



Corporate Identity

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File Name

Please refer to page 13

Electronic files - Usage guidelines

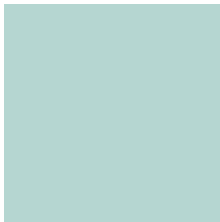
Description

This is the company logo. Use only authorised electronic files to reproduce the logo. These can be found in the William Green Corporate Identity CD.

Corporate Identity Colour Palette

A colour palette has been selected which supports the Logo Colours

Pantone Solid Coated



PMS 3288C
(Tint 34%)

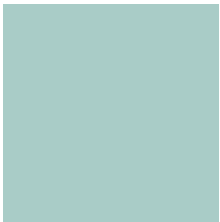


PMS 3288C

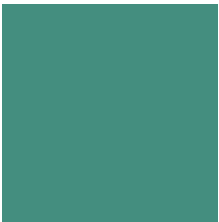


PMS 288C

CMYK



C 34 M 0
Y 18 K 7



C 100 M 0
Y 54 K 20



C 100 M 67
Y 0 K 23

Web



R 51 G 102 B 153
#336699



R 51 G 102 B 204
#3366CC



R 0 G 153 B 153
#009999



R 157 G 204 B 205
#9DCCCD



R 153 G 153 B 153
#999999

		Helvetica Bold
		<i>Helvetica Bold Oblique</i>
	Arial Bold	Helvetica Light Condensed
Tahoma Bold	Arial Narrow	<i>Helvetica Light Condensed Oblique</i>
Tahoma Regular	Arial Regular	<i>Helvetica Light Oblique</i>

Stationery Business Cards



Dimensions

90mm x 53mm

Colours

4 Colour CMYK Process

File Name

WG_BusinessCard_CMYK.indd

Description

This example shows the layout of all William Green Business Cards. Use only authorised electronic files to reproduce the artwork. These can be found in the William Green Corporate Identity CD.

Dental Suites
Dental Chairs
Dental Stools
Mobile Dental Equipment
Lasers
Extra-Oral X-ray Machines

Phosphor Plate System
Intra-Oral X-ray Machines
Intra-Oral Digital Sensors
Intra-Oral Cameras
Digital Camera Lighting System
Operating Lights

Autoclaves
Bench Top Equipment –
Scalers and Curing Lights
Dental Hand Pieces, Motors,
Surgical Equipment
Plant Equipment
Service / Spare Parts

Stationery Letterheads



Dimensions
210mm x 297mm

Colours
Green - PMS 3288C
Blue - PMS 288C

File Name
WG_Letterhead_CMYK.pdf

Description
This example shows the layout of all William Green Letterheads. Use only authorised electronic files to reproduce the artwork. These can be found in the William Green Corporate Identity CD.

