



CORPORATE BRAND IDENTITY MANUAL

INTRODUCTION

Welcome to SIFAX corporate brand identity manual. Our identity is made of various unique components that gives it a distinctive visual style. It is imperative to have a guideline in order to achieve consistency in the application of our identity and build strong awareness and recognition for our brand.

The logo manual is designed both for our own employees and our partners, such as ad agencies, graphic studios and designers, printing offices, press, and other company partners and suppliers.

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SIFAX GROUP LOGO

Explaining the logo development



The fonts used are clean, bold and closed packed. This represents firm foundation and strength.

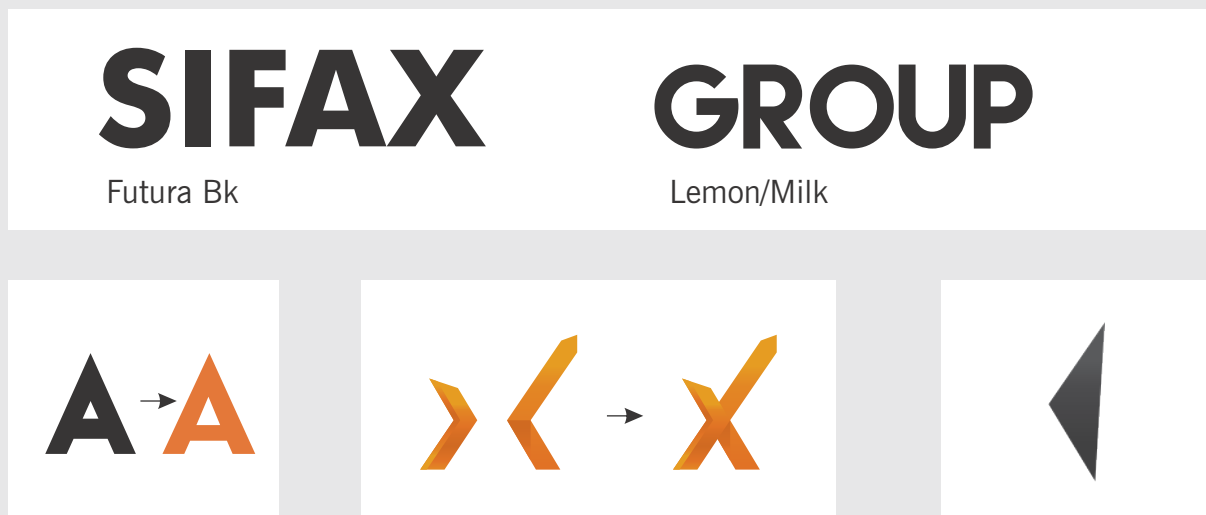
Futura BK was used in SIFAX.

Lemon/Milk was used in GROUP, subsidiaries and countries names. The A in this font is modified after the font has been turned to objects to improve legibility.

The **X** has an abstract styling, that is broken into two arrow converging from left and right. The right arrow continues to extend to a prominent height above all other

SIFAX GROUP LOGO

Components & meaning



elements in the SIFAX sign. **This means a driving force in a positive direction.**

The **grey triangular arrow** head is used to represent the subsidiaries of the SIFAX GROUP. This triangle is dynamic, as it points upward in a positive direction, also it fits into the socket of the X.

Overall Logo Communication:

It communicates a brand that is strong, global, positively driven and can be trusted.

