

SAMPLE GUIDELINE

AdBuilider
DEMO CONTENT



adbuilder
MADE BY DESIGNERS FOR DESIGNERS

Logo Usage

The logo is the most important element of our visual identity and should be used on all materials.

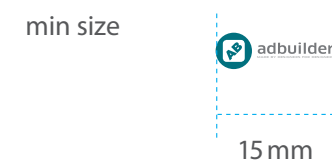
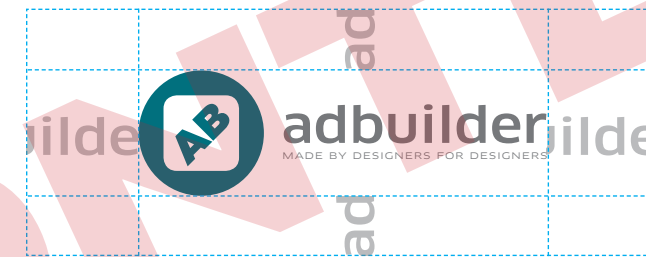
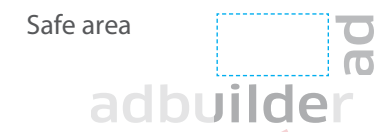
Exclusion zone

To ensure that there is no visual interference with the Company logo, a minimum clearance zone should be applied at all times.

See Safe area diag on right side for details.

Logo minimum size

The minimum logo width is 15 mm.



AdBuilider
DEMO COMMENT

Logo Panel

Printed literature



AdBuildder
DEMO CONTENT

Logo Panel

Advertising material



AdBuilider
DEMO CONTENT

Logo Panel

If page height is smaller than 35% of page width logo position should be on right side



Typography

The Company typefaces are as follows:

Header
Font: Georgia Regular

Heading
Font: Arial Regular

Body
Font: Arial Regular

Georgia Regular

Arial Regular

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Colour Palettes

Colour is an important part of our identity - it helps us to stand out, be recognisable and gives consistency to our communications.

Primary palette

Company Blue is the colour used in the logo and for corporate work.

Secondary palette

On corporate applications where a wider range of colour is required, such as PowerPoint presentations, exhibition stands or digital applications, colours from the secondary palette can be introduced.

On an Company Blue background, it is recommended that the lighter colours (Gold, White, Ice) are used for text or other elements.

On a light or white background, it is recommended that Company Blue and Elephant are used for text or other elements.



