



**SYDNEY
PRESTIGE**
ELECTRICAL

INTRODUCTION

The following document has been designed as a guideline for the Sydney Prestige Electrical visual and branding identity. It is essential for all persons involved to follow these brand guides strictly to maintain consistency. The Sydney Prestige Electrical logo must not be traced, redrawn, typeset or modified in any form by manual or electronic methods. The relationship between the monogram logo and logotype must not be altered in any way.

If you need any advice or help to clarify the branding guidelines, please contact
White Key Marketing at 1300 577 419.



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ELEMENTS

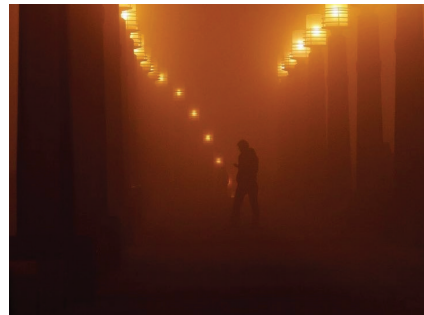
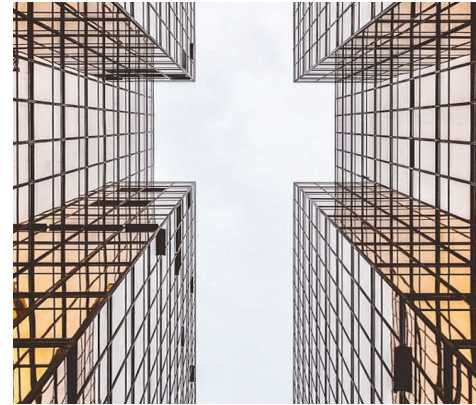
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BRAND APPLICATION

Marketing Collateral

MOODBOARD



KEY WORDS

Quality | Reliable | Trustworthy | Precision | Excellence | Specialist | Innovative | Professional | Passionate | Contemporary

LOGOS

An outline for your logo to inform your audience on
how to use your logo correctly and why.





PRIMARY LOGO

The primary logo explores a bold, modern, geometric icon paired with an impactful font. The sharp edges featured in the font convey strength and precision. Through clean, minimalist design, the logo seamlessly communicates expertise, trustworthiness, and premium service, emphasizing quality and innovation.

COLOUR VARIATION

The colour variation of the Sydney Prestige Logo was designed to allow for clear visibility and legibility on darker backgrounds. The colours of the Brand Mark have a strong contrast against dark backgrounds, and assist in creating a strong, impactful look and feel.



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LOGO PRINCIPLES

Clearspace around the logo allows for it to stand apart from other images, text and page edges. This enhances legibility and balance. Always surround logo with clearspace, as shown in the diagram.

Do not place any other elements within the clearspace zone specified.

Clearspace



Minimum Space



Print: 45 mm W

Digital: 128 px W

COLOURS

An outline for your colour palette, which was specifically designed to reflect your brand's personality and identity.

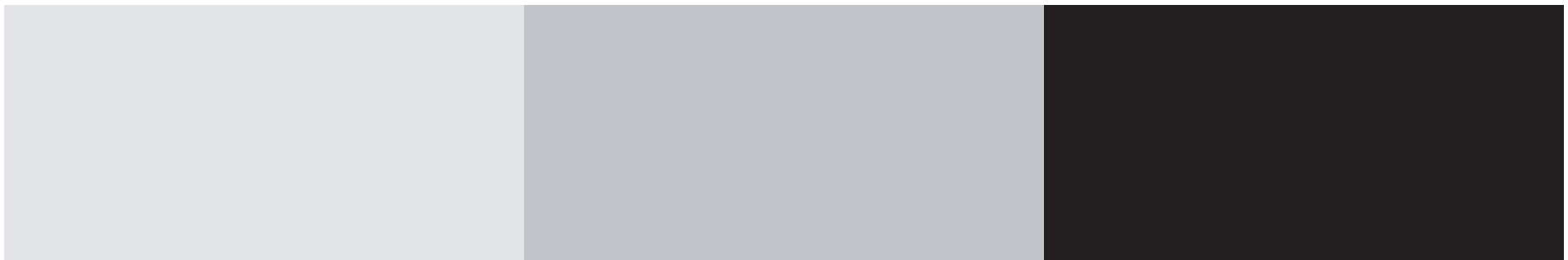




PANTONE 2004C
CMYK 0 5 59 0
RGB 255 234 132
#ffea84

PANTONE 7406C
CMYK 0 13 100 1
RGB 255 213 0
#ffd500

PANTONE 2011C
CMYK 0 43 88 0
RGB 249 161 56
#f9a138



PANTONE COOL GRAY 1C
CMYK 9 7 5 0
RGB 227 229 232
#e3e5e8

PANTONE COOL GRAY 4C
CMYK 0 43 88 0
RGB 193 197 201
#c1c5c9

BLACK
CMYK 0 0 0 100
RGB 0 0 0
#000000

TYPOGRAPHY

An outline for your typography kit, showcasing how to use the fonts chosen and informing your audience on why they were chosen.



BRAND FONTS

Typography serves many purposes in design. Not only does it promote legibility, it also helps communicate the messaging, tone and sentiment of a brand.

