



LOGO GUIDELINES

CREATED BY MELA CREATIVE - May 2013



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INTRODUCTION

It is critical to our success to use our trademarks in a consistent, meaningful and targeted way. Very often the first impression someone has about the Sandhurst brand is when they see the logo. To abuse the corporate identity is worse than not using the identity at all.



2

CLEAR SPACE

To increase the visibility of the Sandhurst logo, clear space must be maintained. No text, image, or edge should interfere. The minimum amount of clear space required around the logo is equal to 1x the height of "A" as shown above.



C 15 M 100 Y 90 K 5



PANTONE 1797C



Black



Minimum Size

3

COLOUR AND SIZE

On all communication materials, the Sandhurst brand logo is executed in red. The black colour can be used for limitation materials. Use the Sandhurst brand logo at a minimum width of 30mm. When scaling the logo, maintain the proper proportions at all times.

Aller Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Aller Light Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Aller Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Aller Regular Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Aller Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Aller Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

4

CORPORATE FONT

The Sandhurst brand logo uses specially drawn letters which can never be replaced by a font. Aller Family Font should be used for all corporate communications, whether internal or external.



X



X



X



X



X



X

5

ViolATIONS

Do not change construction of the Sandhurst brand logo. It can only be used exactly as provided. Do not rearrange brand logo elements or manipulate the brand logo in any way, e.g. gradations, outlining, curvatures, adding patterns or different colours than red or black.