



# **Industrie IT Style Guide**

November 2008

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Section 1 **Elements**

## The Corporate Logotype

Industrie IT's corporate logo has been refreshed to provide the company with a strong, contemporary and individual brand. The brand has been developed to be highly flexible to ensure that it can handle the growth stage Industrie IT is currently undertaking and to ensure it can evolve with the organisation. A primary logotype has been developed and is suggested to be used most widely, while secondary logotypes employing variations on the corporate colour ways are available for selective usage. The artwork for all approved logotypes has been provided for all requested colour ways as Illustrator EPS files in PMS, CMYK and RGB colour formats, JPEGs in high resolution CMYK format and PNGs in low resolution RGB (as is applicable for each colour way).

### Primary Logo (IIT\_Logo\_Primary)

EPS (PMS, CMYK, RGB), JPEG (HR CMYK), PNG (LR RGB)



### Secondary Logo A (IIT\_Logo\_SecondaryA)

EPS (PMS, CMYK, RGB), JPEG (HR CMYK), PNG (LR RGB)



### Secondary Logo B (IIT\_Logo\_SecondaryB)

EPS (PMS, CMYK, RGB), JPEG (HR CMYK), PNG (LR RGB)



### Secondary Logo C (IIT\_Logo\_SecondaryC)

EPS (PMS, CMYK, RGB), No JPEG or PNG (transparent background)



### Secondary Logo D (IIT\_Logo\_SecondaryD)

EPS (PMS, CMYK, RGB), JPEG (HR CMYK), PNG (LR RGB)



### Secondary Logo E (IIT\_Logo\_SecondaryE)

EPS (PMS, CMYK, RGB), No JPEG or PNG (transparent background)



### Secondary Logo F (IIT\_Logo\_SecondaryF)

EPS (PMS, CMYK, RGB), JPEG (HR CMYK), PNG (LR RGB)



### Secondary Logo G (IIT\_Logo\_SecondaryG)

EPS (PMS, CMYK, RGB), No JPEG or PNG (transparent background)



### Secondary Logo H (IIT\_Logo\_SecondaryH)

EPS (PMS, CMYK, RGB), JPEG (HR CMYK), PNG (LR RGB)



### Secondary Logo I (IIT\_Logo\_SecondaryI)

EPS (CMYK, RGB, No PMS), JPEG (HR CMYK), PNG (LR RGB)



### Secondary Logo J (IIT\_Logo\_SecondaryJ)

EPS (PMS, CMYK, RGB), JPEG (HR CMYK), PNG (LR RGB)



### Secondary Logo K (IIT\_Logo\_SecondaryK)

EPS (PMS, CMYK, RGB), JPEG (HR CMYK), PNG (LR RGB)



### Secondary Logo L (IIT\_Logo\_SecondaryL)

EPS (CMYK, RGB, No PMS), JPEG (HR CMYK), PNG (LR RGB)



### Secondary Logo M (IIT\_Logo\_SecondaryM)

EPS (PMS, CMYK, RGB), JPEG (HR CMYK), PNG (LR RGB)



## The Corporate Icon

The i contained in the box within the corporate logo has been developed as a corporate icon to be used independently as a graphical element. The i should always appear contained by this box to ensure it is grounded to the page. Several colour ways have been set and have been provided to Industrie IT.

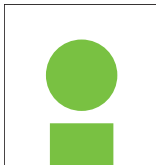
### Primary Icon (IIT\_Icon\_Primary)

EPS (PMS, CMYK, RGB), JPEG (HR CMYK), PNG (LR RGB)



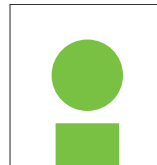
### Secondary Icon A (IIT\_Icon\_SecondaryA)

EPS (PMS, CMYK, RGB), JPEG (HR CMYK), PNG (LR RGB)



### Secondary Icon B (IIT\_Icon\_SecondaryB)

EPS (PMS, CMYK, RGB), No JPEG or PNG (transparent background)



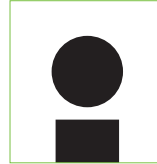
### Secondary Icon C (IIT\_Icon\_SecondaryC)

EPS (PMS, CMYK, RGB), JPEG (HR CMYK), PNG (LR RGB)