The typography chosen for the client uses two sans serif font families. Orbitron was chosen as the Heading font as it hints at the stylistic qualities of the Logo, but offering more readability. Questrial was chosen to compliment the Heading font - in contrast it is a legible and simple font. It was chosen in the font kit to be used for any Body Copy.

It is important to follow the guide for typographic hierarchy to ensure consistency within the branding.

Questrial

Regular

Abcdefghijklmnopqrstuvwxyz

1234567890

Orbitron

Bold

Abcdefghijklmnopqrstuvwxyz

1234567890

HEADINGS

Orbitron

Upper Case

Tracking: Metrics 0

BODY COPY

Questrial

Sentence case

Tracking: Metrics 0

SUBHEADINGS

Orbitron

Upper Case

Tracking: Metrics 0

CALL TO ACTION

Questrial

Sentence case

Tracking: Metrics 0

Headings

ELECTRICANS YOU CAN TRUST

Body Copy

Accum reptatiam doluptat doloreribea vendi consedis aut ut plictemquam consed quiat pliquist enimagn im. Officid ma simporeiur? Cillaut aut estionseque volupta quas expereptates essi offic temporibus, ut qui dis repratiusam sit acepers.

Subheadings

CONTACT US

CTA

sydneyprestigeelectrical.au

BRAND ELEMENTS

Secondary design elements that are used to help make up
and strengthen a brand's identity.



GRAPHIC DEVICE

The cutout from the Brand Mark can be used as a watermark. This can be applied in designs that are simple where there is some negative space, like title pages and business cards.

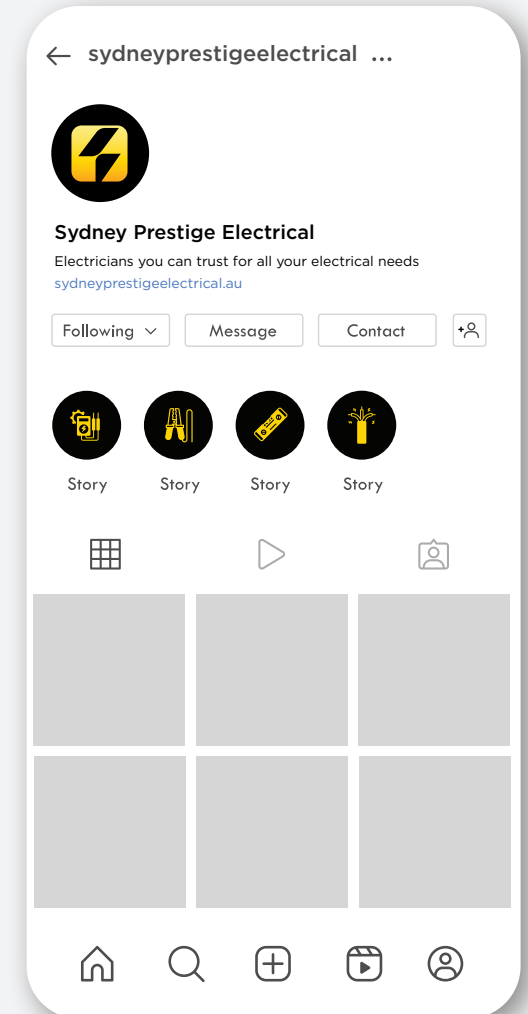
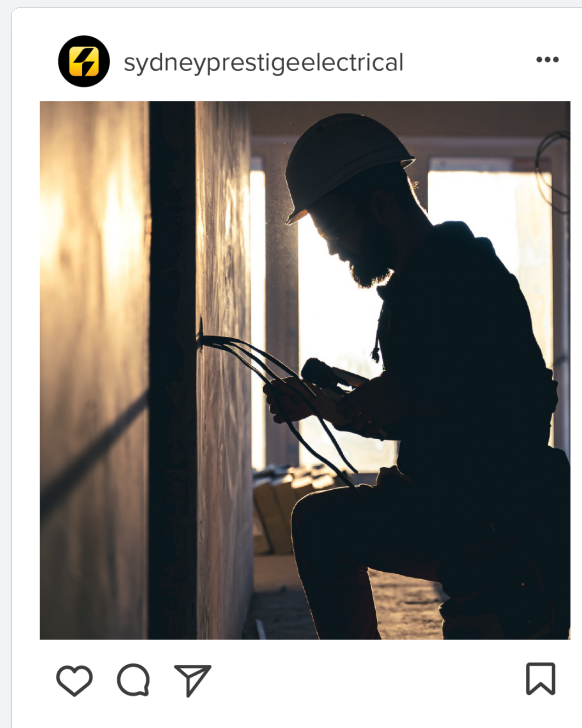
The Graphic Device works on both White and Black backgrounds.



ICONOGRAPHY

The iconography style chosen links closely back to the style of the Brand Mark - curved edges and clean lines. The yellow creates a strong contrast against the black and is consistent with the Brand Colours.

Icons can be used throughout social media, for example, on Instagram highlight covers. They can also be used in print collateral or on your website to create visual elements and break up text.



BRAND APPLICATION

A representation of how the brand may look on different mediums of marketing collateral.





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This brand guideline was prepared by White Key Marketing. Should you have any queries regarding this guide, contact us at 1300 577 419 or team@whitekeymarketing.com.au