SIFAX GROUP LOGO

Colours & meaning



CMYK: C8 M67 Y100 K1
Pantone: 152C
RGB: R232 B83 G0
HEX: E85300



Light Shade
C8 M43 Y100 K1
R232 G144 B0



CMYK: C0 M0 Y0 K90
Pantone: XXXXXX
RGB: R25 B25 G25
HEX: 191919



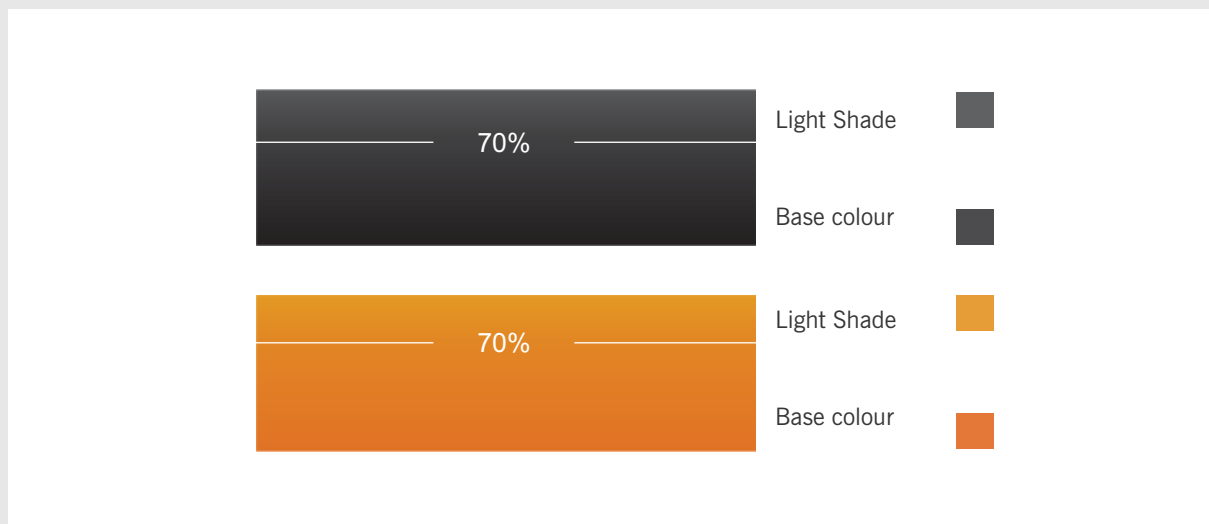
Light Shade
C0 M0 Y0 K80
R51 G51 B51

Our corporate colours are distinct and there is a need for it to be applied consistently, to provide a strong visual link across various materials and communications and set our company apart from the competitors.

No colours other than the ones specified above may be used.

SIFAX GROUP LOGO

Colours & meaning



Grey is a neutral colour used in colour branding to pass a message of calm and neutrality.

Orange is associated with excitement, friendly, and warmth. This passes a message to the customers that they are cared for, that the brand is friendly, and their satisfaction is top priority.

Gradients from light shade to base colour are in the ratio of 30% Light:70% base colour. This should be kept consistent when gradients are to be used across communication materials.

SIFAX GROUP LOGO

Logotype: Full colour (gradient)



Full colour version of the SIFAX GROUP logo is the preferred version on all materials and communications. It is the most visible part of our identity. The logo must be used as provided and can not be altered in any way.

SIFAX GROUP LOGO

Logotype: Full colour (flat)



This is a direct alternate to the full colour (gradient) logo. It should be used in cases where the effects cannot be achieved like in silkscreening, monogramming, etc. Generally this logo can be used interchangeably, but it is less preferred. The logo must be used as provided and can not be altered in any way.

SIFAX GROUP LOGO

Logotype: Black



The Black version of the logo should only be used when there is no possibility to print color. It can be used for documents such as fax forms, black & white photocopies, newspaper ads, etc. The logo must be used as provided and can not be altered in any way.

SIFAX GROUP LOGO

Logotype: White on SIFAX orange



When the logo is used on a solid background color that is in conflict with the colors of the full colour version, the logo may be reversed out in white. Generally the logo should only be reversed when no other option is available. The logo must be used as provided and can not be altered in any way.

SIFAX GROUP LOGO

Logo proportions



The grid is used when it's necessary to verify that the construction of logo elements has been maintained and aligned correctly (e.g. in making signage or engravings). The grid may be used only for cross-checking that the logo is visually correct, but the logo must be reproduced or recreated from this grid.

SIFAX GROUP LOGO

Logo clear space



The clear space represented by the blue area, ensures that the logo is visible. Clear space between the logo and other graphic elements such as type, images, other logos, etc. ensures that the logo is not choked.

It is better to have more whitespace around the logo than stated above.

SIFAX GROUP LOGO

Logo on background



When placing the logo on an image, colour or pattern, it is essential that there is enough contrast between the logo and the background. The logo must not be placed on backgrounds that distract from or compete with the logo.

