

Our colours.

Our Brand

- 1.1 Moving forward
- 1.2 Our brand personality
- 1.3 Our tone of voice
- 1.4 Our product segments

Our Elements

- 2.1 Our logo
- 2.2 Our red paper tab
- 2.3 Our localisation bar
- 2.4 Our colours
- 2.5 Our corporate font
- 2.6 Our online font
- 2.7 Our service icons
- 2.8 Our centre details
- 2.9 Our car signage

Our Application

- 3.1 Our logo positioning
- 3.2 Our soft curve
- 3.3 Our information hierarchy

Our Stationery





- 4.1 Our stationery range
- 4.2 Our QR codes

We are a red brand but sometimes we need to surround it with other neutrals to create a sophisticated range for it to operate within. The background to a lot of our material is white, which gives our collateral a fresh and modern appeal. Then we hero our red with a careful hand by creating hot spots of colour. Occasionally we want to create more energy and cut through and that's when we use red to its full effect.






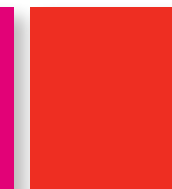
Our new product colours allow us to complement our red without fighting with it. These colours should be used sparingly to highlight information.

Grey and black are mainly used in the body copy. Grey can also be used in combination with red for headlines.

Corporate colours.

			
Blue 280	Red 485	Grey 431	Black PROCESS BLACK
PANTONE 280 C100 : M72 : Y0 : K18 R35 : G69 : B136 #234588	PANTONE 485 C0 : M100 : Y100 : K0 R227 : G24 : B24 #F50000	PANTONE 431 C0 : M0 : Y0 : K65 R102 : G102 : B102 #666666	PROCESS BLACK C0 : M0 : Y0 : K100 R0 : G0 : B0 #000000

Product segment colours.

					
Graphic Design 512	Business Printing 191	Large Format 123	Marketing Services 1655	Direct Mail RUBINE RED	Web2Print 485
PANTONE 512 C50 : M100 : Y15 : K10 R137 : G20 : B106 #89146A	PANTONE 191 C0 : M76 : Y38 : K0 R236 : G121 : B135 #EC7987	PANTONE 123 C0 : M25 : Y95 : K5 R241 : G184 : B14 #F1B80E	PANTONE 1655 C0 : M63 : Y91 : K0 R255 : G102 : B51 #FF6633	PANTONE RUB. RED C0 : M100 : Y15 : K4 R218 : G0 : B107 #DA006B	PANTONE 485 C0 : M100 : Y100 : K0 R227 : G24 : B24 #F50000