SPEAR & JACKSON

BRAND GUIDELINES
2014

COLOUR GUIDELINES

The company logo is an important and valued graphic element and must be used consistently and appropriately, even minor variations will undermine and compromise the image of the branding.

MASTER BRAND LOGO - 3 colour version

P.282C   P.1807C   P.186C

MASTER BRAND LOGO - Black & White versions
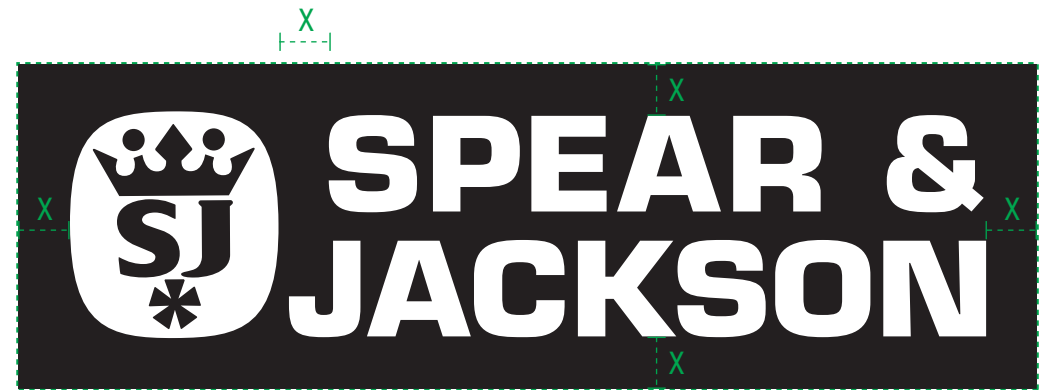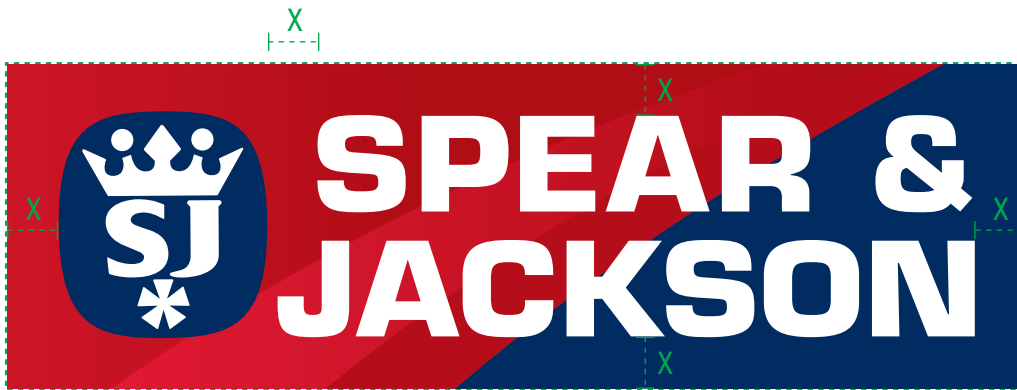
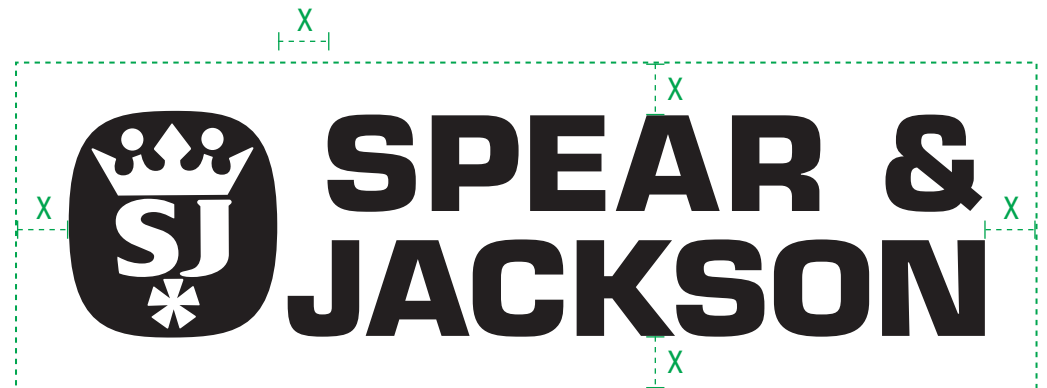**MASTER BRAND LOGO** - 2 colour version

P.282C   P.877C

EXCLUSION ZONE

Make sure that text or other design elements do not encroach upon the logo.
The marked space should always be given to let the logo 'breathe', free from distraction.

Minimum reproduction size

In the primary logo format a minimum size must be adhered to so that legibilty is retained.
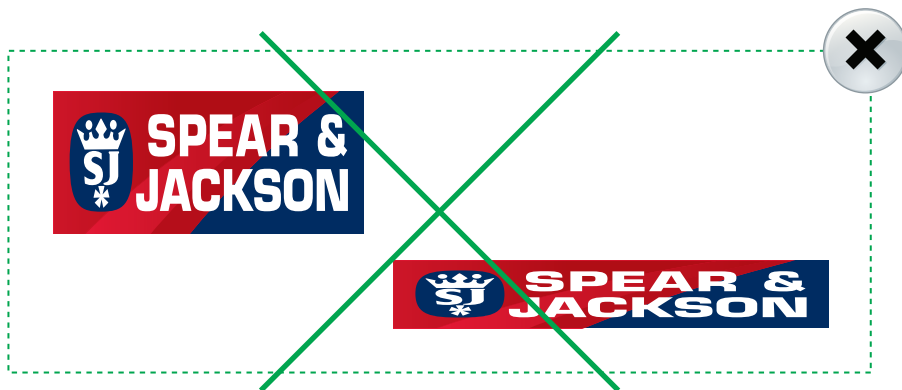
In exceptional circumstances where space is below the recommended size, adjustments may have to be made to balance the shape and visibility.

LOGO USAGE

Always use master artwork when reproducing any logo design. It should never be recreated under any circumstances. Always ensure you are using the correct artwork for the application.

When reproducing any logo elements, only the original high resolution or vector graphic files shall be used - logos should not be taken from this document.

Wrong!

The logo has become distorted from it's designed aspect ratio, therefore stretching or squashing the shape and text.

If the space is restrictive, the scale of the logo (not the dimensions) must be adjusted to fit.

Correct!

The logo's shape is consistent with the initial design, retaining balance and legibility.

TYPOGRAPHY

The primary typeface is Helvetica Neue LT Std (57 Condensed) with a secondary Helvetica Neue LT Std (77 Bold Condensed) to complement the primary. These have been carefully selected to best represent the brand image, and must be used to retain consistency - especially with the logo.

Replacing fonts with alternatives should not be done under any circumstances.

Primary Typeface

Helvetica Neue LT Std (57 Condensed) - Content

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
!@£$%^&*()¡€#¢∞§¶•ªº-—_=+{}[];:
/\,.~å∫ç∂´ƒ©˙^Δ°¬µ~øπœ®ß†¨√∑≈¥Ω

Secondary Typeface

Helvetica Neue LT Std (77 Bold Condensed) - Headers & Sub-headers

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
!@£$%^&*()¡€#¢∞§¶•ªº-—_=+{}[];:
/\,.~å∫ç∂´ƒ©˙^Δ°¬µ~øπœ®ß†¨√∑≈¥Ω

To download logos and fonts, please go to our website   http://www.spear-and-jackson.com/brand-guidelines