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# Visual Identity Guidelines

August 2013



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# 1. Our brand

Our brand defines who we are and what we do, in essence it is about us – the service we provide, the environments we create and how we communicate.

These guidelines have been developed to help you use the SPAM 7726 brand correctly and consistently. We need to protect the integrity of our brand by following these guidelines and using these tools.

The guidelines explain the visual identity elements that make up the brand with information on the colour palette. They also include general rules on using the logos.

On the disc you'll find all the files you need including a PDF file of this booklet, so you have the resources to use the logo straight away.

## 2. Our logo lockups

Our logo is the primary visual element that defines us; it's our face. It is the simplest, most direct way of gaining presence and describes who we are without lengthy explanation.

This section explains the elements of our logo and it also helps us understand how to use the logos accurately and effectively in any given situation so every time it is used to its full potential.

Whether you're using our logos for the first time or you've been using them for years, take a moment to read this.



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## 2.1 Our logo elements

The SPAM 7726 logo is made up of these core elements.

- 1 **Our name** - SPAM 7726
- 2 **Symbol** - Icon of a smart phone
- 3 **Byline** - Reporting txt SPAM is free and easy
- 4 **Primary colours** - Pantone 640C blue (40% tints), and Pantone Pro. Black C (75%, 50% and 30% tints).



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## 2.2 Our family of logos

There are two orientations of the logo and the logo elements are always used together.

### Horizontal orientation

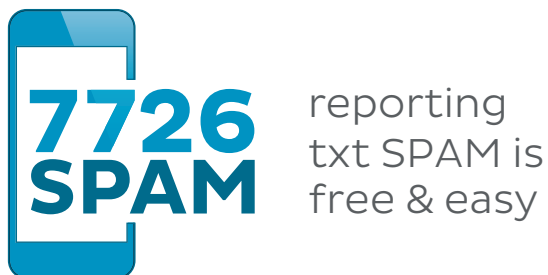
This is the preferred orientation of the logo and will always be used with all elements together.

### Vertical orientation

This is the secondary orientation of the logo and will always be used with all elements together.

Please note the logo must not be altered or redrawn in any way.

#### Preferred orientation



#### Secondary orientation



## 2.3 Specifications

### Clear space

An area of clear space must be maintained around all sides to preserve the integrity of the logo. This separation from other elements optimises visibility and recognition.

Clear space on all sides of the logo is the height of the number '6'.

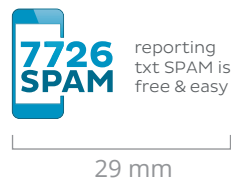


### Minimum size

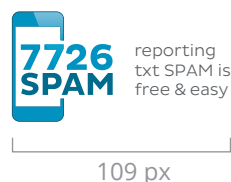
The logo must never be used below the minimum sizes stated below. This will ensure clarity and legibility are never compromised.

When resizing the SPAM 7726 logo it is critical that it be resized proportionately. Hold down the shift key when drag-sizing (applies to both Windows and Mac platforms) or use equal percentage when using a scaling tool.

### Print



### Web





## 3. Our colours










Our distinct colour palette is an integral part of the SPAM 7726 brand personality.










By applying our primary and supporting brand colours consistently we will strengthen awareness of our organisation, create impact, and differentiate our activities.

Following these colour definitions will ensure consistent colour across all media.

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
### 3.1 Primary colours










<b>SPAM Blue</b>									
	PANTONE 640C 640U	CMYK C = 100 M = 11 Y = 3 K = 16	RGB R = 0 G = 130 B = 187	WEB HEX# 0082BB					

<b>SPAM Black</b>									
	PANTONE Pro. Black C Pro. Black U	CMYK C = 0 M = 0 Y = 0 K = 100	RGB R = G = 130 B = 171	WEB HEX# 5482AB					

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### 3.2 Supporting colours

<b>SPAM Mixed Ink 1</b>									
	PANTONE 640C + 30% Black C 640U + 30% Black U	CMYK C = 100 M = 11 Y = 3 K = 46	RGB R = 0 G = 100 B = 140	WEB HEX# 00648C					

<b>SPAM Mixed Ink 2</b>									
	PANTONE 640C + 50% Black C 640C + 50% Black U	CMYK C = 100 M = 11 Y = 3 K = 66	RGB R = 0 G = 60 B = 88	WEB HEX# 003C58					

## 4. Our typefaces

Our typefaces set the style and appearance of our brand. They determine the tone of our communications and present a consistent voice and personality to our audience.

