



CONTINENTAL FLOWERS

c o r p o r a t e i d e n t i t y

C o r p o r a t e S i g n a t u r e
S t a n d a r d s o f a p p l i c a t i o n s




CONTINENTAL FLOWERS

The World Is Our Market

15th Lane Prabhat Road
Pune 411004 India

Tel: +91 9881678901
Fax: +91 20 25660288

www.continentalflowers.com
sanjaypendse@vsnl.com





CONTINENTAL FLOWERS

The World Is Our Market

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Introduction



CONTINENTAL FLOWERS

The World Is Our Market

Introduction

Continental Flowers as its name suggests is a company only about flowers, Based in beautiful Sydney-Australia. Our specialty is flowers, and we move them beyond the national and continental boundaries. Today Continental flowers has established a wide network of market for flower within Australia with our clients based in Sydney, Brisbane, Melbourne, Adelaide and Launceston. These flowers are sourced from growers Located in the corners of the world Colombia, South Africa, Ecuador, Kenya, India, China, Singapore, Thailand and Sri Lanka.

The world is getting smaller but the trade, business and imagination are getting bigger. In March 2001 we imagined that we could bring quality and freshness to Australia from The best flower farms in the world. We constantly Endeavour each and every impossible And ensure that it is made into possible and not let our imagination fail us. Our accomplishments at Continental Flowers today would not be possible without the much needed support from our growers around the word and our buyers in Australia. We strive In procuring the freshest product from round the clock and ensure the best available logistic option to keep the product fresh and our consumers happy.





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Overview

Continental Flowers brand is one of the Company's most precious assets. The corporate signature is an important component that helps to energize and refresh the brand and what it stands for. The graphic elements of the Continental Flowers corporate identity system the Continental Flowers Corporate Signature, the signature colors and castle T typeface are among the most valuable marketing and communications tools we have. The continental flowers signature stands for two things: first, the logo. As a whole it stands for the globe & flower. This signifies the global identity of the company. Second, the strokes stands for the network of market continental flowers has across the globe.



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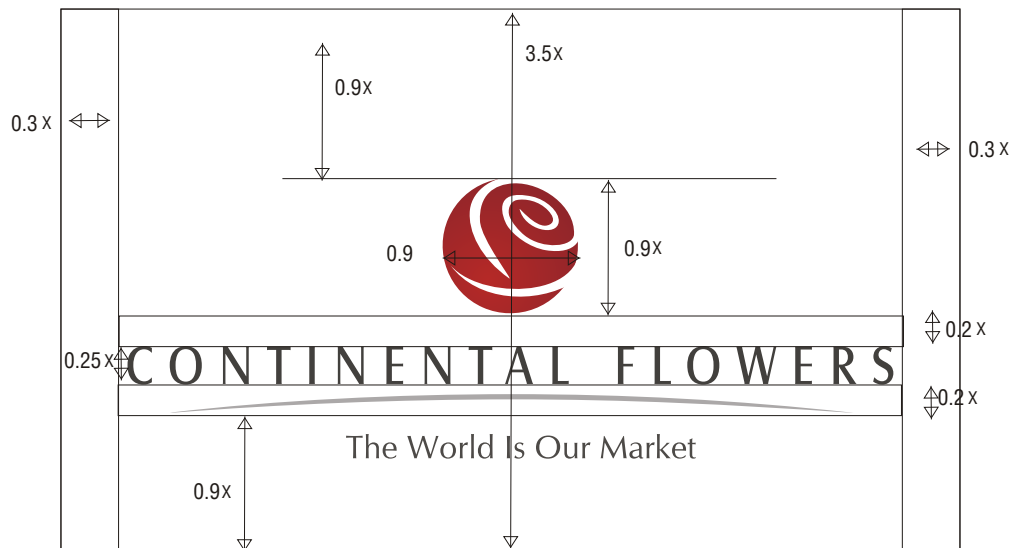
The World Is Our Market

Logo Configuration

Logo size and dimensions

Clear Space

Clear Space requirement must be observed, except in special pre-approved circumstances.



Minimum Size



To ensure quality and readability, the minimum size of logo should not be less than 2 inch in print (shown here in actual size). For web media it should not be less than 600 pixels.



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Color Standards

CMYK



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The four-color positive, gradient Continental Flower signature consists of cyan, magenta, yellow and black and is ideal for print media.

RGB



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The three-color combination of Red, Green & Blue for the globe symbol & logo type are ideal for electronic media.

Black



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The one-color solid Continental flower signature should only be used when printing in black.

Black & White half tone



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The one-color gradient Continental flower signatures should be used when printing in Black color.



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Typography

Helvetica Condensed

A B C D E F G H I J K L

M N O P Q R S T U V W X Y Z

1 2 3 4 5 6 7 8 9 0 ! \$ % & ?

A b c d e f g h i j k l m n o p q r s t u v w x y z

Helvetica Condensed has been used as a primary typeface as for Continental Flower which give an overall effect of simplicity, clarity & to achieve an international and professional feel. Helvetica Condensed font is to be used for body copy of all print communication. You may use fonts from Helvetica Condensed family for various requirements of titles, sub-titles or body text. Never use a serif or brush stroke or hand-writing font in any business related communication.



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Do's & Don't

Use the proper artwork



It is important to ensure visibility of signature. SO please always use the White background For continental Flowers signature.

