

# Pauley Creative Brand Guidelines



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## Brand Guidelines

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# Logotype



The official logotype displays the company name in the corporate colours of 85% BLACK (Pauley & strapline key words), 40% BLACK (Creative) and PANTONE® Yellow 1235 (icon & key word dividers). Pauley Creative is written in a customized font with the strapline written in the corporate font of Century Old Style - Regular.

Consistent use of the Pauley Creative corporate colours will reinforce the “personality.” Care must always be exercised to ensure an accurate colour match, regardless of reproduction techniques or material used.

It is unacceptable to condense, extend or change the proportions of the identity in any way.



### Full Colour (with and without strapline)

Whenever the logotype appears it is preferred that it appears in full colour.



### Mono (with and without strapline)

For greyscale applications such as newsprint, fax/photocopy, the logo appears in solid black.



### Minimum Size (with and without strapline)

Minimum sizes as above.

If the logo appears smaller than 50mm wide the strapline **must be removed**.

**Do not alter the proportions, colour or typography of the logo in any way.**



## Black Backgrounds

The preferred version for a black background application is for the 'Pauley' and strapline words (if used) to be reversed out and appear in white, 'Creative' continues to be shown in 40% BLACK.



## Single Colour Backgrounds

**When used on a coloured background it is preferred that the logotype must be shown whiteout on one of the two corporate colours - PANTONE® Yellow 1235 or 85% BLACK.**

When the logotype has to be produced on a non-corporate coloured background, including dark greys, it should be printed in either white or black. Where possible it should be printed white, but on lighter colours where the visibility of the white might be diluted it should be printed in black.



## Exclusion Zone

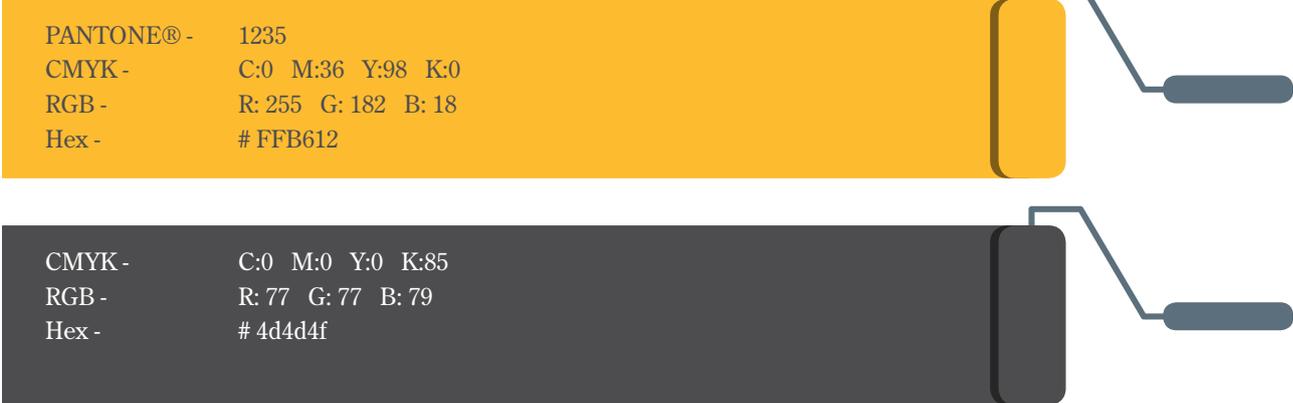
To preserve the dignity of the Pauley Creative identity the logotype requires an exclusion zone to isolate it from competitive elements or graphics. These elements might be slogans, copy, photographs etc...

The minimum distances shown above are created using the icon element of the logo. No competing elements or graphics may be placed within the area which is equal to 1x icon height ( $x$ ) above and below, and 1x icon width ( $y$ ) to the left and right of the logo.

The starting points for these measurements are the left and right extremities of the logo, the baseline of the logo/strapline typography and the top of the '+' at the centre of the icon.

The distance between the strapline and main logo is established using the '+' part of the icon ( $z$ ). Its measured from the baseline of 'PauleyCreative' and the mean line of the strapline type (the top point of all lowercase characters without ascenders).

# Corporate Colours



PANTONE® -	1235
CMYK -	C:0 M:36 Y:98 K:0
RGB -	R: 255 G: 182 B: 18
Hex -	# FFB612

CMYK -	C:0 M:0 Y:0 K:85
RGB -	R: 77 G: 77 B: 79
Hex -	# 4d4d4f

## Corporate Colours

Colour is as much a part of the identity as the logotype and is a powerful way of differentiating Pauley Creative from its competitors. It must be used correctly and consistently if it is to represent the brand effectively.

