

AMMS Group Asset Management Solutions

Perth Office 21 Barker Street
BELMONT WA 6104

T +61 8 9373 0800

F +61 8 9479 3694

E info@amms.com.au

W www.amms.com.au

IDENTITY GUIDELINES >

Copyright © 2011

LAST UPDATED APRIL 26 2012



Bluestream™

The Leader in Heavy Duty Wash Projects

CONTENTS >

SECTION

PAGE No.

1.0 >	The Brandmark	p>1
2.0 >	Formats	p>2
3.0 >	Minimum Size & Exclusion Zone	p>3
4.0 >	Colour Palette	p>4
5.0 >	Typeface	p>5
6.0 >	Don'ts	p>6
7.0 >	Application Examples	p>7-10

1.0

The brandmark consists of the symbol and the logotype.

It is available in various digital formats for reproduction. It should never be recreated. It should always appear on Bluestream communication material.

If restricted by print colours the Bluestream brandmark may be used in one colour - see below left.

THE BRANDMARK >

MONO VERSION



2.0

FORMATS >

The brandmark consists of two formats; horizontal and stacked, available in both full colour and mono versions.

The horizontal format is the preferred format to be used, stacked formats should only be used in situations where space is restricted.

Always use supplied digital artwork when placing logos onto Bluestream communication material.

If restricted by print colour the Bluestream mono brandmarks may be used.

HORIZONTAL FORMAT > (PREFERRED VERSION)

COLOUR – POSITIVE &
NEGATIVE VERSIONS



STACKED FORMAT >

COLOUR – POSITIVE &
NEGATIVE VERSIONS



HORIZONTAL FORMAT >

MONO – POSITIVE &
NEGATIVE VERSIONS



STACKED FORMAT >

MONO – POSITIVE &
NEGATIVE VERSIONS



3.0

MINIMUM SIZE & EXCLUSION ZONE >

To ensure maximum impact and to preserve the integrity of the brand, there exists an area of 'clear space' around the brand mark into which no item may enter. (Exclusion Zone). The Exclusion Zone is measured by the 'x' height of the logotype.

A 'Minimum Size' rule exists to maintain legibility of the brandmark. The brandmark shown below is at minimum size. It is not recommended to reproduce the brandmark any smaller than shown below
Minimum Size = 50mm (logo's length)

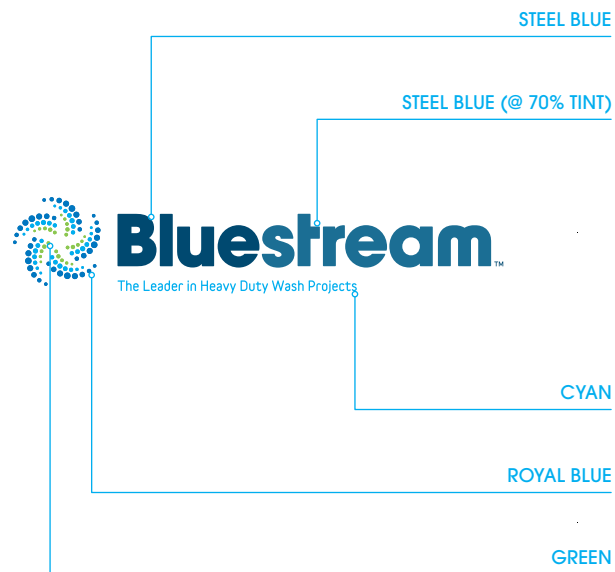
MINIMUM SIZE = 50mm



4.0

COLOUR PALETTE >

To ensure accurate colour reproduction across all modes and media types, Bluestream brand employs the colour palette below.



	PMS	CMYK	RGB	WEB
STEEL BLUE	 70%			
	548 U / C (70%)	100 / 25 / 0 / 60	0 / 73 / 111	#00496F
ROYAL BLUE				
	300 U / C	100 / 45 / 0 / 0	0 / 121 / 190	#0079BE
CYAN				
	PROCESS U / C	100 / 0 / 0 / 0	0 / 175 / 236	#00AFEC
GREEN				
	361 U / C	50 / 0 / 90 / 0	139 / 199 / 81	#8BC751

TYPEFACE >

The corporate typeface for Bluestream is called Avant Garde. This font family can be purchased @ <http://new.myfonts.com/fonts/linotype/itc-avant-garde-gothic/>

In circumstances where Avant Garde is not available, use Century Gothic. If Century Gothic is not available (i.e. webfonts or pre-2003 packages), Arial would be the default.

The support typeface for Bluestream is called VARIABLE. This font family can be purchased @ <http://new.myfonts.com/fonts/madtype/variable/>

In circumstances where Variable is not available, use Calibri.

AaBbCc
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

AVANT GARDE

AaBbCc
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

VARIABLE

6.0

DON'TS >

This page contains examples of unacceptable uses of the brandmark. All of these examples damage the brand's integrity and consistency.

1. Do not compress, extend, or distort the brandmark to 'fit a space'.
2. Do not use brandmark below recommended minimum size.
3. Do not use another font for the logotype.
4. Do not rearrange any of the elements.
5. Do not reproduce the Bluestream brandmark in any colour other than specified in the colour palette.

1.



2.



3.



4.



