



STYLE GUIDE

STYLE GUIDE

The Logotype	2
Logotype with Tagline A	3
Logotype isolation area.....	4
Legibility of the Logo	5
Corporate colour matrix.....	6
Primary typeface	7
Secondary typeface.....	8

The Logotype

The logo is made up of both type and graphic elements. The logo must be clear and consistent.

All communication material from advertising, signage to stationary, must have a consistent quality that reflects K-Tec Australia.

Wherever possible the logo should appear in its corporate colours (see colour matrix page 6)
Black and white should only be used when print restrictions limit the colour.

Always

- Reproduce the K-Tec Australia logo using the original master artwork supplied.
- Reproduce the K-Tec Australia logo using the corporate colours. (see colour matrix page 6)

Never

- Alter or distort the K-Tec Australia logo in any way.



Logotype with Tagline A

The tagline (Strength/Performance/Durability) should only be applied in advertising and where permitted on signage and promotional material.

Where possible the tagline should appear white on Black (graphic) background as shown opposite.

Always

- Reproduce the K-Tec Australia logo using the original master artwork supplied.
- Reproduce the K-Tec Australia logo using the corporate colours. (see colour matrix page 6)

Never

- Alter or distort the K-Tec Australia logo in any way.



STRENGTH DURABILITY PERFORMANCE

Logotype isolation area

To avoid the K-Tec Australia logo becoming overpowered or obscured by type or other graphic elements a minimum isolation area (shown in keyline box) should remain clear. This area has been constructed using 'X' height of the name Earthmovers Australia.

To ensure quality production of the identity, a minimum size has been established. The logo should never appear below a height of 10mm as shown.



Legibility of the logo

To get the very best from every application of the K-Tec Australia logo it is extremely important to consider legibility.

The following are examples of the correct and incorrect backgrounds the K-Tec Australia logo should appear on.



The logo against a plain white background



Do not place logo on a background or backgrounds with conflicting colors



The logo should appear with a white background sitting on an image or pattern.



Do not apply the logo to a confusing image or pattern as shown.



When applying the logo for Black and white, the logo should always appear in greyscale

Corporate Colour Matrix

NOTE: These colours are reproduced in CMYK and are intended as a visual guide only. Consult your colour chart for accurate representation. This colour matrix provides the agreed specifications for the K-Tec Australia logo.

Color reproduction:
 PMS 266 Purple
 Black 60%
 Black 100%

Greyscale reproduction:
 Black 100%
 Black 70%
 Black 40%



DIGITAL PRINT	Black	60%
	Process	C: 0 M: 0 Y: 0 K: 60
	Screen (RGB)	R: 102 G: 102 B: 102

DIGITAL PRINT	Spot (PMS)	PMS 266 C
	Process	C: 79 M: 90 Y: 0 K: 0
	Screen (RGB)	R: 65 G: 20 B: 133

Primary Typeface

The typeface plays an extremely vital role in reinforcing the strength of K-Tec Australia's identity. The primary type family shown here should always be used along side the K-Tec Australia logo in all forms of communication.

- VERDANA

This typeface can be used on all communication material from body copy to stationary. For all promotional displays and headings please use secondary typeface.

NOTE: No other typeface should accompany the K-Tec Australia logo other than shown here.

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789 1@\$%&()+ = -

Secondary Typeface

The typeface plays an extremely vital role in reinforcing the strength of K-Tec Australia's identity. The secondary type family shown here should be used sparingly and can be used as header text set at 14pt and above. This font should not be used for body copy.

- **ERAS BOLD**

This is the preferred weight in the Eras family and can be used for all display type set above 15pt. It can be used on all support communication and marketing material - Used for promotional headers, signage and straplines. Also available in various weights.

* Should not be used for body copy

- **ERAS DEMI**

- ERAS LIGHT

- ERAS MEDIUM

These are the support weights to Eras Bold and should be used sparingly to draw attention of highlight specific information.

NOTE: No other typeface should accompany the K-Tec Australia logo other than shown here.

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNPOQRSTUVWXYZ
123456789 1@\$%&()+=-

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNPOQRSTUVWXYZ
123456789 1@\$%&()+=-

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNPOQRSTUVWXYZ
123456789 1@\$%&()+=-

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNPOQRSTUVWXYZ
123456789 1@\$%&()+=-