For printed materials 85% BLACK and PANTONE® Red 1235 are to be used. For digital print and other CMYK print runs the PANTONE® Yellow is to be substituted with the CMYK values shown above.

RGB and Hex values are also given for screen usage.

**DO NOT** produce the logotype in any colour other than those specified on this page.

# Typography

## Typography

The Pauley Creative typefaces have been chosen for the legibility and distinctiveness. They should be used carefully and correctly, representing Pauley Creative values at all times.

### Century Old Style

This classic serif font is used throughout Pauley Creative collateral. The character and legibility of this font make it ideal for use in headers, feature texts and body copy.

Century Old Style - Regular

abcdefghijklmnopqrstuvwxy  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ 01234567890 ;,.'?/!@£\$%&

Century Old Style - Bold

**abcdefghijklmnopqrstuvwxy**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ 01234567890 ;,.'?/!@£\$%&**

Century Old Style - Italic

*abcdefghijklmnopqrstuvwxy*  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ 01234567890 ;,.'?/!@£\$%&*

### ARIAL

The web font is Arial, for all body copy online.

abcdefghijklmnopqrstuvwxy  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ 01234567890 ;,.'?/!@£\$%&

# My Digital Insider - Sub Brand

## MyDigitalInsiders

The Pauley Creative My Digital Insiders logo can be reproduced in either full colour, greyscale or one colour on a black or white background, examples below.

On occasion it may also carry a strapline or appear in abbreviated form as initials only (MDI).

The font used to create the logo is Mank Sans Medium. This font should not be used for body copy and is for use in logo form only. Any other use of the font, ie. headings or feature text must be approved.

MyDigitalInsiders



MyDigitalInsiders



MyDigitalInsiders  
Digital Marketing Workshop

MDI

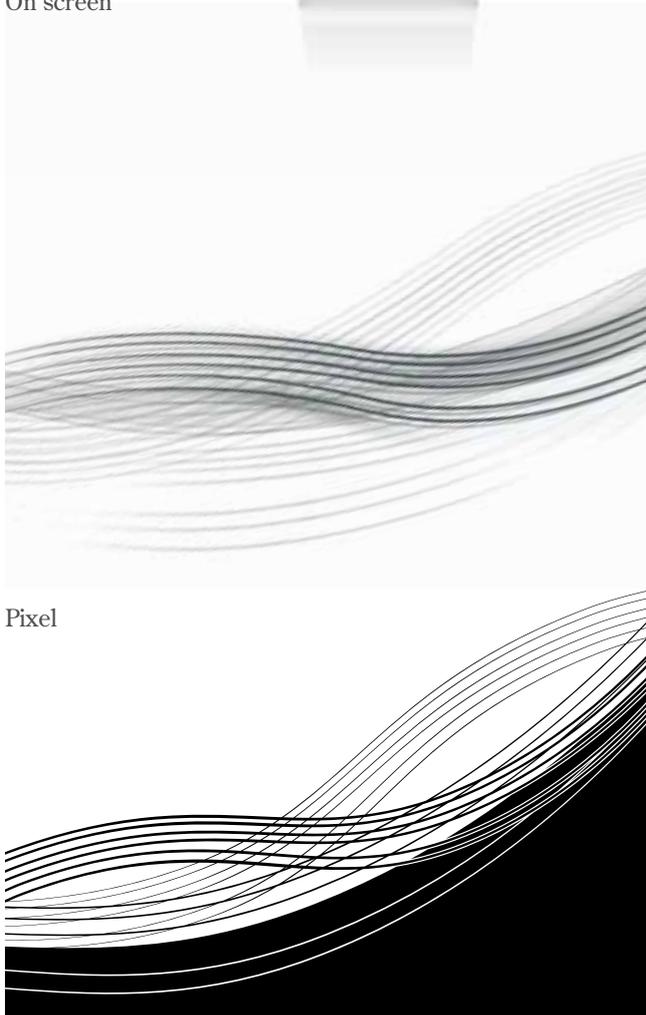
# Background Swirls

Pauley Creative have adopted the flowing swirls pattern for use as a background, where required, across all media.

It should always be represented in corporate colours - examples shown below.