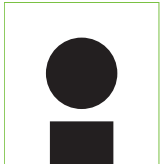
### Secondary Icon D (IIT\_Icon\_SecondaryD)

EPS (PMS, CMYK, RGB), JPEG (HR CMYK), PNG (LR RGB)



### Secondary Icon E (IIT\_Icon\_SecondaryE)

EPS (PMS, CMYK, RGB), No JPEG or PNG (transparent background)



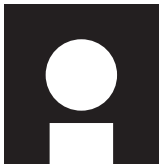
### Secondary Icon F (IIT\_Icon\_SecondaryF)

EPS (PMS, CMYK, RGB), JPEG (HR CMYK), PNG (LR RGB)



### Secondary Icon G (IIT\_Icon\_SecondaryC)

EPS (CMYK, RGB, No PMS), JPEG (HR CMYK), PNG (LR RGB)



### Secondary Icon H (IIT\_Icon\_SecondaryD)

EPS (CMYK, RGB, No PMS), No JPEG or PNG (transparent background)





## The Corporate Divisions and Slogan Logos

A logotype layout has been developed and approved by Industrie IT for the corporate divisions. This logotype can also be adapted to include a slogan. A template has been provided to Industrie IT for internal development of each logotype as the need arises.

Please note: The division or slogan line is to be set in Akzidenz Grotesk Roman and justified to Industrie IT. Guides have been provided in the Illustrator EPS file to assist with this. Should assistance be required with the development of these logotypes KRM is available upon request.

Division Logo Template (IIT\_DivisionLogo\_Template.eps)



Slogan Logo Template (IIT\_SloganLogo\_Template.eps)



## The Corporate Logo (and Division Logo) Considerations

A number of things must be considered when applying Industrie IT's corporate logos and division logos as outlined below.

### Clear Space

The minimum clear space that must be maintained around Industrie IT's logotype box is equivalent to the width of the base of the i when the logotype is set to the desired size, as illustrated below.



### Minimum Size

Industrie IT's logotype (both corporate and division versions) should never appear smaller than 25mm in width.



## What Not to Do!

DO NOT alter the logo elements



DO NOT crop the logo



DO NOT violate the logo's clear space




DO NOT change the colours of the logo




# Corporate Colour Palette


The Industrie IT brand consists of **three primary colours**. It is encouraged to reproduce print materials as two colour jobs (ie. black and PMS 368) to ensure the most vibrant and strong colour reproduction.



Process Black



White




PMS 368

57.0.100.0  
131.184.25  
62.bd.19


## Supporting Colour Palette

At times it may be necessary to use colours other than the corporate colour palette to provide contrast or to highlight information for example. It is strongly suggested that the use of colours other than the three brand colours of black, white and PMS 368 be kept to an absolute minimum to ensure the brand's integrity is not eroded. The following colours have been selected for these special needs.



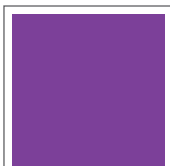
PMS 1235

0.39.96.0  
255.179.0  
ff.b3.00



PMS 144

1.58.99.0  
236.128.0  
ec.80.00



PMS 2593

68.86.0.0  
126.43.151  
7e.2b.97



PMS 313

99.14.22.3  
0.146.199  
00.92.c7

## Typography

Industrie IT's logotype utilises Akzidenz Grotesk for all typographical needs. To utilise this typeface internally at Industrie IT it will need to be purchased to satisfy licensing requirements. It is suggested the font family be purchased from the Linotype Font Foundry ([www.linotype.com](http://www.linotype.com)). Should assistance be required in purchasing the necessary fonts, please feel free to contact KRM.

As the logotype's are the only brand elements approved to date, the typography for Industrie IT requires further development with regard to the uses of particular font weights for purposes outside of logos, such as headings and body copy. As these standards are set, this style guide will be updated.

### Akzidenz Grotesk Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789 \$%&(.,:;"'<>!?)

### Akzidenz Grotesk Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789 \$%&(.,:;"'<>!?)

### Akzidenz Grotesk Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**0123456789 \$%&(.,:;"'<>!?)**

### Akzidenz Grotesk Black

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**0123456789 \$%&(.,:;"'<>!?)**