



Corporate Identity Style Guide

Our Brand Design

The ElectroMechanica Corporate design is the visual expression of who we are and what we do. As a respected specialist direct importer and wholesale distributor of industrial electrical products, motor control switchgear and electronic automation products, all brand communication has to follow basic principles and design guidelines.

Only the consistent and dedicated application of the guidelines will establish a unified, well organised, strong brand presence, with a distinctive personality and design, communicating ElectroMechanica as the “go-to” distributor for industrial electrical products.

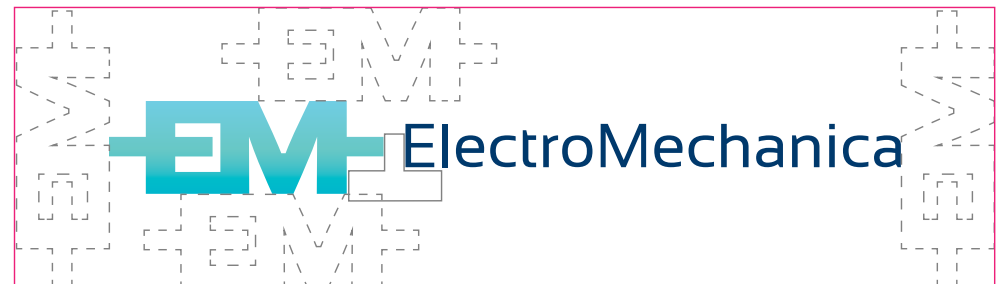
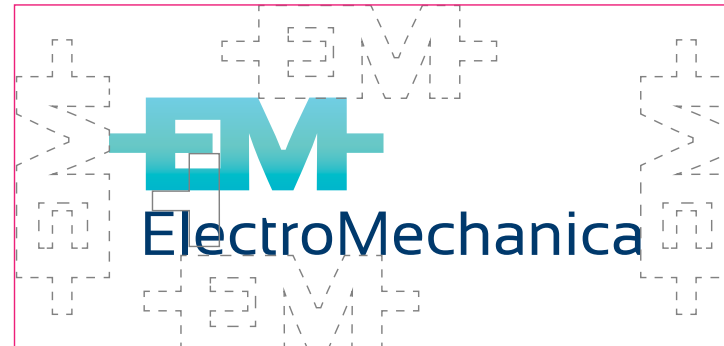
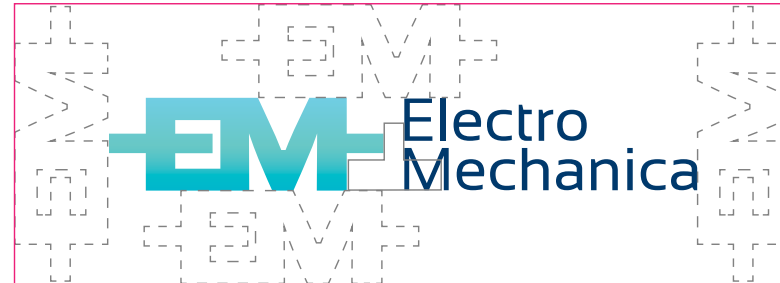
Our Logo

- Our logo has been specifically designed to reflect our unique proposition.
- It should never be altered in any way. To ensure visual consistency, our logo should never be adjusted, redrawn or stretched in any way.
- Our corporate signature consists of a symbol as well as a logotype. This combination may only be applied according to these guidelines.
- It is essential that the ElectroMechanica logo is always assembled in the right way. This will ensure a consistent look and feel throughout all communication. For this reason the logo should never be recreated for any application. Always use the official original digital artwork supplied.
- The current logo has multiple versions. Each can be used according to the design medium or layout of an artwork.
- When typing out the words ElectroMechanica, please ensure that the 'M' is capitalised at all times.



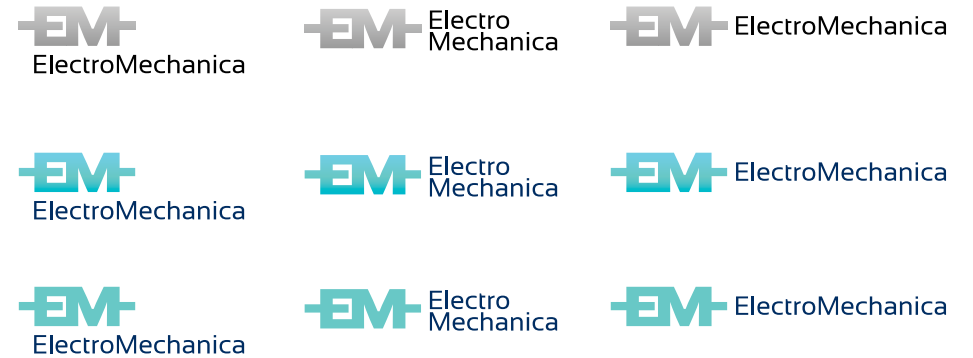
Clear Space

- The clear space rule protects the logo from intrusion. According to this rule, no other script or image is ever allowed within the logo's minimum clear space. It may occasionally be necessary to bend this rule – for certain signage and unusual collateral, for example. Use discretion, but remember that negative space (clear space) helps to place focus on the positive space, giving the logo a sense of pride and making it more memorable.
- No other objects such as text or images should be placed within the clear space. The logo should also be away from the edges of a page, at least as far as the clear space.
- The height of the symbol used in the ElectroMechanica logo is used as the clear space indicator.