The preferred option is to show the full colour logo against a white background.

SIFAX NIGERIA LOGO

Logotype: Full colour (gradient)



SIFAX NIGERIA full colour logo is the preferred version on all materials and communications. It is the most visible part of our identity. The logo must be used as provided and can not be altered in any way.

SIFAX NIGERIA LOGO

Logotype: Full colour (flat)



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Logotype: White on SIFAX Orange



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SIFAX GHANA LOGO

Logotype: Full colour (gradient)



SIFAX GHANA full colour logo is the preferred version on all materials and communications. It is the most visible part of our identity. The logo must be used as provided and can not be altered in any way.

SIFAX GHANA LOGO

Logotype: Full colour (flat)



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Logotype: Black



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SIFAX GHANA LOGO

Logotype: White on SIFAX Orange



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SIFAX GHANA LOGO

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SIFAX GHANA LOGO

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SIFAX SOUTH AFRICA LOGO

Logotype: Full colour (gradient)



SIFAX SOUTH AFRICA full colour logo is the preferred version on all materials and communications. It is the most visible part of our identity. The logo must be used as provided and can not be altered in any way.

SIFAX SOUTH AFRICA LOGO

Logotype: Full colour (flat)



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SIFAX SOUTH AFRICA LOGO

Logotype: Black



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SIFAX SOUTH AFRICA LOGO

Logotype: White on SIFAX Orange



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SIFAX SOUTH AFRICA LOGO

Logo proportions



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Logo clear space



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SIFAX UNITED STATES LOGO

Logotype: Full colour (gradient)



SIFAX UNITED STATES full colour logo is the preferred version on all materials and communications. It is the most visible part of our identity. The logo must be used as provided and can not be altered in any way.

SIFAX UNITED STATES LOGO

Logotype: Full colour (flat)



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SIFAX UNITED STATES LOGO

Logotype: Black



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SIFAX UNITED STATES LOGO

Logotype: White on SIFAX Orange



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SAHCOL LOGO

Logotype: Full colour (gradient)



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SAHCOL LOGO

Logotype: Full colour (flat)



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Logotype: Black



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SAHCOL LOGO

Logotype: White on SAHCOL Grey



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SAHCOL LOGO

Logo proportions



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SAHCOL LOGO

Logo on background



When placing the logo on an image, colour or pattern, it is essential that there is enough contrast between the logo and the background. The logo must not be placed on backgrounds that distract from or compete with the logo. ►

The preferred option is to show the full colour logo against a white background.

SAHCOL LOGO

SAHCOL colour meaning



CMYK:	C51 M44 Y45 K22
Pantone:	XXXXX
RGB:	R119 B118 G117
HEX:	#777675

SAHCOL Grey is used to represent maturity, responsibility, professionalism, and dependability.

There are no gradients for this colour and it should be used as such.

No colour other than the one specified above may be used.

PORTS & CARGO LOGO

Logotype: Full colour (gradient)



PORTS & CARGO full colour logo is the preferred version on all materials and communications. It is the most visible part of our identity. The logo must be used as provided and can not be altered in any way.

PORTS & CARGO LOGO

Logotype: Full colour (flat)



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PORTS & CARGO LOGO

Logotype: Black



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PORTS & CARGO LOGO

Logotype: White on PORTS & CARGO Blue



When the logo is used on a solid background color that is in conflict with the colors of the full colour version, the logo may be reversed out in white. Generally the logo should only be reversed when no other option is available. The logo must be used as provided and can not be altered in any way.

PORTS & CARGO LOGO

Logo proportions



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PORTS & CARGO LOGO

Logo clear space



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PORTS & CARGO LOGO

Logo on background



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PORTS & CARGO LOGO

PORTS & CARGO colour meaning



CMYK :	C100	M98	Y13	K16
Pantone:	XXXXX			
RGB:	R58	B59	G121	
HEX:	#3A3B79			

PORTS & CARGO Blue is used to represent its area of operation which is the sea. It stands for calm, trust and authority.

There are no gradients for this colour and it should be used as such.

No colour other than the one specified above may be used.

SHIPPING LOGO

Logotype: Full colour (gradient)



SHIPPING full colour logo is the preferred version on all materials and communications. It is the most visible part of our identity. The logo must be used as provided and can not be altered in any way.

