HOLLOWAY GROUP

REDEFINING POSSIBILITY

BRAND GUIDELINES 2020 V1.1

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OUR FOUNDATIONS

OUR MISSION

Our mission defines who we are as an organisation and drives every action, decision and interaction we engage in, with internal and external stakeholders.

"

We aim to redefine what's possible to engineer a better tomorrow for our partners, clients and community.



OUR VALUES

Our values demonstrate the core beliefs of Holloway Group and set the standard of behavioural expectations inside the business and with external stakeholders.

SAFETY



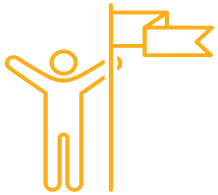
Safety is part of our culture and our highest priority; a value considered with each decision made by management, supervisors, administrators and field employees. As a manufacturer, we encourage all employees to keep safety at the forefront of every action.

CUSTOMER COMMITMENT



We strive to meet or exceed customer expectations by providing an unrivalled experience; high level of quality service, reliability, accountability and responsiveness.

OWNERSHIP



We are committed to accepting responsibility for our actions and behaviors. We live and breathe the fundamental principles of accountability and responsibility.

SUSTAINABILITY



Continually striving to reduce our waste and carbon footprint, and to promote environmental initiatives to minimize our impact on the environment.

TEAMWORK



Our company is only as good as its people; we respect one another and instill a team culture of unity and openness through ongoing coaching and mentoring so we as an organisation can continue to grow and improve.

PROUDLY AUSTRALIAN



We are strongly committed to keeping our products manufactured in Australia. Continually reinvesting in our production facility as well as expanding our range of products and services, ensures we stay Australian made and keeps Australians in jobs.

POSITIONING

Holloway Group is an Australian innovator facilitator and manufacturer that pushes the boundaries of possibility to support our mission. We believe in empowering businesses to take control of their manufacturing and supply chain outcomes by partnering with a localised company that shares their values of ownership and success.

TONE

The tone of Holloway Group is ambitious, pragmatic and clear. It eliminates confusion and supports our positioning as a company driven by ambition and possibility.

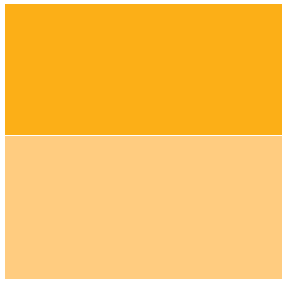


BRAND ELEMENTS

COLOUR PALETTE

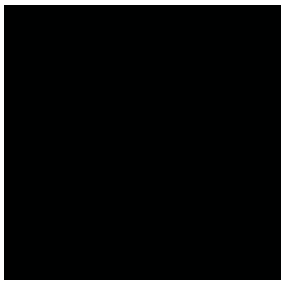
The Holloway Group core colour palette is defined by two primary core colours and one secondary colour. Where possible, Holloway Group Yellow and Black are the preferred colours to be used. A 50% tint of yellow and grey are also permitted.

Yellow



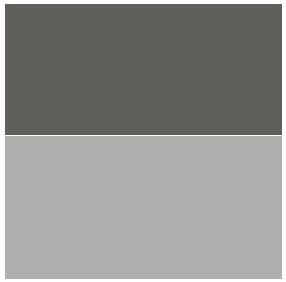
CMYK 0, 35 100, 0
RGB 252, 176, 23
PANTONE 7549C
HEX #FCB017

Black



CMYK 60, 40 40, 100
RGB 0, 0, 0
PANTONE 419C
HEX #000000

Grey



CMYK 0, 0, 0, 61
RGB 99, 99, 99
PANTONE 424C
HEX #636363

LOGO

The Holloway Group logo is clear, crisp and reflects our innovative appetite to support our mission. Logos can be used with or without our tagline 'redefining possibility', depending on the application. Available in colour, reversed and greyscale, the logo variation should be selected based on the application. The word HOLLOWAY must always feature as a core visual element.

Primary Logo

HOLLOWAY GROUP
REDEFINING POSSIBILITY

Primary Logo - Reversed

HOLLOWAY GROUP
REDEFINING POSSIBILITY

Secondary Logo

HOLLOWAY
REDEFINING POSSIBILITY

Secondary Logo - Reversed

HOLLOWAY
REDEFINING POSSIBILITY

Primary Logo without tagline

HOLLOWAY GROUP

Secondary Logo without tagline

HOLLOWAY

Primary Logo - Greyscale

HOLLOWAY GROUP

LOGO USAGE

Correct usage of the Holloway Group logo is outlined below. Incorrect or authorised usage of the logo will not be permitted. If the space of the application does not permit the use of the primary logo, use the secondary logo in its place.