Stationery With Compliments Slip

Dimensions

210mm x 297mm

Colour

Green - PMS 3288C

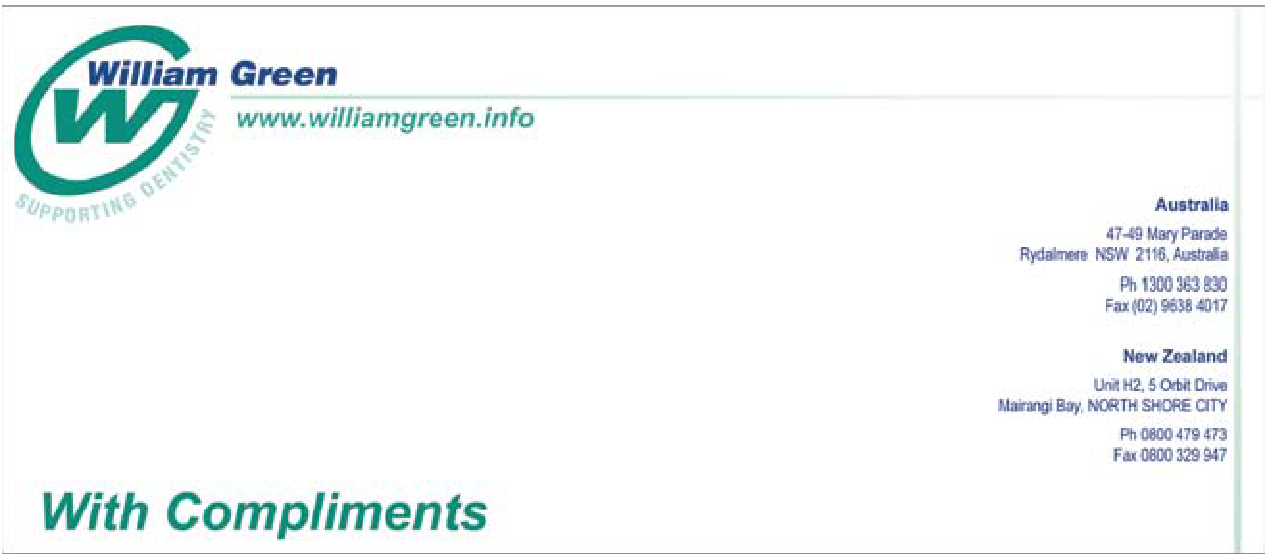
Blue - PMS 288C

File Name

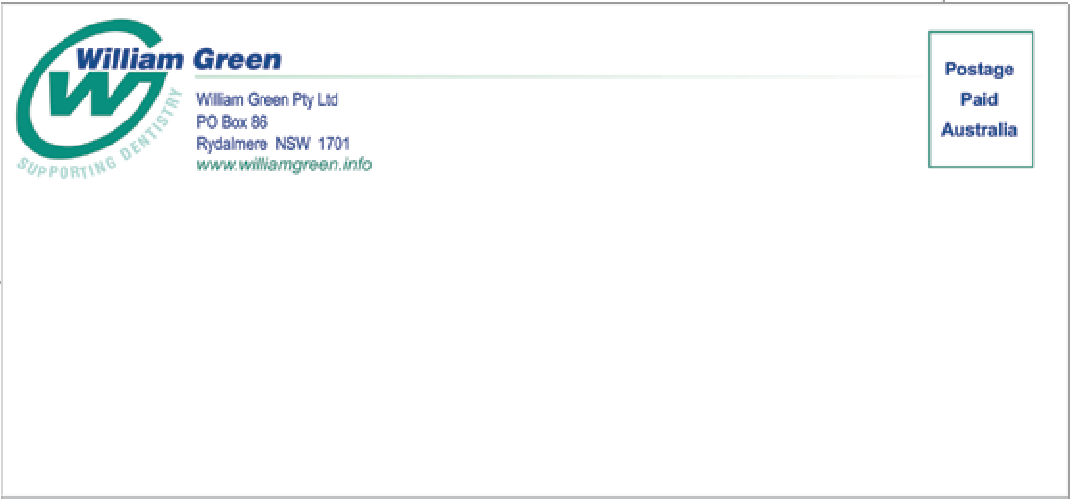
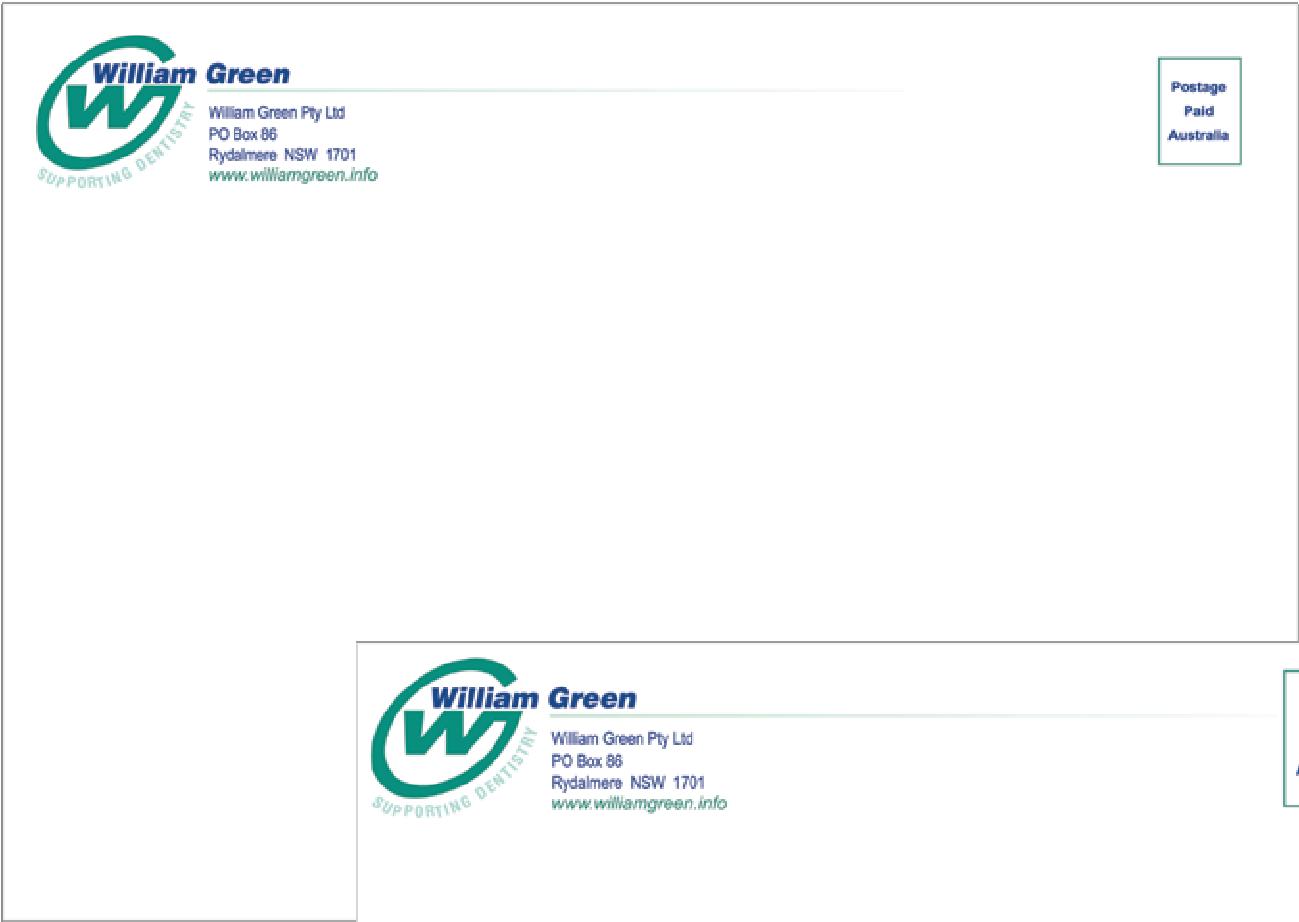
WG_Compliments_CMYK.pdf