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2007

Do not use the signature as part of a sentence or tag line. Always stage the signature alone and away from other graphic elements.

Do not use the flower symbol as the letter "O" in a word or as a "zero."



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Do's & Don't



Do not alter the relationship between the Flower symbol and the Continental Flowers logotype. Separating the elements of the signature compromises the integrity of the Continental Flowers brand.



Do not place the continental Flowers on a background with contrast.



Do not alter the relationship between the flower symbol and the continental Flowers logotype.



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Do's & Don't



Do not place the signature on a textured background. The texture makes the signature unclear.



Do not alter the proportions between the Flower symbol and the Continental Flowers logotype.



Do not stretch, condense the signature in Any way.





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Stationery

Letterhead and business cards represent yet another opportunity for us to strengthen the Continental Flower brand. They are used every day by us to communicate with others.

In all cases, white paper should be used for Continental Flowers stationery. As you can see from the examples on the following pages, stationery layouts are clean, simple and confident.

The Continental Flowers signature and is used to give our stationery a classic, fresh and stylish look and feel. It says that Our specialty is flowers, and we move them beyond the national and continental boundaries.



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Stationery

VisitingCard



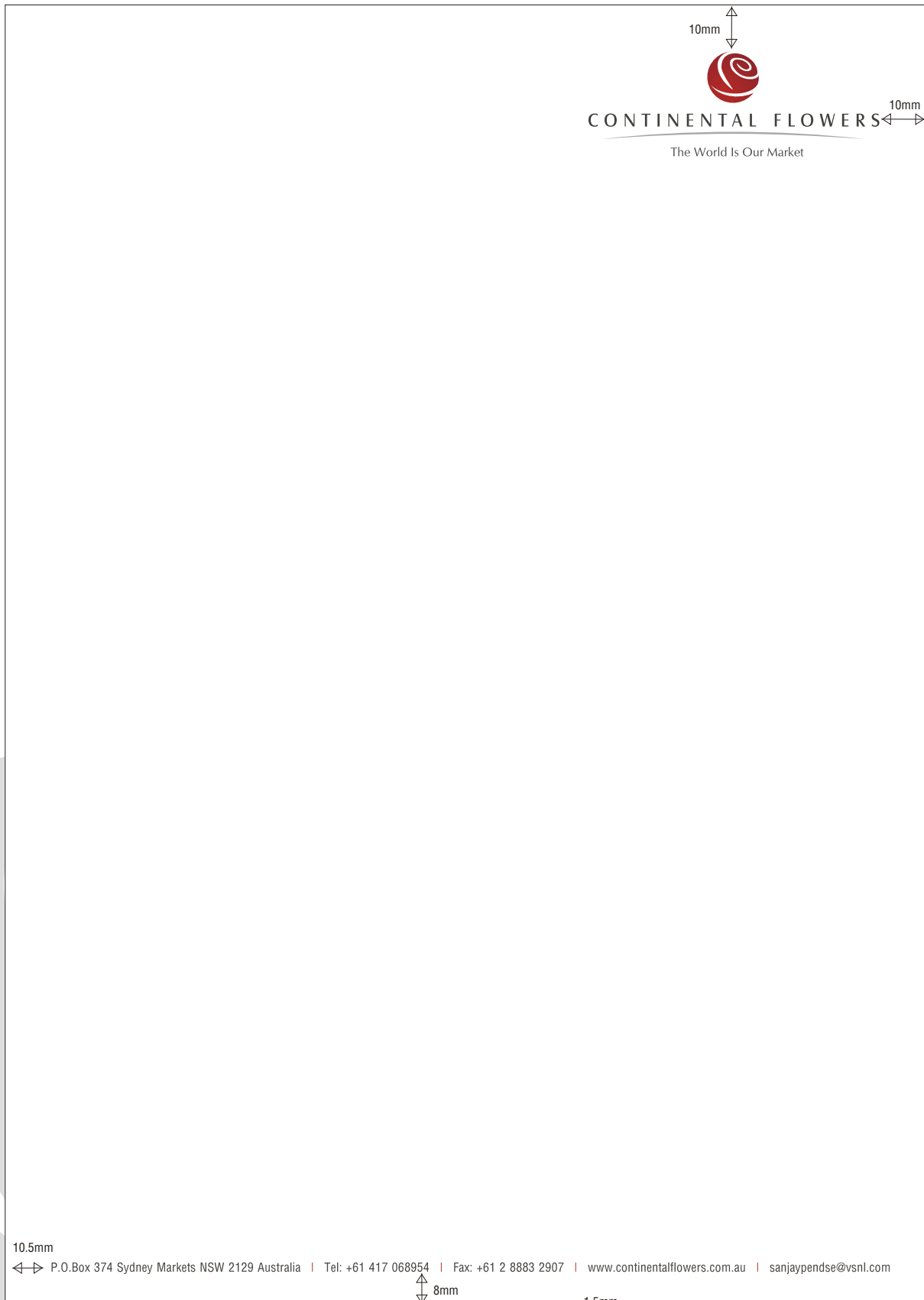


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Stationery

Letter Heads



10.5mm

←→ P.O.Box 374 Sydney Markets NSW 2129 Australia | Tel: +61 417 068954 | Fax: +61 2 8883 2907 | www.continentalflowers.com.au | sanjaypendse@vsnl.com

8mm

1.5mm



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Stationery

Envelope