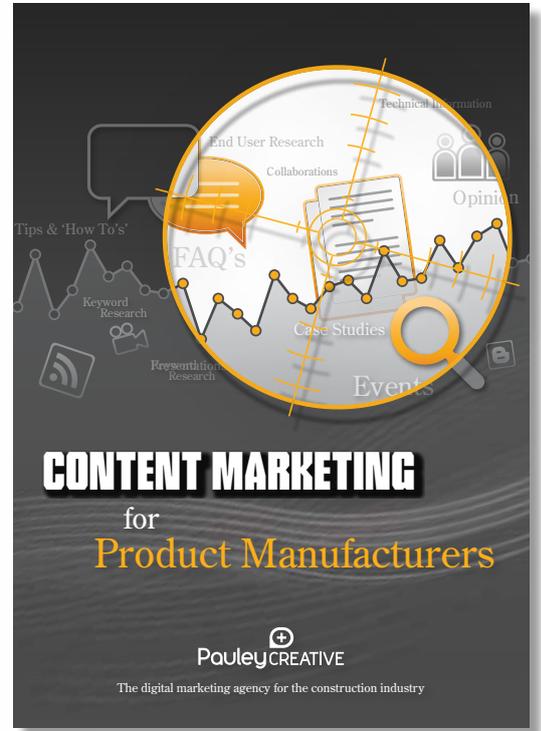


On screen



Pixel

Vector



In print



Web ads/banners

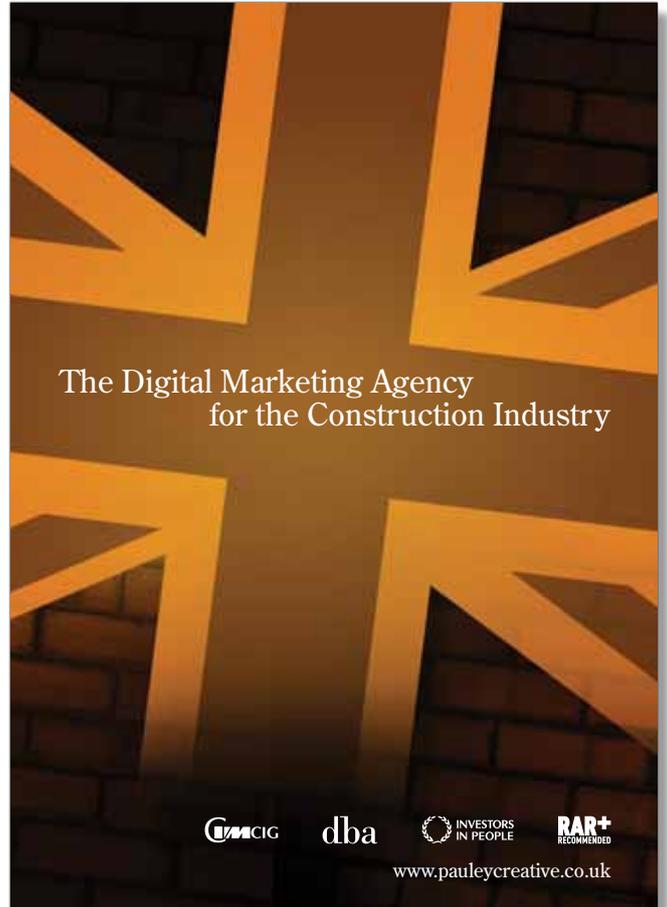


Office graphics - entrance doors glass frosting

# Stationery

This illustration shows the approved design for the Pauley Creative stationery; the standard letterhead, compliments slip and business card.

Any exceptions to this usage must be approved.



# Printed Literature

## Logo Usage

The Pauley Creative logo should appear on front and back covers of all printed brochures and flyers, following the previously stated guidelines regarding colours and size on pages 3 & 4 and exclusion zones on page 6.

## Contact Details

Where possible all literature should carry the Pauley Creative office address, phone, fax, email, website, blog and social media contact details.