SHIPPING LOGO

Logotype: Full colour (flat)



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SHIPPING LOGO

Logotype: Black



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SHIPPING LOGO

Logotype: White on PORTS & CARGO Blue



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SHIPPING LOGO

Logo proportions



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SHIPPING LOGO

Logo clear space



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SHIPPING LOGO

Logo on background



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SHIPPING LOGO

SHIPPING colour meaning



CMYK:	C75	M19	Y0	K0
Pantone:	XXXXX			
RGB:	R31	B164	G221	
HEX:	#1FA4DD			

SHIPPING Blue is used to represent the Sea. The calm attribute of blue also works here because a calm sea favours an expedition. This shade of blue is directly opposite the SIFAX orange on the colour wheel and it has good contrast.

There are no gradients for this colour and it should be used as such.

No colour other than the one specified above may be used.

FORWARDING LOGO

Logotype: Full colour (gradient)



FORWARDING full colour logo is the preferred version on all materials and communications. It is the most visible part of our identity. The logo must be used as provided and can not be altered in any way.

FORWARDING LOGO

Logotype: Full colour (flat)



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FORWARDING LOGO

Logotype: Black



The Black version of the logo should only be used when there is no possibility to print color. It can be used for documents such as fax forms, black & white photocopies, newspaper ads, etc. The logo must be used as provided and can not be altered in any way.

FORWARDING LOGO

Logotype: White on FORWARDING Green



When the logo is used on a solid background color that is in conflict with the colors of the full colour version, the logo may be reversed out in white. Generally the logo should only be reversed when no other option is available. The logo must be used as provided and can not be altered in any way.

FORWARDING LOGO

Logo proportions



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FORWARDING LOGO

Logo clear space



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FORWARDING LOGO

Logo on background



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FORWARDING LOGO

FORWARDING colour meaning



CMYK:	C75	M0	Y100	K80
Pantone:	XXXXX			
RGB:	R33	B76	G43	
HEX:	#214C2B			

FORWARDING Green is used here because of the need to continually develop fresh and efficient processes to satisfy customers. Also, the feeling of safety it invokes. There are no gradients for this colour and it should be used as such.

No colour other than the one specified above may be used.

OIL & GAS LOGO

Logotype: Full colour (gradient)



OIL & GAS full colour logo is the preferred version on all materials and communications. It is the most visible part of our identity. The logo must be used as provided and can not be altered in any way.

OIL & GAS LOGO

Logotype: Full colour (flat)



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OIL & GAS LOGO

Logotype: White on OIL & GAS Green



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OIL & GAS LOGO

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Logo on background



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OIL & GAS LOGO

OIL & GAS colour meaning



CMYK:	C64	M4	Y100	K0
Pantone:	XXXXX			
RGB:	R110	B183	G79	
HEX:	#6EB74F			

OIL & GAS Green is used here because of the need to continually develop fresh and efficient processes to satisfy customers. Also, the feeling of safety it invokes. There are no gradients for this colour and it should be used as such.

No colour other than the one specified above may be used.

HAULAGE LOGO

Logotype: Full colour (gradient)



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HAULAGE LOGO

Logotype: Full colour (flat)



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HAULAGE LOGO

Logotype: White on HAULAGE Red



When the logo is used on a solid background color that is in conflict with the colors of the full colour version, the logo may be reversed out in white. Generally the logo should only be reversed when no other option is available. The logo must be used as provided and can not be altered in any way.

HAULAGE LOGO

Logo proportions



The grid is used when it's necessary to verify that the construction of logo elements has been maintained and aligned correctly (e.g. in making signage or engravings). The grid may be used only for cross-checking that the logo is visually correct, but the logo must be reproduced or recreated from this grid.

HAULAGE LOGO

Logo clear space



The clear space represented by the blue area, ensures that the logo is visible. Clear space between the logo and other graphic elements such as type, images, other logos, etc. ensures that the logo is not choked.

It is better to have more whitespace around the logo than stated above.

HAULAGE LOGO

Logo on background



When placing the logo on an image, colour or pattern, it is essential that there is enough contrast between the logo and the background. The logo must not be placed on backgrounds that distract from or compete with the logo.