To develop a consistent brand image SPAM 7726 have selected a core typeface to be used in publications and external communications material, as well as, a typeface for all internal use and on our website.

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## 4.1 Primary typefaces

Pluto Sans and Open Sans are the primary typefaces and is to be used broadly across SPAM 7726 published communications.

Substitute typefaces should not be used.

### **Pluto Sans**

Pluto Sans has geometric forms and its large x-height is perfect for usage in printed and web communications. It has been chosen for its approachable, professional and friendly nature.

This font would only be used in headings and pull-out copy like introductions or quotes.

### **Open Sans**

This font should only be used in body copy for printed and web communications.

In order to provide flexibility, a few styles of the font family have been selected, these are shown below.

**Light, Regular, Medium, Bold,**  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

**Regular, *Italic*, Bold, *Bold Italic***  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

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## 4.2 Word processing and email

Arial is the typeface used for all electronic delivered and displayed SPAM 7726 communications, including word-processing and email. Substitute typefaces should not be used.

### **Arial**

Arial has been selected for its close synergy with Pluto Sans and because of its clarity and legibility at reduced sizes.

As a rule, the above applications do not make use of embedded typefaces and so Arial, the universally available typeface, must be used to maintain a consistent style.

Where fonts can be embedded, as with Flash, or text displayed as an image, and all printed communications, the primary brand typeface, Pluto Sans and Open Sans, should be used.

**Regular, *Italic*, Bold, *BoldItalic***

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxy

1234567890

## 5. Using this resource

Enclosed is a disc with your logo suite. They are filed and structured in a way that is easy and clear to understand. Please refer to the next column for information on their usage and best practices in supplying files to external suppliers or clients.

### **To print professionally**

When offset printing please consult with your printer about the AI version they require (this could either be the CMYK or the PMS version). When laser/digital printing in colour, the CMYK AI version will produce the best colour match. All versions you may require are shown in this booklet. For quality results these files are designed to be used with design software.

### **To use internally**

These are to use in your own word processing and presentation documents like Microsoft Word and PowerPoint. If these are only being faxed or printed on a black and white printer the Black JPG will produce the best results.

### **To use on the internet**

We strongly recommend the use of PNG versions of the logo on any web work. They are 72ppi and sized medium and large. (500px, 250px wide)

Please note: the reversed PNG files in the internet folder have transparent backgrounds, this may be useful when you are wanting to place the logo over a solid background colour.

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## 5.1 Files on disc

This page shows the structure of the logo suite which is found on the disc.

### To print professionally

SPAM-logo-CMYK-Black-horizontal FF.ai

SPAM-logo-CMYK-Black-vertical FF.ai

SPAM-logo-CMYK-Full-colour-horizontal FF.ai

SPAM-logo-CMYK-Full-colour-vertical FF.ai

SPAM-logo-CMYK-White-horizontal FF.ai

SPAM-logo-CMYK-White-vertical FF.ai

SPAM-logo-PMS-Full-colour-horizontal FF.ai

SPAM-logo-PMS-Full-colour-vertical FF.ai

### To use internally

SPAM-logo-MS-Office-Black-horizontal FF.png

SPAM-logo-MS-Office-Black-vertical FF.png

SPAM-logo-MS-Office-Full-colour-horizontal FF.png

SPAM-logo-MS-Office-Full-colour-vertical FF.png

### To use on screen

#### For web developers

SPAM-logo-RGB-Black-horizontal FF.ai

SPAM-logo-RGB-Black-vertical FF.ai

SPAM-logo-RGB-Full-colour-horizontal FF.ai

SPAM-logo-RGB-Full-colour-vertical FF.ai

SPAM-logo-RGB-White-horizontal FF.ai

SPAM-logo-RGB-White-vertical FF.ai

#### For web use

SPAM-logo-RGB-Black-horizontal-250px-FF.png

SPAM-logo-RGB-Black-horizontal-500px-FF.png

SPAM-logo-RGB-Black-vertical-150px-FF.png

SPAM-logo-RGB-Black-vertical-300px-FF.png

SPAM-logo-RGB-Full-colour-horizontal-250px-FF.png

SPAM-logo-RGB-Full-colour-horizontal-500px-FF.png

SPAM-logo-RGB-Full-colour-vertical-150px-FF.png

SPAM-logo-RGB-Full-colour-vertical-300px-FF.png

SPAM-logo-RGB-White-horizontal-250px-FF.png

SPAM-logo-RGB-White-horizontal-500px-FF.png

SPAM-logo-RGB-White-vertical-150px-FF.png

SPAM-logo-RGB-White-vertical-300px-FF.png