Description

This example shows the layout of all William Green With Compliments Slip. Use only authorized electronic files to reproduce the artwork. These can be found in the William Green Corporate Identity CD.



Stationery Envelopes



Dimensions

A4 envelope 324mm x 240mm
DL envelope 220mm x 110mm

Colours

Green - PMS 3288C
Blue - PMS 288C

File Name

WG_A4envelope_CMYK.pdf
WG_DLenvelope_CMYK.pdf

Description

This example shows the layout of William Green Envelopes for Australia. Use only authorised electronic files to reproduce the artwork. These can be found in the William Green Corporate Identity CD.

Stationery A5 Note Pads

Dimensions

210mm x 148mm

Colours

Green - PMS 3288C

Blue - PMS 288C

File Name

WG_A5Notepad_CMYK.pdf

Description

This example shows the layout of William Green A5 Notepads. Use only authorised electronic files to reproduce the artwork. These can be found in the William Green Corporate Identity CD.



Signage Clear Space Zone



Colours

Green - PMS 3288C

Blue - PMS 288C

File Name

WG_Logo_CMKY.eps

WG_Logo_BW.pdf

Description

To ensure that the corporate logo is clearly recognised and stands out from other information, be sure to keep it at a reasonable distance from competing elements. Always allow a minimum space on all sides of the logo equal to the x-height W in William Green.

Electronic Files - Usage Guidelines

To help you identify which electronic files to use we have created a system that identifies each file.

Here is an explanation for the way it works. Follow the simple pathway to the correct file.

Step 1

What file do I need?

Choose between:
Logo, Stationery, Print ready
files

Example

I need a Logo file

Logo Folder

Step 2

Where is the logo going? What type of file is best suited to the project and software I am working in?

Do I need a working file to be resized and used for signage or do I need a pre formatted hi / low resolution file?

