SILVERSTONE

SILVERSTONE TYRES (K) LTD

Logo & Brand Identity Guidelines

by TDF Advertising

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0.1   LOGO SPECIFICS

Grey stripped area indicates Safe Zone. Other graphical and visual elements can be safely positioned up to the adjoining Black area.

Black indicates Clear Space.

The black area must be kept free of all other graphical and visual elements.

The minimum required Clear Space should always 1cm from the logo & 2cm between the Artboard and the logo.

The logo should maintain a silver gradient or silver color with a black background to make the silver standout.
Silver on black - Primary
Red on white - Secondary
Black on white - Monochrome.

Primary

Secondary

Monochrome

0.2   TYPEFACE DETAILS

The Typeface Family

Only two font styles are used for the logo: Venera & Helvetica Neue LT Std. The Venera family consists of 5 typeface styles. Helvetica Neue LT Stdconsists of more than 50 font styles.
The huge variety will ensure immenense flexibility, and cosistency for the future growth of the Silverstone identity.

When to Use

Venera is the primary font used for the logotype/logo wording.

It is used as the standard when stronger emphasis is needed, such as in: stationery, website design, brochures and all forms of general correspondance

VENERA

ABCDEF
123456

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#$%^&*()

When to Use

Helvetica Neue LT Std is to be used for all other forms of standard body text & numbering, ranging from: stationery, website design, brochures and all forms of general corre-spondance.

Helvetica Neue LT Std

ABCDEF
abcd1234

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()

0.3   TYPOGRAFY IN USE

VENERA 900

When to Use

Venera is used for:
Silverstone logotype/logo
wording.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#$%^&*()

0.4

COLOUR SPECIFICATIONS

Pantone Black 6 C

PROCESS	**C**100 **M**100 **Y**100 **K**100
SCREEN	**R**0 **G**0 **B**0
WEB	**HTML** #000000

Pantone 485 C

PROCESS	**C**2 **M**98 **Y**96 **K**0
SCREEN	**R**234 **G**34 **B**39
WEB	**HTML** #EA2227

Pantone Cool Grey 4 C

PROCESS	**C**0 **M**0 **Y**0 **K**30
SCREEN	**R**188 **G**190 **B**192
WEB	**HTML** #EA2227

Silver Gradient

PROCESS	**C**12.6 **M**11.2 **Y**12.5 **K**0
PROCESS	**C**48.7 **M**42.6 **Y**38 **K**4
PROCESS	**C**4 **M**2 **Y**2.5 **K**0
PROCESS	**C**51.7 **M**44.4 **Y**42.4 **K**7.7
PROCESS	**C**37.2 **M**28.6 **Y**27.7 **K**0

0.3

LOGO BEST PRACTICES

Do Not: Logomark

To ensure your brand logo is not the victim of aesthetic vandalism, the general rule to abide by is: do not change, alter, modify any part of the logo. Some examples of logo missuse are shown below.

Do Not: Logomark

Do not resize or change the position of the logomark.

Do Not: Change Logo Font

Do not use any other font, no matter how close it might look to Venera.

Do Not: Squish or Squash

Do not use squish or squash the logo. Any resizing must be in proportion.

Do Not: Change Colour

Do not change the colours or add outlines even if they look similar. Use the official colours & specifications detailed in these guidelines