Company Blue

75c/100m/35y/30k
71r/34g/79b
47224f



Company Gold

0c/32m/100y/9k
213r/175g/30b
d5af1e



Pigeon

23c/15m/17y/0k
205r/205g/203b
cdcdb



Cold Blue

38c/8m/8y/0k
197r/211g/224b
c5d3e0

Branches Colours

INTERNAL DOCS



C:0 M:60 Y:100 K:0
R:212 G:134 B:36*
HEX: #D48624

DESIGN



C:100 M:0 Y:40 K:20
R:46 G:136 B:144*
HEX: #2E8890

IT



C:45 M:0 Y:100 K:10
R:145 G:185 B:52*
HEX: #91B934

MEDIA



C:30 M:100 Y:0 K:30
R:114 G:0 B:91*
HEX: #73005B

HR



C:26 M:44 Y:7 K:0
R:186 G:153 B:182*
HEX: #BA99B6

AdBU
CONTENT
DEMO

Logo Positioning

PORTRAIT FORMAT

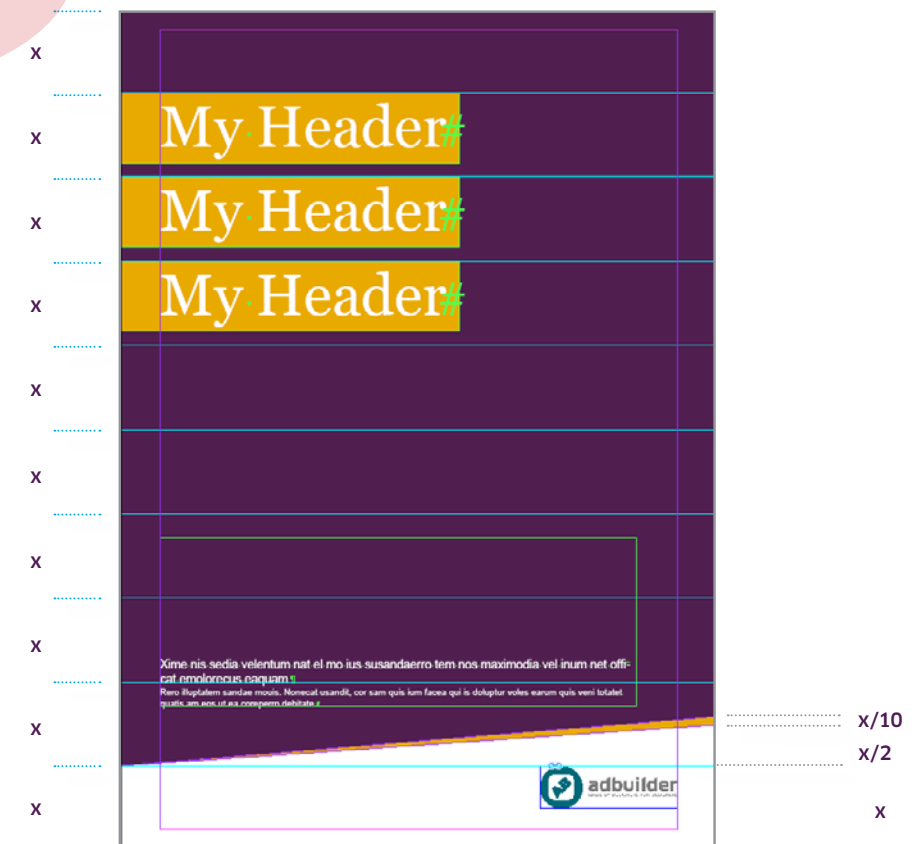
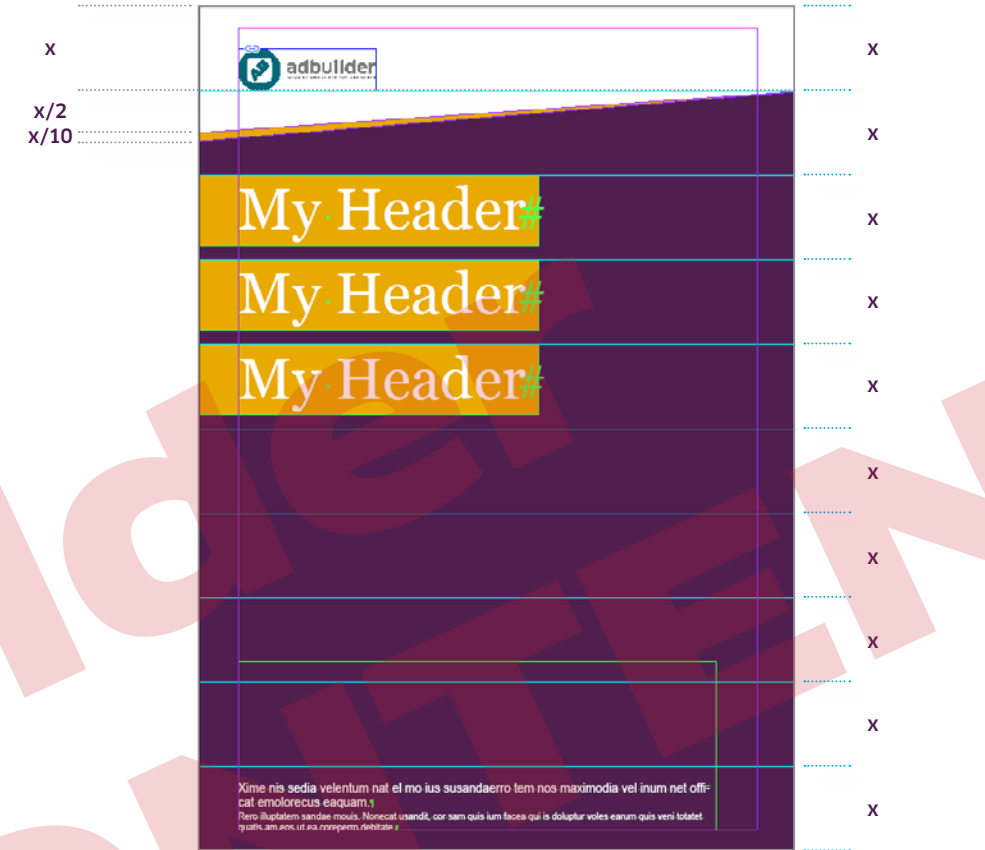
X = 10% PAGE HEIGHT

