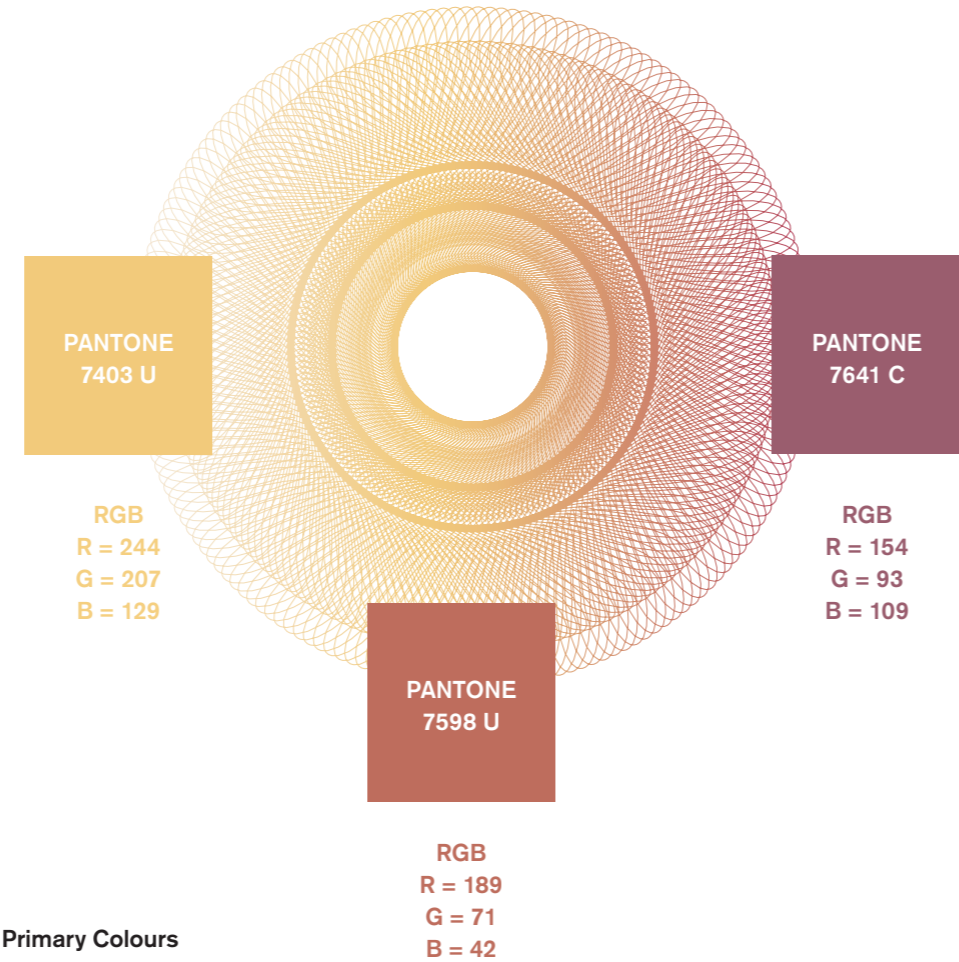
**Supporting Colours**

Supporting colours have been chosen to use selectively throughout Cashel House communication. Where possible they must be used to support the primary colours.