5.



7.0

APPLICATION EXAMPLES >

Business Cards



Letterhead



Printed Base Stock
with Overprints
Colours: Printed
CMYK Two sides
Finished Size:
90mm x 55mm
Stock: 340gsm
EcoStar
Finishing: On
Reverse Clear Foil
Block

& Clear Foil 50mm
x 50mm & Leave
flat.
Matt Laminate
front only.
Overprinting:
Two colours One
side only, Round
Corner (Standing
Die) & Box
separately.

APPLICATION EXAMPLES >

Memorandum



Memorandum

To:	[Insert writing here]	Date:	[Insert writing here]
From:	[Insert writing here]	CC:	[Insert writing here]
Subject:	[Insert writing here]	Page No:	

[Insert writing here]

Meeting Note



Meeting notes

Meeting Description:
Date:
Meeting
Commenced:

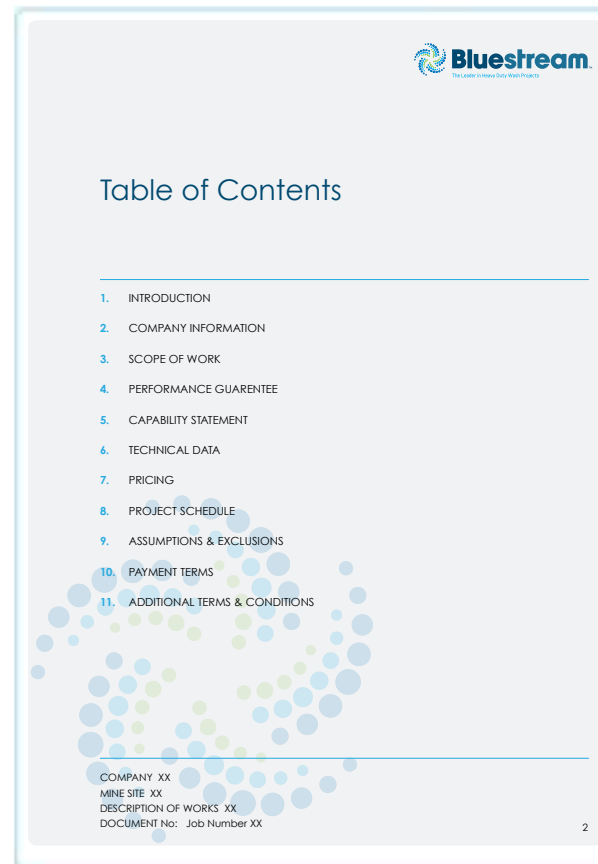
ATTENDEES:		
Initials	Name	Company

ITEM:	DETAILS OF DISCUSSION:
1	Staff Movements [Insert writing here]
2	Current Projects/ Status Up Date [Insert writing here]
3	Future Projects [Insert writing here]
4	Miscellaneous [Insert writing here]

ACTION ITEMS:				
Meeting Date	Project	Description	Action by	Status

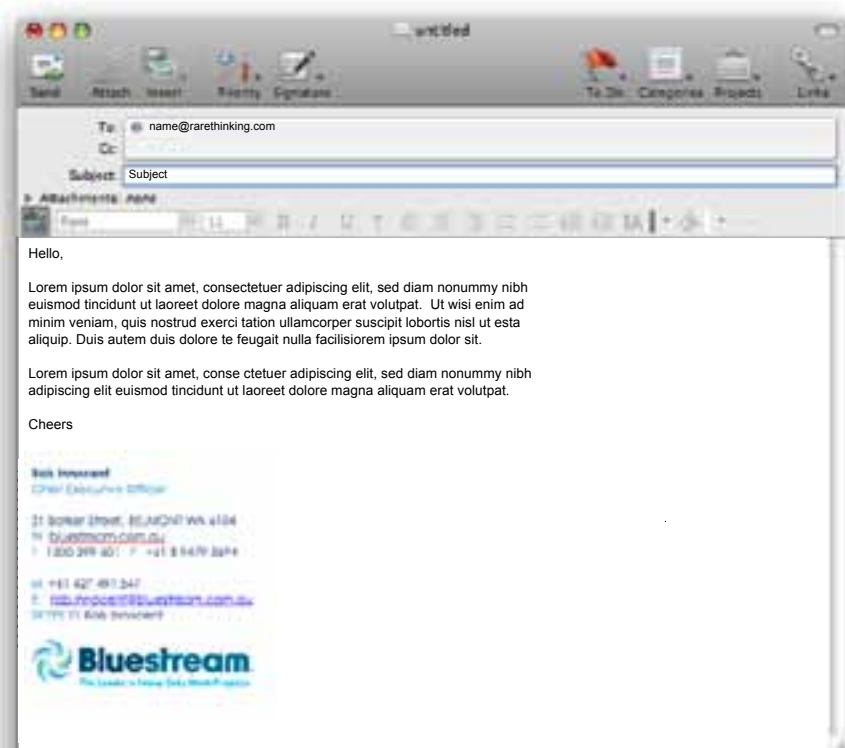
APPLICATION EXAMPLES >

Tender Document



APPLICATION EXAMPLES >

Email Signature



APPLICATION EXAMPLES >

This below visuals are for illustration purposes only.