Logo Spacing

HOLLOWAY GROUP
REDEFINING POSSIBILITY

Allow for ample space around the Holloway Group logo to prevent crowding and promote clear visibility of the logo at all times.

Colour Variations

HOLLOWAY
REDEFINING POSSIBILITY

HOLLOWAY
REDEFINING POSSIBILITY

HOLLOWAY
REDEFINING POSSIBILITY

Use of the secondary logo on select colour background is permitted.

This includes colours that fall within the Holloway Group core colour palette and the colour palettes of the Holloway Group hero brands (A Plus Plastics, Geohex, Ausdrain, Group Tooling and Mr Holloway Eyewear.)

Use on imagery



Select the best variation of the logo depending on the image in question. The logo should be easy to read and clearly visible against the background of the image.

LOGO USAGE - INCORRECT

Alteration of the logo assets of Holloway Group is not permitted. This includes changing the colours of the logo, stretching or skewing logos or creation of new Holloway Group logos without the written consent of the Marketing Manager.

Incorrect usage

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HOLLOWAY GROUP
REDEFINING POSSIBILITY

Do not colour the logo in any other variation

HOLLOWAY GROUP

HOLLOWAY GROUP

Do not stretch or distort the logo in any way.





Do not use the logo on background colours that conflict with our core branding colours or alter any Holloway Group logos outside of the stipulations of these branding guidelines.



Do not use the logo on background images that make the logo difficult to read

HERO BRANDS & CO-BRANDING

Holloway Group is home to several iconic Australian brands including A Plus Plastics, Geohex, Ausdrain and Group Tooling. Treatment of these brands individually remain as per their own branding guidelines but when coupled with Holloway Group branding, must adhere to the boundaries outlined in these guideline.

A+ PLASTICS

MOULDING *INNOVATION*

A part of Holloway Group

HOLLOWAY

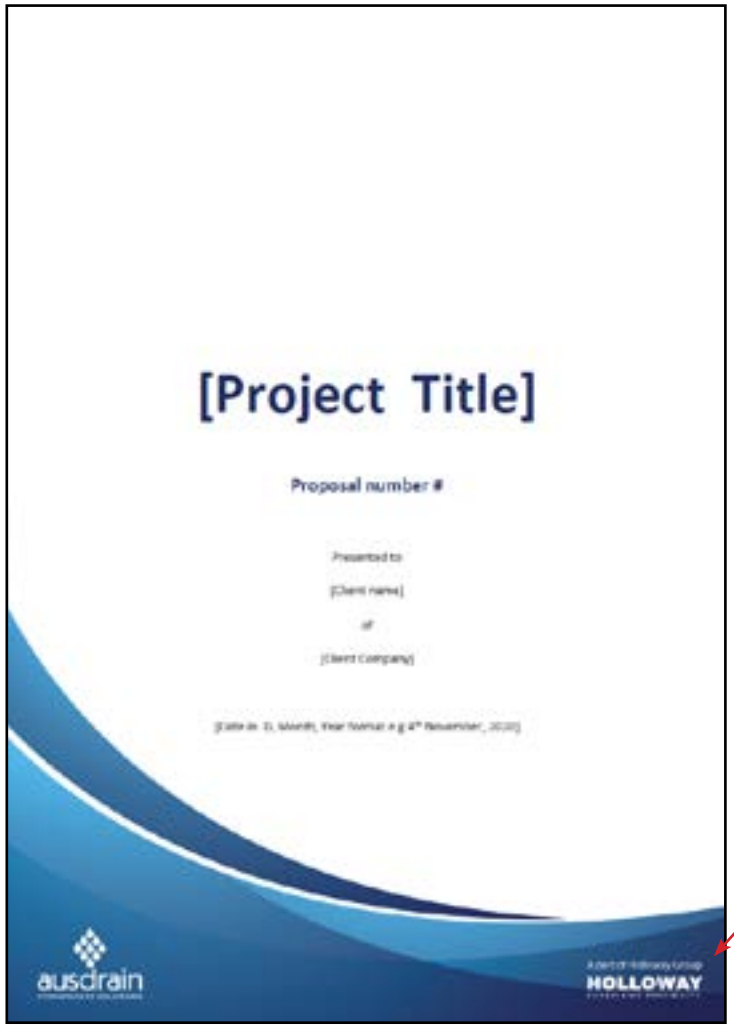
REDEFINING POSSIBILITY

Text must equal the length of the secondary logo.