The preferred option is to show the full colour logo against a white background.

HAULAGE LOGO

HAULAGE colour meaning



CMYK:	C28	M100	Y100	K38
Pantone:	XXXXX			
RGB:	R132	B47	G48	
HEX:	#842F30			

HAULAGE Red (reddish-brown) is used here to communicate action, determination, orderliness, organization, and convention. These attributes tell customers they and their goods are in great hands. There are no gradients for this colour and it should be used as such.

No colour other than the one specified above may be used.

OFFDOCK LOGO

Logotype: Full colour (gradient)



OFFDOCK full colour logo is the preferred version on all materials and communications. It is the most visible part of our identity. The logo must be used as provided and can not be altered in any way.

OFFDOCK LOGO

Logotype: Full colour (flat)



This is a direct alternate to the full colour (gradient) logo. It should be used in cases where the effects cannot be achieved like in silkscreening, monogramming, etc. Generally this logo can be used interchangeably, but it is less preferred. The logo must be used as provided and can not be altered in any way.

OFFDOCK LOGO

Logotype: Black



The Black version of the logo should only be used when there is no possibility to print color. It can be used for documents such as fax forms, black & white photocopies, newspaper ads, etc. The logo must be used as provided and can not be altered in any way.

OFFDOCK LOGO

Logotype: White on OFFDOCK Ocean Grey



When the logo is used on a solid background color that is in conflict with the colors of the full colour version, the logo may be reversed out in white. Generally the logo should only be reversed when no other option is available. The logo must be used as provided and can not be altered in any way.

OFFDOCK LOGO

Logo proportions



The grid is used when it's necessary to verify that the construction of logo elements has been maintained and aligned correctly (e.g. in making signage or engravings). The grid may be used only for cross-checking that the logo is visually correct, but the logo must be reproduced or recreated from this grid.

OFFDOCK LOGO

Logo clear space



The clear space represented by the blue area, ensures that the logo is visible. Clear space between the logo and other graphic elements such as type, images, other logos, etc. ensures that the logo is not choked.

It is better to have more whitespace around the logo than stated above.

OFFDOCK LOGO

Logo on background



When placing the logo on an image, colour or pattern, it is essential that there is enough contrast between the logo and the background. The logo must not be placed on backgrounds that distract from or compete with the logo.

The preferred option is to show the full colour logo against a white background.

OFFDOCK LOGO

OFFDOCK colour meaning



CMYK:	C55	M30	Y29	K0
Pantone:	XXXXX			
RGB:	R128	B157	G168	
HEX:	#809DA8			

OFFDOCK Ocean Grey is a blueish grey, having characteristics of both colours used to communicate clarity of thought, and dependability.

There are no gradients for this colour and it should be used as such.

No colour other than the one specified above may be used.

MARINE LOGO

Logotype: Full colour (gradient)



MARINE full colour logo is the preferred version on all materials and communications. It is the most visible part of our identity. The logo must be used as provided and can not be altered in any way.

MARINE LOGO

Logotype: Full colour (flat)



This is a direct alternate to the full colour (gradient) logo. It should be used in cases where the effects cannot be achieved like in silkscreening, monogramming, etc. Generally this logo can be used interchangeably, but it is less preferred. The logo must be used as provided and can not be altered in any way.

MARINE LOGO

Logotype: Black



The Black version of the logo should only be used when there is no possibility to print color. It can be used for documents such as fax forms, black & white photocopies, newspaper ads, etc. The logo must be used as provided and can not be altered in any way.

MARINE LOGO

Logotype: White on MARINE Purple-Red



When the logo is used on a solid background color that is in conflict with the colors of the full colour version, the logo may be reversed out in white. Generally the logo should only be reversed when no other option is available. The logo must be used as provided and can not be altered in any way.

MARINE LOGO

Logo proportions



The grid is used when it's necessary to verify that the construction of logo elements has been maintained and aligned correctly (e.g. in making signage or engravings). The grid may be used only for cross-checking that the logo is visually correct, but the logo must be reproduced or recreated from this grid.

MARINE LOGO

Logo clear space



The clear space represented by the blue area, ensures that the logo is visible. Clear space between the logo and other graphic elements such as type, images, other logos, etc. ensures that the logo is not choked.

