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Introduction.

Welcome to your new brand...an exciting opportunity to present your business in a fresh light.

A brand identity is an important element of any communication, it encapsulates what your business stands for and sets you apart from the competition. By maintaining consistency in the usage of your new logo it will build recognition and loyalty in the minds of your customers. In time this brand loyalty will build equity for your business.

Care should be taken when using your new logo in designs and media. These guidelines give you the basic language, which on your brand is built on in terms of colour, typography and layout.

It is important to use the correct format logo for your media requirements so do ask for advice from your supplier if you're not sure. We have done our best to give you a choice of file types to cover most common situations and needs.

Common sense should be used when positioning and scaling the logo and we have provided some basic rules to help with this. Please do not modify the logo in any way or distort its shape. If unsure please request a master logo.

The correct colour splits for the logo and future designs have been supplied to ensure your brand has a consistency across all communications.



The logo.

The master logo is available in a range of configurations. The proportions and relationships between the various elements must be maintained as illustrated. All logotypes are available in a range of different formats to cover your media requirements and only original files should be used.

There is a stacked version of the logo for use when horizontal space is restricted. White and navy versions are also available for use when the number of printed colours is restricted.



Positive landscape



Reversal landscape



Navy landscape



White landscape



Positive stacked



Reversal stacked



Navy stacked



White stacked

Logo usage.

It is important that the brand logo is always legible. To ensure this, the examples below illustrate minimum sizes and an exclusion zone which should be kept free from other graphics, text or other logos. The trim or edge of any design should avoid this area too.



Landscape exclusion zones



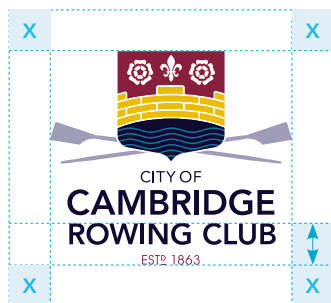
Minimum size 38mm / 220px



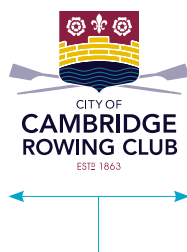
Do not change the colour



Do not scale out of proportion



Stacked exclusion zones



Minimum size 24mm / 140px



Do not change the font



Do not place over images that reduce legibility

Brand colours.

The master logo is available in a range of configurations. The proportions and relationships between the various elements must be maintained as illustrated. All logotypes are available in a range of different formats to cover your media requirements and only original files should be used.



CMYK	PANTONE	RGB	HEX
0/91/33/52	7638C	126/45/64	#7e2d40
2/22/100/8	110C 10123C metallic	218/170/0	#daaa00
83/39/15/13	2150C	54/116/157	#36749d
100/90/10/77	2767C	19/41/75	#13294b

The oars are a tint of the CCRC Navy – on white backgrounds it is a 30% tint and on solid Navy backgrounds it is a 70% tint.

Brand fonts.

‘Avenir’ is the brand font family and should be used wherever possible or practical. A small example is shown to the right. ‘Calibri’ should be used wherever ‘Avenir’ is not possible, such as Microsoft Office applications and email.

Avenir

Light

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
#0123456789

Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
#0123456789

Heavy

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
#0123456789

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Strategy, creativity, activation.

Keep It Successfully Simple