IF LOGO AT THE BOTTOM OF PAGE POSITION AND SIZES HAVE TO BE COUNT IN THE SAME WAY

LOGO HEIGHT = 50% X

PAGE MARGINS TOP/BOTTOM = LOGO SAFE AREA HEIGHT

PAGE MARGINS LEFT/RIGHT = LOGO SAFE AREA WIDTH



LANDSCAPE FORMAT

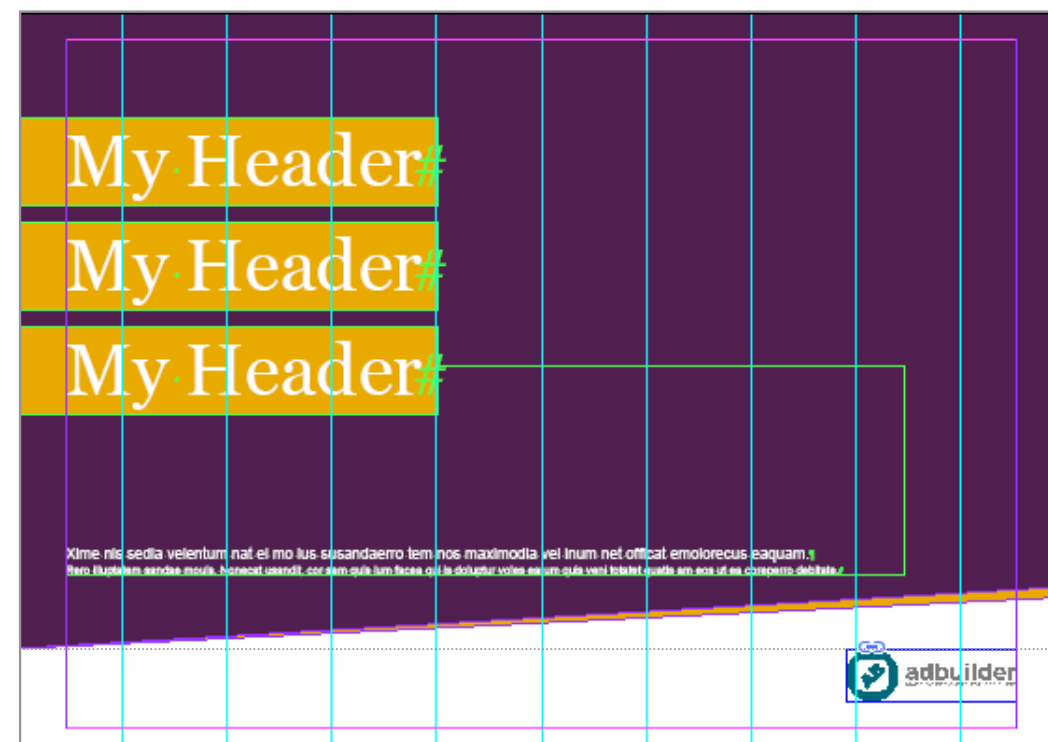
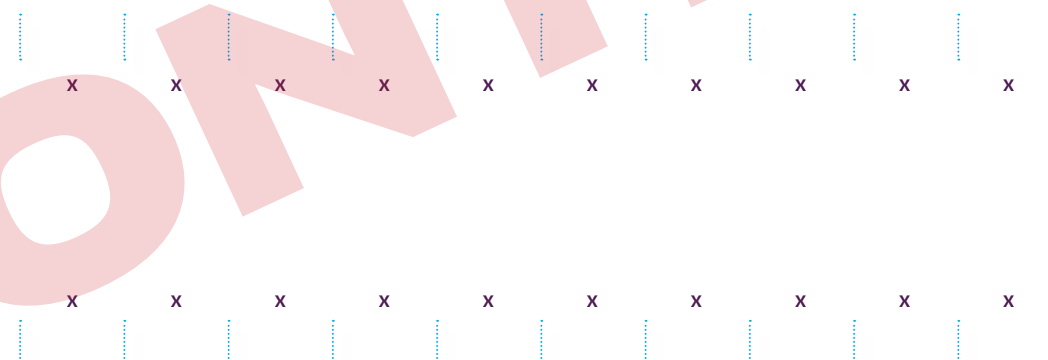
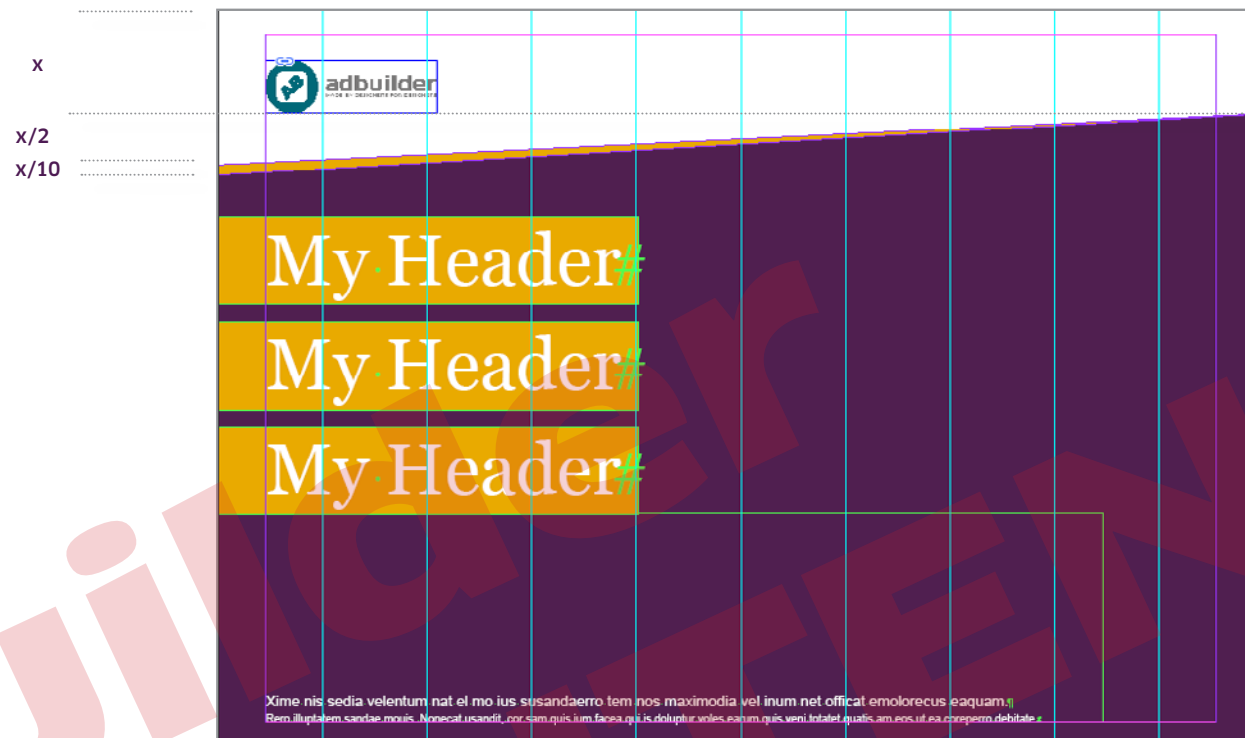
X = 10% PAGE WIDTH

IF LOGO AT THE BOTTOM OF PAGE POSITION AND SIZES HAVE TO BE COUNT IN THE SAME WAY

LOGO HEIGHT = 50% X

PAGE MARGINS TOP/BOTTOM = LOGO SAFE AREA HEIGHT

PAGE MARGINS LEFT/RIGHT = LOGO SAFE AREA WIDTH



x/10
x/2
x

LANDSCAPE WIDE FORMAT

X = 10% PAGE WIDTH

LOGO SIZE

LOGO HEIGHT = 50%X AND THEN SCALE LOGO TO 80%

LOGO CENTERED VERTICALLY AND
ALIGNED TO RIGHT MARGIN

PAGE MARGINS TOP/BOTTOM = LOGO SAFE AREA HEIGHT

PAGE MARGINS LEFT/RIGHT = LOGO SAFE AREA WIDTH

MARGINS SIZES NOT INCLUDING 80% OF LOGO SCALE

