

Basic Brand Guidelines

Logo

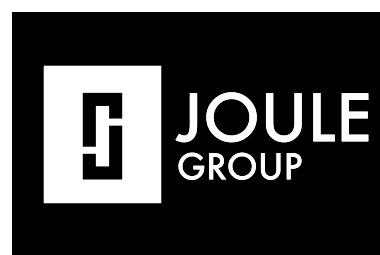
The company logo is an important and valued graphic element and must be used consistently and appropriately, even minor variations will undermine and compromise the image of the branding.



Whilst the colour version is preferable, the logo may also be used in black & white. The logo should appear on a white background wherever possible. If not, the logo must be placed upon a solid background & should appear reversed out as shown.



BLK



WO

Basic Brand Guidelines

Primary Brand Colours

JOULE RED

CMYK: C.12 M.100 Y.100
RGB: R.211 G.39 B.47
HEX: #d3272f

BLACK

CMYK: K.100
RGB: R.35 G.31 B.32
HEX: #231f20

Secondary Colour Palette

JOULE BLUE

CMYK: C.85 M.68
RGB: R.59 G.98 B.170
HEX: #3b62aa

70%

JOULE GREY

CMYK: C.2 M.2 K.75
RGB: R.96 G.96 B.100
HEX: #606064

50%

Font Usage

PRIMARY TYPE FAMILY - FUTURA

FUTURA BOOK	abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ £\$%&@1234567890
FUTURA MEDIUM	abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ £\$%&@1234567890
FUTURA HEAVY	abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ £\$%&@1234567890
FUTURA BOLD	abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ £\$%&@1234567890

Body copy

Main Headlines

Sub Headlines

Emphasis only

SECONDARY TYPE FAMILY - SEGOE UI (WHERE FUTURA IS NOT AVAILABLE)

SEGOE UI	abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ £\$%&@1234567890
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