



STYLE GUIDE 2007



## Agserv colours

AGSERV RED



Pantone 1797

C	0
M	100
Y	99
K	4

RUDDUCK GREEN



Pantone 363

C	68
M	0
Y	100
K	24

## Agserv logo usage



full colour (preferred logo usage)  
Minimum size - 46mm wide



Reversed out of black background



Reversed out of red background



■ = spacing according to scale of logo



Two colour  
(preferred logo usage)  
Agserv Red + Black



Black



Tag line usage and sizing  
**Avenir LT Std**  
**85 Heavy Oblique**

## Agserv type

### Headline

Avenir LT Std – 85 Heavy – 100% height, 120% width – 19/21pt

### Subhead

Avenir LT Std – 55 Roman – 100% height, 100% width – 12/14pt

### Regular copy

Avenir LT Std – 55 Roman – 100% height, 100% width – 10/12pt

## Rules

- Logo must not be used on anything other than a WHITE, RED or BLACK back ground
- Logo must not be separated into separate elements.
- Logo must never be stretched or deformed

## Rudduck logo usage



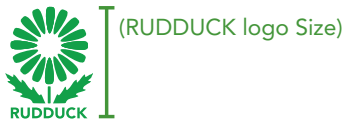
Rudduck Green (preferred logo usage)



Only to be in black when needed for  
2 colour jobs with Agserv branding



Rudduck logo should never be larger  
than the top of the Agserv logo to the  
bottom of the 'A'



■ = spacing according to scale of logo