Example

I need a pre formatted low resolution file for a powerpoint presentation

Low Resolution Folder

Step 3

How will the logo be used? Does it need to be in colour, B&W or RGB?

Select your type of file

Example

RGB file

LoRes_RGB_Logo_small.eps
LoRes_RGB_Logo_small.pdf
LoRes_RGB_Logo_small.jpg

Step 4

Select the file you need - .eps, .jpg, .tif, .gif?

Select your type of file

Example

JPG file
(Jpgs are easy to use in
powerpoint)

LoRes_RGB_Logo_small.jpg

Electronic Files – Glossary of terms

CMYK

Acronym representing the four colours used in the 4 colour printing process - Cyan, Magenta, Yellow, Black.

PMS

Pantone Matching System. This system is used to specify spot colours (individually mixed colours) for printing.

RGB

Red, Green, Blue. RGB indicates the primary colours of lights for reproduction on screens and other electronic media.

.PSD

The .psd file name extension is used by Adobe Photoshop.

.AI

The .ai file name extension is used by Adobe Illustrator.

.BMP

The BMP file format, sometimes called bitmap file format, is an image file format used to store bitmap digital images, especially on Microsoft Windows.

.PDF

Portable Document Format.

.EPS

Encapsulated PostScript. A self contained PostScript file that describes a drawing or image. Used for high quality prints.

.JPG

JPG is a commonly used method of compression for photographic images.

CD Contents

Logo Folder

Hi Resolution Folder

HiRes_CMYK_Logo_large.eps	HiRes_BW_Logo_large.eps	HiRes_RGB_Logo_large.eps
HiRes_CMYK_Logo_large.pdf	HiRes_BW_Logo_large.pdf	HiRes_RGB_Logo_large.pdf
HiRes_CMYK_Logo_large.jpg	HiRes_BW_Logo_large.jpg	HiRes_RGB_Logo_large.jpg
HiRes_CMYK_Logo_small.eps	HiRes_BW_Logo_small.eps	HiRes_RGB_Logo_small.eps
HiRes_CMYK_Logo_small.pdf	HiRes_BW_Logo_small.pdf	HiRes_RGB_Logo_small.pdf
HiRes_CMYK_Logo_small.jpg	HiRes_BW_Logo_small.jpg	HiRes_RGB_Logo_small.jpg

Low Resolution Folder

LoRes_CMYK_Logo_large.eps	LoRes_BW_Logo_large.eps	LoRes_RGB_Logo_large.eps
LoRes_CMYK_Logo_large.pdf	LoRes_BW_Logo_large.pdf	LoRes_RGB_Logo_large.pdf
LoRes_CMYK_Logo_large.jpg	LoRes_BW_Logo_large.jpg	LoRes_RGB_Logo_large.jpg
LoRes_CMYK_Logo_small.eps	LoRes_BW_Logo_small.eps	LoRes_RGB_Logo_small.eps
LoRes_CMYK_Logo_small.pdf	LoRes_BW_Logo_small.pdf	LoRes_RGB_Logo_small.pdf
LoRes_CMYK_Logo_small.jpg	LoRes_BW_Logo_small.jpg	LoRes_RGB_Logo_small.jpg

Working Files Folder

Working_CMYK_Logo.eps	Working_BW_Logo.eps	Working_RGB_Logo.eps
Working_CMYK_Logo.psd	Working_BW_Logo.psd	Working_RGB_Logo.psd

Print Folder

Print Ready Files

This folder contains a collection of all the William Green stationery that has been prepared for print.

- CMYK process
- Embedded images
- Outlined Fonts

Stationery Folder

Stationery File Names

HiRes_CMYK_BusinessCard.indd
HiRes_CMYK_Compliments.pdf
HiRes_CMYK_Letterhead.pdf
HiRes_CMYK_A5Notepad.pdf
HiRes_CMYK_A4envelope.pdf
HiRes_CMYK_DLenvelope.pdf

Fonts Folder

William Green Fonts

Complete collection of the official William Green font library.

CD Contents - Naming format

File Naming Format

All the files on the Cd have been named using the following format.

1 2 3 4 5
Quality _ ColourMode _ fileName _ size .extension

1. Describes the quality of any file
2. Describes the colour mode of the file
3. Describes the actual file content
4. Indicates the size of the file in term of dimensions
5. Indicates the file format

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