It is better to have more whitespace around the logo than stated above.

MARINE LOGO

Logo on background



When placing the logo on an image, colour or pattern, it is essential that there is enough contrast between the logo and the background. The logo must not be placed on backgrounds that distract from or compete with the logo.

The preferred option is to show the full colour logo against a white background.

MARINE LOGO

MARINE colour meaning



CMYK:	C42	M100	Y42	K25
Pantone:	XXXXX			
RGB:	R133	B49	G89	
HEX:	#853159			

MARINE Purple-Red is used to communicate quality, future and creativity.

There are no gradients for this colour and it should be used as such.

No colour other than the one specified above may be used.

CORPORATE FONT

Primary Font: For print and screen

NewsGoth BT Font Family

SIFAX

NewsGoth BT Normal

SIFAX

NewsGoth BT Italic

SIFAX

NewsGoth Light BT

SIFAX

NewsGoth BT Bold

SIFAX

NewsGoth BT Bold Italic

SIFAX

NewsGoth Condensed BT

In order to achieve a unique and consistent look across all communication materials, the **NewsGoth BT** font family must be used on all printed materials and communications - and if possible, also on the website and online communication.

Substitution font is **Arial**. This font can be used only when there is no possibility to use Primary font.

CORPORATE FONT

Primary Font: Application

Corporate Identity

is serious business & we are not joking.

Lorem ipsum dolor sit amet. Nonumy lorem clita eirmod elit est et dignissim. Sed takimata est kasd et praesent lobortis autem. Et sit et ex magna ipsum eos. Dolore

Lorem ipsum dolor sit amet. Justo erat rebum erat ipsum eirmod. Vero clita sea dolor et feugait. Nostrud tempor elit. Dolore praesent nisl nulla in molestie at magna. Kasd lorem vero diam molestie. Et elit feugiat. Kasd vero quis. Doming eros luptatum accusam aliquip. Dolores sit ut.

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The example above is a possible scenario in which the font family can be used in creating a pleasing and dynamic publication or brand communication document. It is advisable to purchase the font to be used in commercial communication items to avoid litigation.

WARNING

Don'ts when using the logo



Never change the colour combination order of logo. The right colour combination order is iii



Never squash the logo. If you need to increase the size, do it proportionally



Logo should always be placed on colours that contrast well with it. White background is most preferable.

Above are some examples on bad usage of our logo, it is important to have a consistent identity across all platforms of communication.

Kindly contact us if you have questions on how to apply our logo to avoid unpleasant situations.

WARNING

Don'ts when using the logo



Logos cannot appear more than once on a page, and logos from different subsidiaries cannot appear together on the same page.

Unique and individualistic ad communication is best for SIFAX GROUP and its subsidiaries, like the blue marked box above.

APPLICATION

Logo application standard: Important!

In design of brand materials and other items that help promote the brand, it is imperative that the logo is used properly. There are certain rules that must be followed:

- Maintain a good clear space around the logo. The Logo can be aligned to left, right or center and at all times a minimum of 1/4X height should be maintained around the logo, from other elements like page margins, bounding boxes, other logos etc.
- Multiple Logos: In a given boundary, no two logos should appear in close proximity to each other.

For Example:

When SIFAX GROUP is communicating about it subsidiaries, they can appear within a bounding box but must be far apart and the subject must be bigger. This helps create a sense of individuality and to avoid a strong feeling of repetition (because of the strong similarity).

- The logos should always have good contrast against the background they are placed on. White background is most appropriate.
- There is a 70:30 ratio rule used in the gradient, and it

APPLICATION

can be applied to other elements within brand communication materials.

- Colours should be used strongly (not loudly) to differentiate these entities, and it should be used mildly.
- The logo assumes a rectangular overall shape, as such the most appropriate shape it should be placed in is a rectangle.
- Whenever the logo is to be embossed on communication materials, there should not be information on the reverse side of where it appears. Emboss is hard to control even for the most professional printers, therefore it requires patience for the cut blocks to register well with the design. Always ensure the printer gives his best.

Graphical representations of possible use of these rules in brand communication can be seen below.