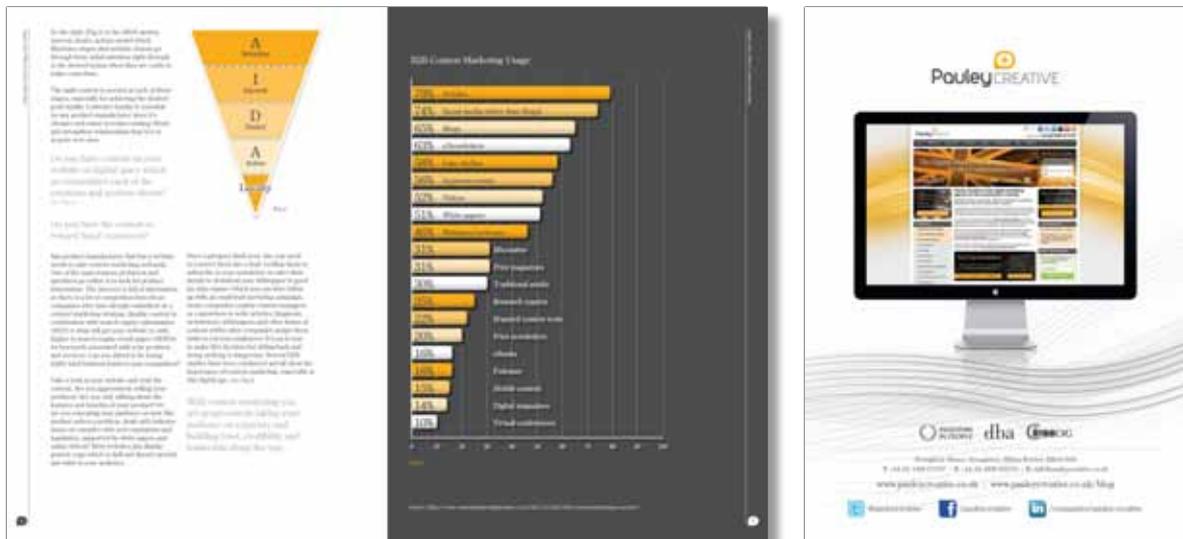
## Corporate Colours

All headings, feature texts, borders, page background colours and template details (page numbering, rules etc...) should be implemented following the Pauley Creative corporate colour palette.

## Typography

All type should appear in line with the guidelines on page 8.

Layouts shown below



# Presentation Material

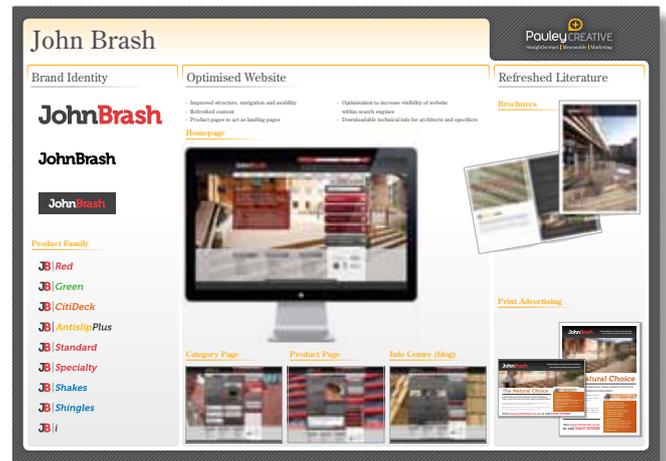
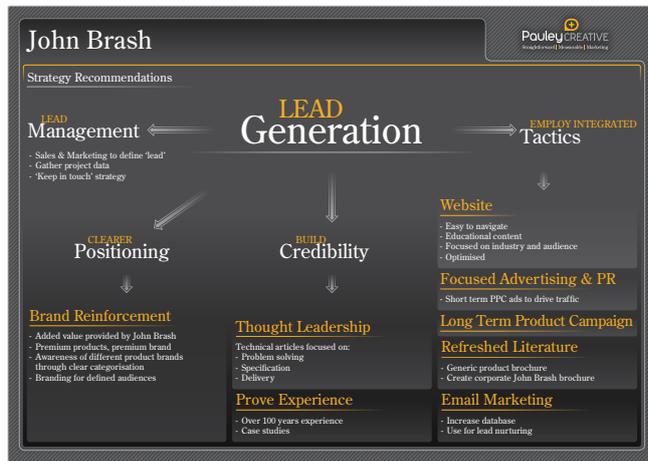
For all presentations the logo should be used in a manner appropriate to the logo usage guidelines.

Only official Pauley Creative colours and fonts should be used.

## A1 Project Information Boards

These boards often chart a job from brief to completion, giving an overview of the project parameters and end results.

They utilise a flexible grid format but remain faithful to the logo, colour and type guidelines set out in this document (examples below).



## Screen Presentations

For PowerPoint® and other screen presentations, a standard format should be followed and the front page, title page and text slide background templates should be used (examples below).



# Signage

Signage has been kept very clean and clear with a colour palette of black and white.

The logo should be used in a manner appropriate to the logo usage guidelines on pages 3 - 6. All type should appear in the corporate font.

Examples below.

