

A&N MEDIA

BRAND IDENTITY GUIDELINES

NOVEMBER. 01. 2008
VERSION 1.0

OUR LOGO - APPROVED VERSIONS

MAIN LOGO

Reproduces in either one special colour, 4-colour process and 3-colour process on a preferred flat colour background.

One colour:

Pantone 433U

4 colour process:

C: 33, M: 03, Y: 00, K: 95.

3 colour process:

R: 22, G: 39, B: 50.



DEPARTMENT LOGO

Reproduces in either two special colours, 4-colour process and 3-colour process on a preferred flat colour background.

Your department colour breakdown can be seen on page 4.



OUR LOGO - MINIMUM SIZES

MAIN LOGO

Minimum size of the main logo
25mm width.

Print / PPT

A&N MEDIA

25mm

A&N MEDIA

Web:

Minimum size of the department
logo. 90px width.

Web

A&N MEDIA

90px

A&N MEDIA

DEPARTMENT LOGO

Print:

Minimum size of the department
logo. 35mm width.

Your department colour
breakdown can be seen on
page 4.

Print / PPT

A&N MEDIA
▶ EXAMPLE SERVICES

35mm

A&N MEDIA
▶ EXAMPLE SERVICES

Web:

Minimum size of the department
logo. 165px width.

Web

A&N MEDIA
▶ EXAMPLE SERVICES

165px

A&N MEDIA
▶ EXAMPLE SERVICES

NOTE. IF THE LOGO NEEDS
TO BE SMALLER IN PRINT
OR WEB. USE THE MAIN
LOGO WITHOUT THE
DEPARTMENT NAME.

OUR LOGO - EXCLUSION ZONE

A defined clear area (sometimes also known as an exclusion zone), helps to maintain the integrity of our logo.

This clear area is an area around the logo where no other items, for example pictures, text or other logos, should appear.

Remember that this is the minimum area that is needed.

Generally, our logo works best with more space around it.



Creating the clear area

Use the 'M' of MEDIA to create the exclusion zone. This ensures that the exclusion zone is always in proportion to the size it is being reproduced at.

OUR COLOURS

Our colours are specified here as CMYK for four colour process printing.

For on-screen use, such as PowerPoint presentations and websites, RGB and Hex values are shown.



PANTONE 433 U
C 33 R 22
M 03 G 39
Y 00 B 50
K 95
HEX: # 162732



P. 639U
C 100 R 000
M 00 G 165
Y 05 B 217
K 05
HEX: # 00A5D9



P. 2603U
C 69 R 110
M 100 G 42
Y 00 B 141
K 02
HEX: # 6E2A8D



P. 227U
C 00 R 197
M 100 G 27
Y 07 B 113
K 19
HEX: # C6006F



P. 1797U
C 05 R 215
M 100 G 29
Y 100 B 36
K 05
HEX: # D71D24



P. 110U
C 10 R 209
M 25 G 169
Y 100 B 29
K 10
HEX: # D2AA1D



P. WG10U
C 05 R 121
M 15 G 109
Y 30 B 93
K 60
HEX: # 796D5D



P. 343U
C 90 R 000
M 00 G 90
Y 70 B 62
K 61
HEX: # 025A3F



P. 138U
C 00 R 247
M 50 G 147
Y 100 B 30
K 00
HEX: # F79321



P. 641U
C 100 R 000
M 05 G 133
Y 00 B 186
K 25
HEX: # 0085BA



P. 384U
C 20 R 147
M 05 G 149
Y 100 B 55
K 35
HEX: # 949618

OUR PREFERRED TYPEFACES - PRINT/PPT

Myriad Pro has been chosen as the typeface for all of our print jobs (heading and body copy).

BODY TEXT TYPEFACE - PRINT

HEADERS TYPEFACE - MYRIAD PRO SEMI BOLD

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789 : !@£\$%^&*()=

BODY TEXT - MYRIAD PRO REGULAR

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789 : !@£\$%^&*()=

Arial has been chosen as the typeface for all of our internal PPT, electronic and on-screen communications, such as live text on the web.

BODY TEXT TYPEFACE - PPT

HEADERS TYPEFACE - ARIAL BOLD

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789 : !@£\$%^&*()=

BODY TEXT - ARIAL REGULAR

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789 : !@£\$%^&*()=