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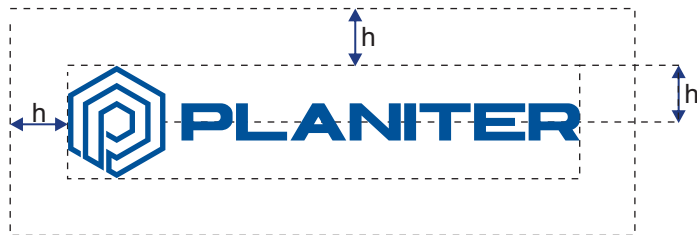




## Logo

The Planiter logo comprises of three elements: the Planiter icon, “Planiter” letters and full stop icon. All elements should appear when the logo is presented.

The Planiter icon is the only element that should be presented alone (see page 4).



## Logo Margins and Size

### Clearance

A minimum clearance margin should exist above, below and adjacent to the logo. The margin area should be 50% of the logo's height.

### Scale

The logo should always be scaled proportionally. When scaling down, the logo should be no smaller than 9mm (or 25 pixels for web) high.



## Logo Colour Variations

### Standard Logo

Should be used on a white background.

### Inverted Logo

Should be used on Planiter blue-coloured backgrounds.

### Black/Inverted Black Logo

Should be used when the Planiter logo colours cannot be presented accurately.

The lighter-coloured elements should be 40% black and 60% white on the black and inverted black logo, respectively.

### A second colour

The lighter-coloured elements should be orange and white on the black and inverted black logo, respectively

### A third colour

The lighter-coloured elements should be green and white on the black and inverted black logo, respectively

Use it on the website for hover effect, call to action buttons, etc to complement with the blue as the primary colors.

For printing of the logo, use of .eps or .pdf files are recommended.

## Lorem ipsum dolor sit amet

Consectetur adipiscing elit. Etiam a enim consequat nunc aliquet ultrices.

Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos.

Maecenas interdum dapibus lacus a imperdiet. Fusce tempus, lorem id fermentum hendrerit, justo nisl fringilla purus, vel fringilla sem odio eu nibh.

Pellentesque rhoncus, mi vitae pharetra tincidunt, magna erat auctor purus, vitae fermentum justo sapien vitae quam.

Etiam et leo et erat tristique fringilla et id ligula. Nunc a nunc dolor, eget laoreet lorem.

Cras pharetra dui felis? Ut eros est, luctus vitae laoreet nec, dapibus in metus.

## Logo Seran Icon Element



The Planiter icon is the only element of the logo that should be presented alone.

It should only appear as a watermark behind body copy with a transparency of 15%, aligned to the bottom right.

The watermark should not exceed 70% of the foreground copy width or height and should be no smaller than 30mm (or 85 pixels for web) high.



## Logo Unacceptable Usage

The logo should not be altered in any way in order to maintain the integrity of the Planiter corporate identity.



ASTERA

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890**

## Heading Example

- ASTERA 26pt

### Subheading Example

- ASTERA 18pt

#### Subheading 2 Example

- ASTERA 13pt

#### Body Copy Example

- ASTERA 10pt, line height 14pt

#### Body Copy Bold Example

- ASTERA 10pt

## Typography Primary Font

Should be used on all printed publications.

- ✗ Capitalised headings and subheadings
- ✓ Italics used sparingly for special emphasis
- ✗ Justified or rotated paragraphs
- ✗ Multiple colours on body copy

Single vertical spacing should be used where line height cannot be presented.

Arial  
abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

## Heading Example

- Arial 24pt

### Subheading Example

- Arial 17pt

#### Subheading 2 Example

- Arial Bold 13pt

Body Copy Example

- Arial 9pt, line height 13pt

## Typography Secondary Font

Should be used for the web or when primary font cannot be presented.

- ✗ Capitalised headings and subheadings
- ✓ Italics used sparingly for special emphasis
- ✗ Justified or rotated paragraphs
- ✗ Multiple colours on body copy

Single vertical spacing should be used where line height cannot be presented.

Secondary fonts are recommended for all editable external documents, including Microsoft Office documents.



# Colour Palette



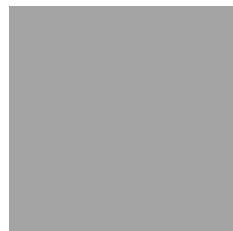
Blue

#0A56A2  
R10 G86 B162  
C70 M75 Y15 K0



Orange

#FF6600  
R225 G102 B0  
C0 M77 Y100 K0



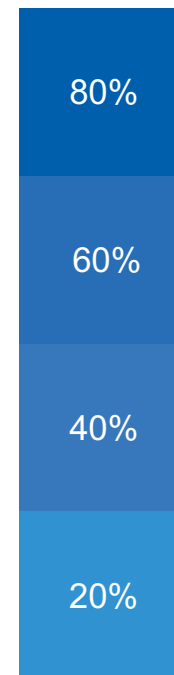
Grey

#A7A7A7  
R167 G167 B167  
C38 M31 Y31 K0



Green

#99CC33  
R153 G204 B51  
C47 M0 Y100 K0



80%

#0C64BC  
R12 G100 B188  
C95 M67 Y0 K0

60%

#0E73DB  
R14 G115 B216  
C86 M56 Y0 K0

40%

#1181F1  
R17 G129 B241  
C80 M50 Y0 K0

20%

#119BF1  
R17 G155 B241  
C75 M31 Y0 K0