Placement of our Logo on a Coloured Background

- The logo should ideally be used on a white/off white background with the minimum protective space around.
- Never place the logo directly on a photograph or on a brightly coloured or patterned background without a white holding shape. This holding shape can consist of a rectangle, or the ElectroMechanica holding shape.



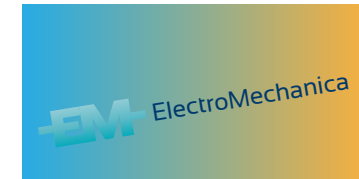
Incorrect use of our Logo

People trust consistent brands. Our logo should never be stretched, squeezed, skewed or distorted in any way and special effects should never be applied.

- The logo should always appear as flat art and in one colour.

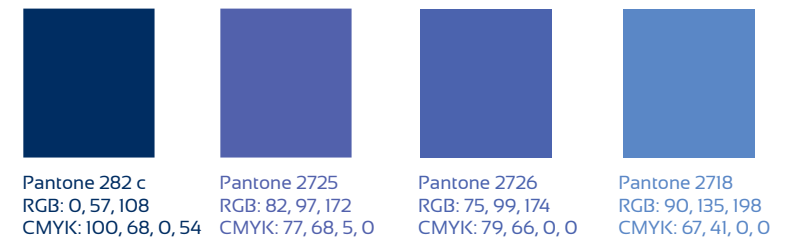
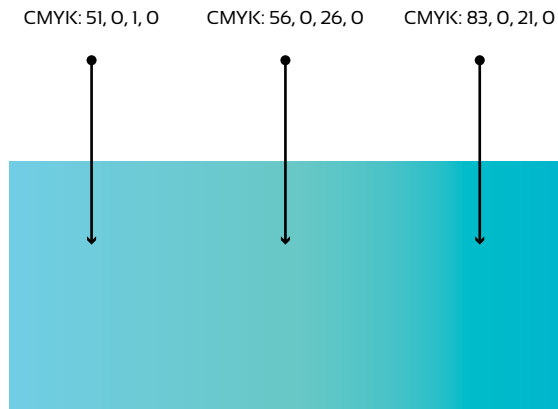
- Do not:

- Place the logo on an image without a holding shape
- Break the logo up
- Place anything inside the clear space
- Place the logo onto a coloured background of any sort
- Skew, distort or give the logo any special effects
- Fill the holding shape with any colour other than white



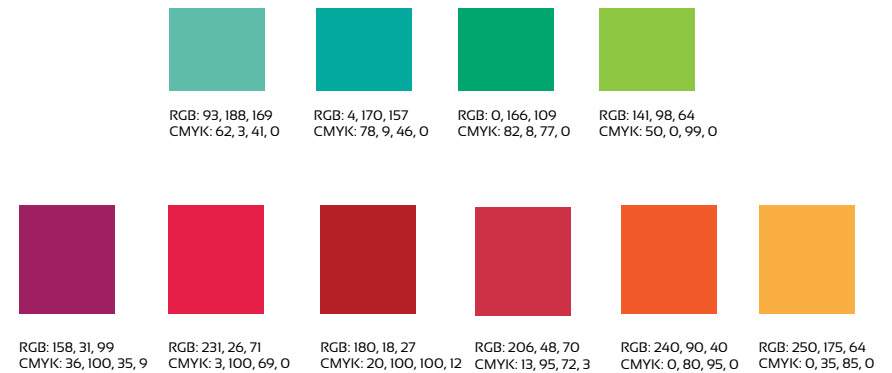
Primary Colour Palette

- The ElectroMechanica logo symbol consists of three colours that are tied together in a vignette: Pantone 325, Pantone 3125, Pantone 2718. It is highly advised to rather use these colours as cmyk to preserve quality.
- The contrast of these colours with white provides a clean and professional look. We therefore use the full colour logo for all full colour printing.
- The EM symbol is made up of Pantones 305, 325 and 3125. For best results, it is recommended to digitally print the artwork in cmyk.



Secondary Colour Palette and Accent Colours

- Secondary colours work with our primary palette and were developed for applications such as the catalogue where colour-coding is necessary.
- The secondary colours should never overshadow the primary blues.
- Remember to always keep the use of colour: simple.



