

Brand Style Guide



Style Guide

The purpose of this style guide

This style guide outlines the correct uses of your new brand.

Including - logo mark, type and colour – along with guidelines defining how these elements should be used.

You will find that the visual elements of your brand are outlined here.

We recommend that you follow the guidelines outlined in this style guide to ensure that your brand remains professional. Maintaining consistent branding across all marketing materials for print, web and multimedia use will help ensure the continued recognition of your brand.

Typeface & Size

Your logo fonts information

The following typefaces should be used whenever possible to maintain consistency across applications. Italic may also be used when appropriate.

Illustrated Font information of your logo fonts, sizes, tracking and any other useful information.



Broken Hill
GP SUPER CLINIC

Typeface: Myriad Pro
Style: Semibold
Size: 18 pt
Tracking: -4

Typeface: Myriad Pro
Style: Black
Size: 18 pt
Tracking: -4

Colours

To preserve your brand's professional look, a consistent use of colors is very important.

The colours illustrated here are the colours of your logo only colours that compliment your logo should be used together with your logo.

Colours used with your logo should not take the main attention off your logo but should make your logo stand out.

Colour Palette

Primary colour palette



PMS 144C
CMYK 0 52 100 0
RGB 233 131 0
HTML E98300



PMS 382C
CMYK 28 0 92 0
RGB 175 202 5
HTML AFCA05



PMS 637C
CMYK 65 0 7 0
RGB 84 179 181
HTML 54B3B5



PMS 423C
CMYK 21 14 14 38
RGB 140 140 140
HTML 8C8C8C



PMS 2758C
CMYK 100 91 7 32
RGB 11 39 123
HTML 0B277B

Clear Space

Give your logo the space

Clear space

A clear space area is the minimum amount of breathing room allowed around the logo to help maximise it's impact. Please see image below as a guide.



Logo Applications

Correct & Incorrect applications

To be able to maintain a professional brand that others can look up to it is important that your logo is displayed correctly at all times and that anyone that is designing or printing artwork for you understands this.

It is important to avoid distorting your logo this can be easily avoided by appropriately resizing the logo at all times.

Correct Applications

Examples of correct ways to display your logo



Incorrect Applications

Examples of incorrect ways to display your logo



Additional Information

Support informations that may help

File Types And Their Uses

Below is some information in regards to the files we provided and their uses

.ai (Adobe Illustrator) files are the main source files, there may be more than one .ai (Adobe Illustrator) file attached and this is because there are different sizes e.g. yourlogo_rgb1- the smallest size, yourlogo_rgb2 is medium sized and yourlogo_rgb3 is large.

The .ai (Adobe Illustrator) rgb is the main source file for all web uses. The .ai (Adobe Illustrator) cmyk is the main source file for all print uses. The pdf (RGB), eps, pct files are for print use.

The web files named e.g. yourlogorgb1_2 are transparent background types for web use. The files named e.g. yourlogorgb1 alone are normal with a white background, only place white background files on a white background.

The jpg, gif, png are only for web use, these files were prepared to suit website use therefore we have minimised the resolution to minimise download time.

The best file to provide your printers with is the pdf file. Depending on the printer they may prefer the .ai (Adobe Illustrator) file. Usually they print from either pdf, eps or ai.

The colours of the cmyk files (.ai, .pdf and .eps) may seem different onscreen, this is because they are optimised for printing, they are in CMYK format for print not RGB format for screen use.

Opening Files - Troubleshooting

You may not be able to open all files from your computer if you do not have the required software installed. For Example, if you want to open the .ai (Adobe Illustrator) file you need to have Adobe Illustrator installed. The main source files are provided so that you can give copies to your printers and if you have web designers or other designers who may need use of the files to provide you with their services.

You may be able download a trial of Adobe Illustrator from the Adobe.com website. You can Google Search – Download Adobe Illustrator Trial. We do not guarantee that you will be able to understand how to use the application, we cannot provide support on how to use the program.

Your files are intended for the use of other professional designers and printing professionals. Printing your files on home and office printers is not recommended as the colours print inaccurately, the colours are for professional printing.