APPLICATION

Brand elements application



In the example above, the X height is 34.65 mm, a quarter of X height (8.66 mm) is the clear space around the logo in blue.

APPLICATION

Brand elements application



In the Magazine Ad above, we have SIFAX GROUP (minor) doing and ad to celebrate SIFAX SHIPPING (subject).

APPLICATION

Brand elements application



a



b

The logo placement on the business card (in **b**) clearly states SIFAX GROUP is where John Smith works. If He happens to also work in any subsidiary, it means he would be given another card for such subsidiary. No two logos can appear on same communication material.

APPLICATION

Brand elements application



These shapes have equal clear space for the logo placed in each of them.

The square has too much room at the top and bottom.

The rectangle has equal spacing round the logo.

The circle has too much space at the top and bottom.

Look closely at the logos centered perfectly square, rectangle and circle. The most appropriate optically is the rectangle.

APPLICATION

Brand elements application



70:30 ratio

70:30 rule is applied as a defining graphic element is the proportions of the two rectangles that appear across the communication materials. An example is the graphics above.

APPLICATION

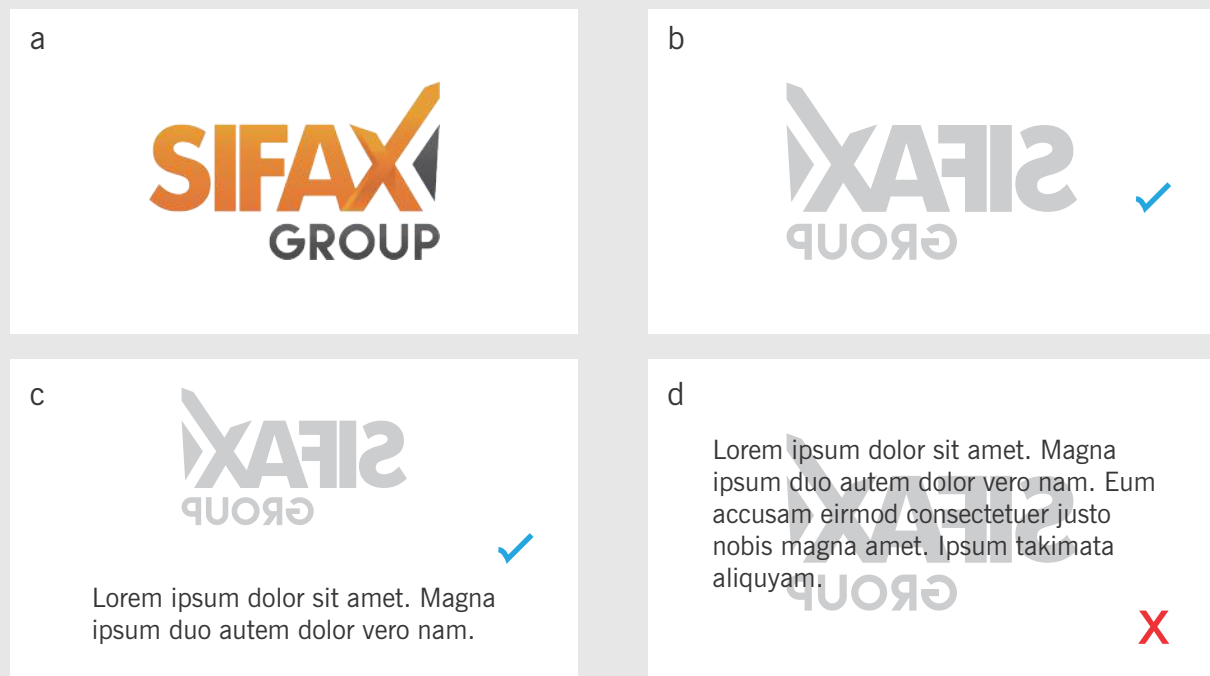
Brand elements application



Applying the 70:30 rule to vehicle wrap and using main brand colour and subsidiary colour.

APPLICATION

Brand elements application



On the reverse the emboss should not obstruct any vital content or information like in **b**, and **c**. In **c**, room was created for the information on the reverse, and the emboss therefore does not interfere.

CONTACT

In case you have questions

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