When using the secondary logo with a hero brand logo, 'A part of Holloway Group' must be displayed above the logo when used in all applications, with the exception of internal pages of documents, where the secondary logo may be used on its own.

The text must equal the length of the secondary logo and must be the same colour as the secondary logo, whether colour, reversed or greyscale.

Please note, only the secondary logo can be used in co-branding with hero brands.



The same colour treatment must apply to text and secondary logo, depending on the application.

TYPOGRAPHY

Holloway Group's typefonts reflect the innovative, modern and sleek nature of the brand. Read typefont boundaries below:

Primary Typeface
Myriad Pro

Display Typeface
Gotham

Tertiary Typeface
Arial

Myriad Pro Family

MYRIAD PRO BOLD

MYRIAD PRO SEMIBOLD

MYRIAD PRO REGULAR

MYRIAD PRO LIGHT

Myriad is to be used for subheaders or quotes and can be used in either all-caps or lettercase. When used in all-caps in subheaders, it should be tracked out to 160.

Gotham Family

GOTHAM

Gotham is to be used for headline and title text and should always be set in all-caps.

Arial Family

ARIAL BOLD

ARIAL REGULAR

Arial is to be used for Word documents and PowerPoint presentations which could be sent to recipients who do not have access to our primary or display typeface fonts.

BRANDING IN USE

Whether applied to signage, marketing collateral, apparel or promotional merchandise, less is always more. Where possible, the primary or secondary logos should be employed without excessive messaging or co-branding with hero brands.

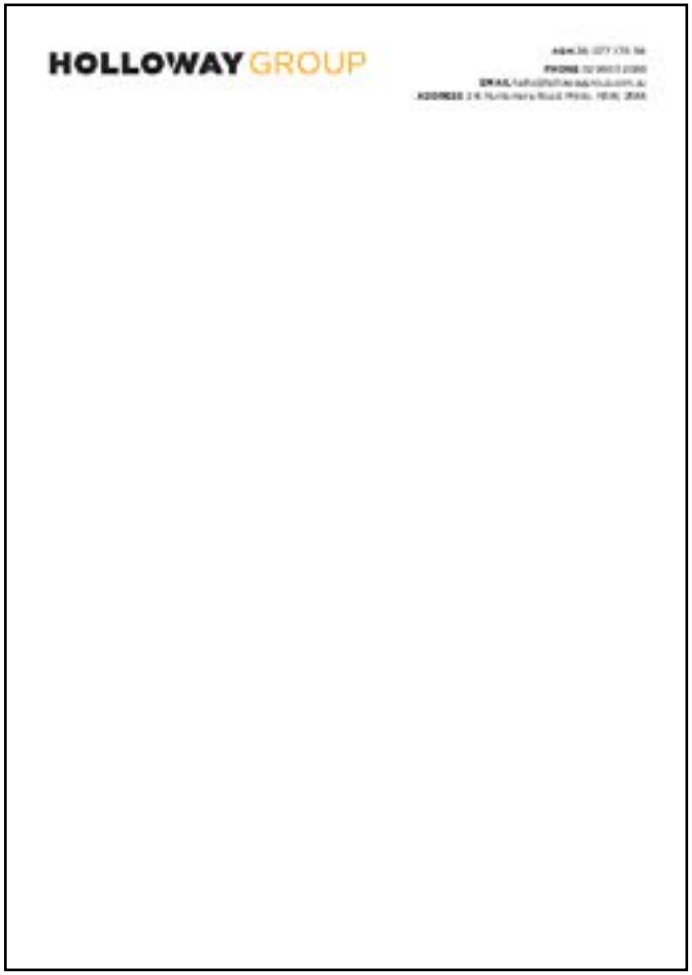




Clean application of the branding is best. Avoid clutter caused by including all of our hero brands in a single application if possible.

BRANDING IN USE

Here are stationery branding examples that demonstrate a clean and simplistic approach.



Holloway Group Letterhead



Holloway Group Business Cards
FRONT



Holloway Group Business Cards
BACK

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