

Ford & Doonan Solar Energy Systems brand quick reference guide



WHO WE ARE

Ford & Doonan Solar Energy Systems is a business and sub-brand of Ford & Doonan Group. We specialise in the supply, installation and maintenance solar energy systems in Western Australia..

The Ford & Doonan brand stands for quality, is genuine, and for personally taking care of all of our customers.

OUR LOGO

Our logo reflects our position within the Ford & Doonan 'family' of businesses by following the look-and-feel of the other businesses within the Group. Although our logo is our primary branding element, it is just one part of our overall branding. Our branding represents our organisational "personality" as a trusted and professional organisation that supplies, installs and maintains solar energy systems in Western Australia.

Consistent and careful use of our logo and branding ensures that we represent ourselves to our customers, and to the wider community, as a reliable and trusted business with high standards. As the immediate representation of our company, and the wider Ford & Doonan Group, our logo is a valuable corporate asset that should be used consistently and only in proper approved forms. This sheet outlines the rules for using our logo and overall branding.

FONTS

The corporate fonts that we use for our internal and public communications are:

Heads – Frutiger Bold

Body text – Frutiger Light

If these fonts are not available then Calibri or Helvetica may be used instead, but only for non-public facing communications.

Headlines and subheads should be written in sentence case, with the exception that very short headlines and labels can be in all caps.

LOGO USAGE

Primary usage

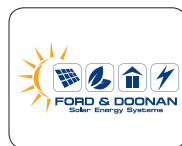
Our logo has a horizontal/landscape orientation and comes in a number of options. Use your discretion to select the appropriate option for the background that the logo is to be used over and/or the design application.

The logo is not to be used less than 50mm across.



CMYK: for use on a light background (preferably white)

File:
Ford & Doonan Solar Energy Systems Logo CMYK.eps



Alternative CMYK: for use on a light background (preferably white)

File:
Ford & Doonan Solar Energy Systems Alternative Logo CMYK.eps



MONO: for use on a light background (preferably white)

File:
Ford & Doonan Solar Energy Systems Logo MONO.eps



REVERSED:

for use on a dark background, either solid or photographic

File:
Ford & Doonan Solar Energy Systems Logo REVERSED CMYK.eps



REVERSED ALTERNATIVE:

for use on a dark background, either solid or photographic

File:
Ford & Doonan Solar Energy Systems Logo REVERSED ALTERNATIVE CMYK.eps

LOGO USAGE

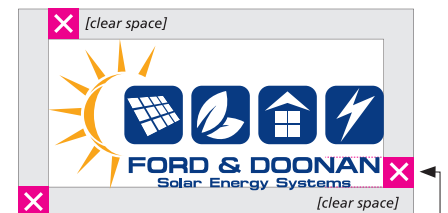
Incorrect usage examples



- Do not recolour.
- Do not distort.
- Do not crop the logo, it must be used in its entirety.

Clear Space

To allow the logo enough space to stand out in its application, it should be given an exclusion zone equal to a square of the height of the two lines of text in the logo:



calculate 'x' as this height at the size the logo is going to be used

BRAND COLOURS

Ford & Doonan Blue



CMYK 100.80.0.25
RGB 1.59.130

Ford & Doonan Warm Yellow



CMYK 0.40.100.0
RGB 250.166.26