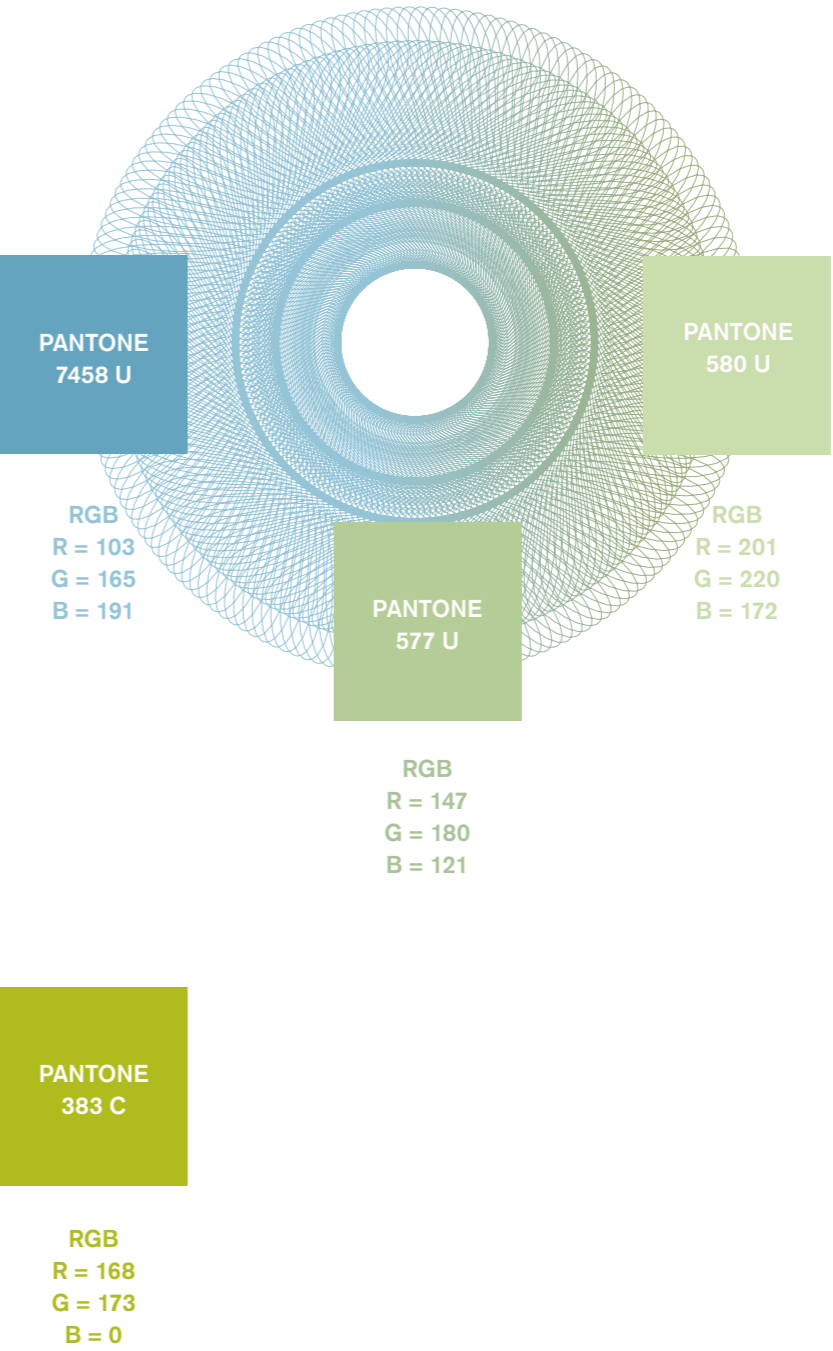
Supporting colours provided here with the Pantone colour breakdowns for print and digital usage.

Colours will vary slightly based on the output across printing and digital presentation methods.

**Supporting Colours**



**Primary Colours**



# Incorrect usage

The Cashel House logo may not be redrawn or altered in any way as this will compromise its credibility in the marketplace. The following examples show how the logo should not be reproduced.



Do not re-colour –even if it looks close



Do not stretch or distort



Do not apply onto an image or infringe in any way



Do not use the marque if it is unsupported by the logo



Do not rearrange



Do not apply onto a similar background colour with insufficient contrast



Do not change the type



Do not separate the elements from their approved logo formats



**cashelhouse**

16mm

30mm

20mm

30mm

25mm

Mr. Name here Body = Arial Light 9pt/13pt leading

XYZ Property Group  
100 Leftoright Street  
West Perth  
WA 6160

Dear Robin,

**RE: Expression of Interest – XYZ Camp Finance Sub 1 = Arial Medium 9pt/13pt leading**

We refer to your request for proposal dated 14th February 2011. We confirm our interest in arranging or acting as principle in the financing of the Camp Project.

Cashel House Group is a Melbourne based merchant banking firm dedicated to investing and advising on middle market opportunities. Principles of the firm have previously been involved in arranging XYZ and WXYZ structures for the Fortescue cloud break camps.

Over the past 12 months Cashel and it's associates have built an unmatched capability to source private debt solutions for construction and property transactions. Cashel has been involved in over \$500 million of completed transactions over the past three years.

For our firm to assess the feasibility and to source indicative terms we will need to be provided the following documents:

1. Current valuation of the site "as is" and an "on completion" basis, and
2. Contractual nature of income streams and the counter party's involved;

Other documents will be needed should we be able to source acceptable indicative terms.

Should you have any further questions please don't hesitate to contact myself on the following 03 9209 9000.

Yours Sincerely,

Angus Mason  
Director  
Cashel House

[www.cashelhg.com](http://www.cashelhg.com)

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phone +61 3 9209 9000 fax +61 3 8677 9903

Authorised representative of Cashel Financial Services Pty Ltd AFSL 306803

15mm

10mm