



AN INTRODUCTION TO THE BRAND

June 2016

1 THE IDENTITY

The 'main' version
– for use on white or light
colour backgrounds



The 'light' version
– for use on dark colour
backgrounds



2 IDENTITY COLOURS

Primary palette

LOGO LIGHT BLUE

CMYK: 85% cyan, 24% magenta

Pantone: 2925

RGB: 0R 146G 212B

Hex: #0092d4

LOGO DARK BLUE

CMYK: 100% cyan, 95% magenta, 3% black

Pantone: 2748

RGB: 44R 45G 132B

Hex: #2c2d84



3 ALTERNATIVE COLOURS

Where conditions are restrictive, the following colouring can be used



Solid Dark Blue

CMYK: 100% cyan, 95% magenta, 3% black

Pantone: 2748

RGB: 44R 45G 132B

Hex: #2c2d84



Solid Black



Solid White

4 ALTERNATIVE BRANDING

The logo can be modified for particular companies, products and services by altering the smaller typeface that sits underneath the main identity



Generic



Training

5 BRANDING TYPEFACES

Titles: Gotham Bold and Medium

Body copy family:

Frutiger 45 Light – abcdefghijklmnopqrstuvwxyz

Frutiger 55 Roman – abcdefghijklmnopqrstuvwxyz

Frutiger 65 Bold – abcdefghijklmnopqrstuvwxyz

For all other applications where these fonts are not available use **Arial or Arial Narrow**

6 BRAND ARTWORK TYPES

The various brand logos are available in a number of file formats
Using the best format type for a project will make a significant difference

EPS – the most suitable file format for professional print use, such as leaflets, stationery, signage, etc. Colours are the industry-standard full colour range known as 'CMYK'. These files can be enlarged to any size with no loss of quality, are fully editable and have no background colour.

JPG – the most suitable file format for in-house use, such as in Word, PowerPoint, Excel and websites, etc. Colours are the on-screen full colour range known as 'RGB'. These files should never be enlarged beyond 100% actual size as they will degrade noticeably in quality. JPGs always have a background colour, usually white, so they cannot be placed over other colours.

PNG – the alternative file format for in-house use when needing to place over a background colour, such as in Word, PowerPoint, Excel and websites, etc. Colours are the limited on-screen full colour range known as 'Indexed'. These files should be used at well below 100% actual size as they are the lowest quality file type. PNGs usually have a transparent background.