

BRAND GUIDELINE

SBS
FENCE
& TOILET HIRE

"SYDNEY'S BEST SOLUTIONS"



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INTRODUCTION

The following document has been designed as a guideline for the SBS Fence visual and branding identity. It is essential for all persons involved to follow these brand guides strictly to maintain consistency.

The SBS Fence 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.

BRAND IDENTITY

A collection of valuable design assets that come together to inform your clients about who you are, what you do and what you stand for.

PRIMARY LOGO

A logomark designed to be bold, simple yet effective. The primary logo is a stacked logo, and is typically viewed within an orange square. The colour of the orange square must not be changed. However, the logo may be used against the orange brand pattern.



COLOUR VARIATION

The SBS Fence logo also comes in black and white. This gives the logo more capabilities as these variations can appear against any coloured background that is suitable.



LAYOUT VARIATION

The logo variation is a horizontal layout, again giving the logo more capabilities. The horizontal logo may be used where the medium best suits.



SBS' NETWORK OF COMPANIES

The SBS Fence Brand extends to multiple other entities. The logos provided cover these entities. The same rules for the primary logo apply for all logos shown here - the colour of the orange square must not be changed, however they may be used against the orange brand pattern.



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 Size



Print: 25 mm W
Digital: 71 px W



Print: 45 mm W
Digital: 128 px W

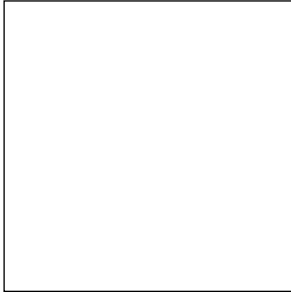
COLOUR PALETTE

Colours set the mood for brand expression. The colours chosen are vibrant and full of life, and are reflective of the brand's voice and message.

The Primary colours are the colours that help consumers identify the brand, whereas the secondary colours are used to compliment. To achieve the highest impact with the colour palette, integrate the palette across all marketing outlets. Shades of the colours in the palette can be used. Do not use colour outside of the palette.



PRIMARY COLOURS



RGB 255 255 255
CMYK 0 0 0 0
#ffffff

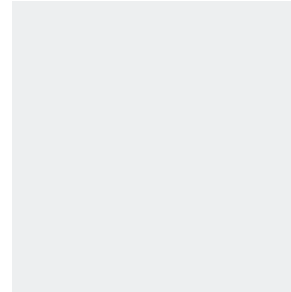


RGB 242 102 33
CMYK 0 74 99 0
#f26621



RGB 46 48 145
CMYK 99 97 4 1
#2e3091

SECONDARY COLOURS



RGB 236 237 237
CMYK 6 4 4 0
#eceded



RGB 23 28 84
CMYK 100 98 35 33
#171c54



RGB 0 0 0
CMYK 0 0 0 100
#000000

TYPOGRAPHY

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

Circular Std Book

Abcdefghijklmnopqrstuvwxyz

1234567890

Circular Std Black

Abcdefghijklmnopqrstuvwxyz

1234567890

Helvetica Light

Abcdefghijklmnopqrstuvwxyz

1234567890

Helvetica Oblique

Abcdefghijklmnopqrstuvwxyz

1234567890

HEADLINES

Circular Std Black
Title Case
Tracking: Metrics 0

BODY COPY

Helvetica Light
Sentence case
Tracking: Metrics 0

SUBHEADERS

Circular Std Black
Title Case
Tracking: Metrics 0

CALL TO ACTION

Helvetica Light
Sentence case
Tracking: Metrics 0

Headlines

SBS FENCE

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.

Subheaders

REQUEST A QUOTE

CTA

www.sbsfence.com.au

BRAND PATTERN

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

BRAND PATTERN

The brand patterns have been designed to complement the brand and further extend its visual language. The SBS Fence pattern can be applied on a range of marketing collateral, such as business cards. They can also be used throughout social media and on the client's website.

EXAMPLE 1

The brand pattern in this example is applied as a background. When applied as a background against text, it is important that brighter colours are used in the foreground to ensure legibility.



EXAMPLE 2

The brand pattern in this example is used with a gradient, adding another dimension to the design. A gradient may also be applied with the purpose of making elements in the foreground more visible or prominent.



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

