



Logo Usage Guidelines for **Solution RED**

## Purpose of a Usage Manual

### **For a consistent image**

Every communication from Solution RED reflects upon the organisation as a whole. It is important that messages from various departments build upon one another.

### **To avoid confusing our audiences**

A consistent visual identity helps eliminate confusion in target audiences in an increasingly competitive market.

### **To show unity of purpose**

Visual consistency relays that, although spread throughout the marketplace, Solution RED is a unified organisation, which is an attractive image to potential clients and partners.

### **To use communications resources efficiently**

The various partners of Solution RED may spend significant time and money on communication. Using the guidelines saves time and allows you to focus more on the strategy and content of your piece, and less on the visuals.

### **Full Colour Logo**

For instances where the full colour logo is to be used, the logo must always appear on either a solid white, solid black or PMS186U background.

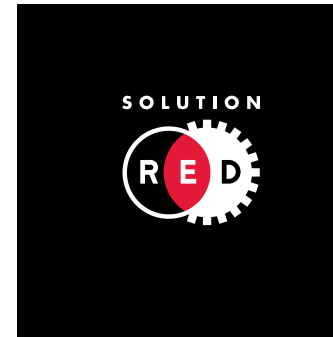
### **One Colour Logo**

For instances where the one colour logo is to be used, there are two options:

Where the logo is to appear on a white background, the solid Black or PMS186U version of the logo must be used.

Where the logo must appear on a coloured background, the solid White version of the logo must be used on either a solid Black or PMS186U panel.

Acceptable examples of the full colour logo



Acceptable examples of the one colour logo



## Area of isolation

The logo is most effective if kept separate from other graphics by an amount of open space relative to the size of the logo itself.

Where  $x$  is equal to the overall height of the logo:

### Top & Bottom Space

is equal to half of the total height of the logo

### Left & Right Space

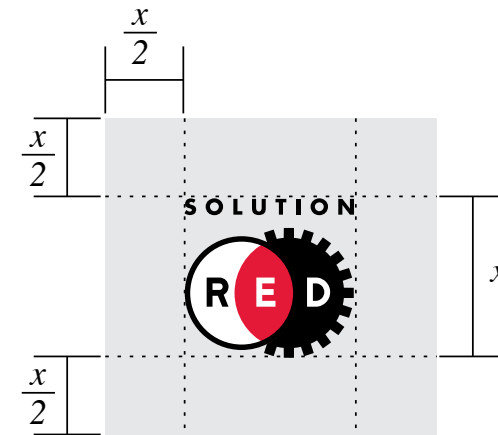
is equal to half of the total height of the logo

## Acceptable Size

In order to guarantee the legibility of the logo, the logo should not be reproduced below a width of:

10 mm (print purposes)

50 pixels (web or screen purposes)



10 mm  
50 pixels



## Logo Colours

Colours in the logo are:

**PMS 186U (Red)**

**100% Black**

## Typeface

The typeface used in the logo is:

DIN.

The typeface weights used in the logo are Regular and Bold.

The typeface is available in Postscript, TrueType and OpenType formats, for Windows and Apple computers.

The typeface can be purchased from:

<http://www.linotype.com/>

<http://www.fonts.com/>



Pantone 186U

C 0, M 100, Y 81, K 4

R 242, G 0, B 23

#F20017



100% Black

C 0, M 0, Y 0, K 100

R 0, G 0, B 0

#000000

DIN Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

**DIN Bold**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

## Examples of Misuse

The following examples highlight some types of usage that would be considered a misuse of the logo.



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Do not add any effects to the logo



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Do not superimpose logo over other graphical elements or distracting backgrounds



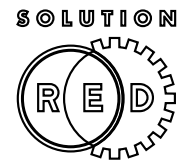
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Do not rotate the logo



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Do not distort the original proportions of the logo



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Do not outline the logo



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Do not change the colours of the logo

## Stationery

Always ensure that you are using the most recent version of the stationery. If you have any queries regarding the stationery you are using, or require more, please see the Marketing Manager.

In all instances where the company name is used, the word 'RED' should appear in the corporate red colour, and always appear in uppercase. EG: Solution RED

### Printed Stationery

For all internal printed stationery, ensure that you use font **Arial 10pt**.

All stationery reprints must be approved by the Marketing Manager.

### Printed Collateral

When dealing with external suppliers that use the Solution RED logo, please supply this usage guide to them at the commencement of a project.

All printed collateral must be approved by the Marketing Manager.

### Electronic Collateral

For all internal electronic collateral, ensure that you use font **Arial 10pt**.

For electronic footer, ensure that you use font **Arial 8pt**.

An automatic signature must appear on all email including replies and forwards.

In the footer of every email, the following disclaimer must appear:

Solution RED Pty Ltd does not ensure that this communication (including any files attached) is free from computer viruses or other faults or defects. Solution RED Pty Ltd will not be liable to your company or any other person for any loss or damage (including direct, consequential or economic loss or damage) however caused and whether by negligence or otherwise which may result directly or indirectly from the receipt or use of this communication or any files attached to this communication. It is the responsibility of any person opening any files attached to this communication to scan those files for computer viruses.

This electronic mail (e-mail) and any files transmitted with it are privileged and confidential information and intended solely for the use of the addressee. Neither the confidentiality nor any privilege in this e-mail is waived, lost or destroyed by reason that it has been transmitted other than to the address. If you are not the intended recipient you are hereby notified that you must not disseminate, copy or take any action in reliance on it. If you have received a message in error you must notify us immediately by return e-mail to the sender and delete the original message and any copies. Any views expressed in this e-mail are the views of the individual sender, except where specifically stated to be the views of Solution RED Pty Ltd.