Corporate Typeface

- The ElectroMechanica primary typeface, or corporate font, is Sansation. It has many variants and options. Use this font for all advertising headlines and body-copy applications, as well as all internal and external corporate communication.
- The ElectroMechanica digital typeface is Arial. Use this font for all digital ElectroMechanica applications where Sansation is not available – emails, webpages and digital communications.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
OPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz1234567890

Sansation Italic

abcdefghijklmnopqrstuvwxyz1234567890

Sansation regular

abcdefghijklmnopqrstuvwxyz1234567890

Sansation Bold

abcdefghijklmnopqrstuvwxyz1234567890

Sansation Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

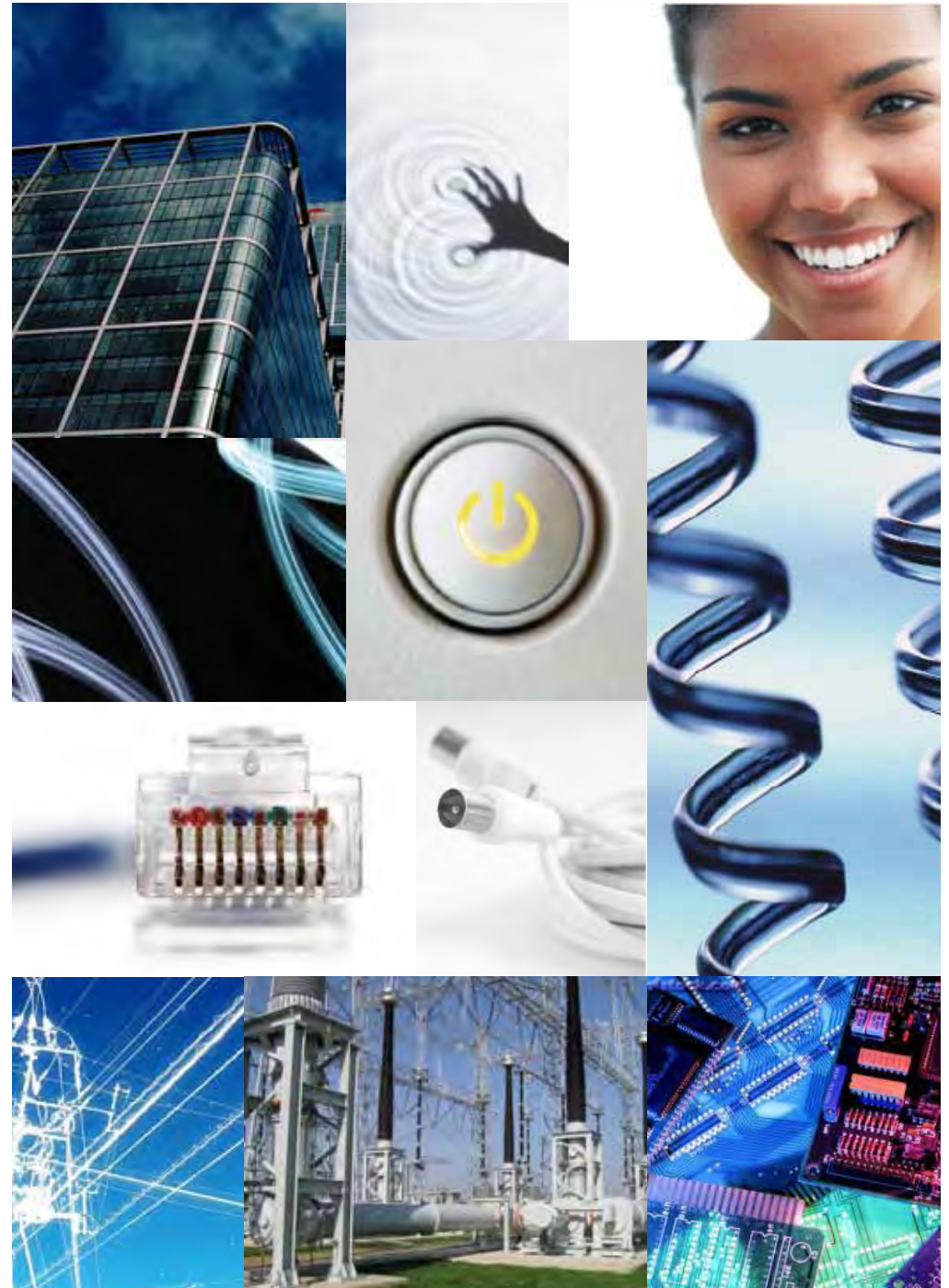
abcdefghijklmnopqrstuvwxyz

1234567890

Arial

Photographic Guidelines

- The ElectroMechanica photographic style originates from its industry: images that are dynamic, contemporary and not overtly posed. Lifestyle imagery utilising human subjects communicates our people-oriented approach to a very industrial business - they therefore have to be as natural and relatable as possible.
- When not used in the context of a catalogue, products are photographed in high contrast, featuring details and interesting angles, rather than the entire product from the front.
- ElectroMechanica photography incorporates strong contrasts in colour, lighting or layout, while the overall colour approach remains in the blue colour palette.
- The ElectroMechanica holding shape may be placed behind text on busy imagery in white, at a reduced opacity.
- The images can also be made ownable as a whole, by layering the primary blue over certain elements.



Business Card and Letterhead

Business card and letterhead

