

Brand Guidelines

Powerplus Brand Guidelines Document 2014 Edition



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Introduction

The value of any corporate identity system depends on the consistency and cohesion of its use. By adhering to the guidelines outlined within, maximum impact and effectiveness of the Powerplus identities and branding systems will be ensured. All specifications must be followed in order to maintain the integrity of the Powerplus brands. The style guide will function as a working guide to be used by Powerplus employees, media agencies, graphic designers and printers.

Master brand

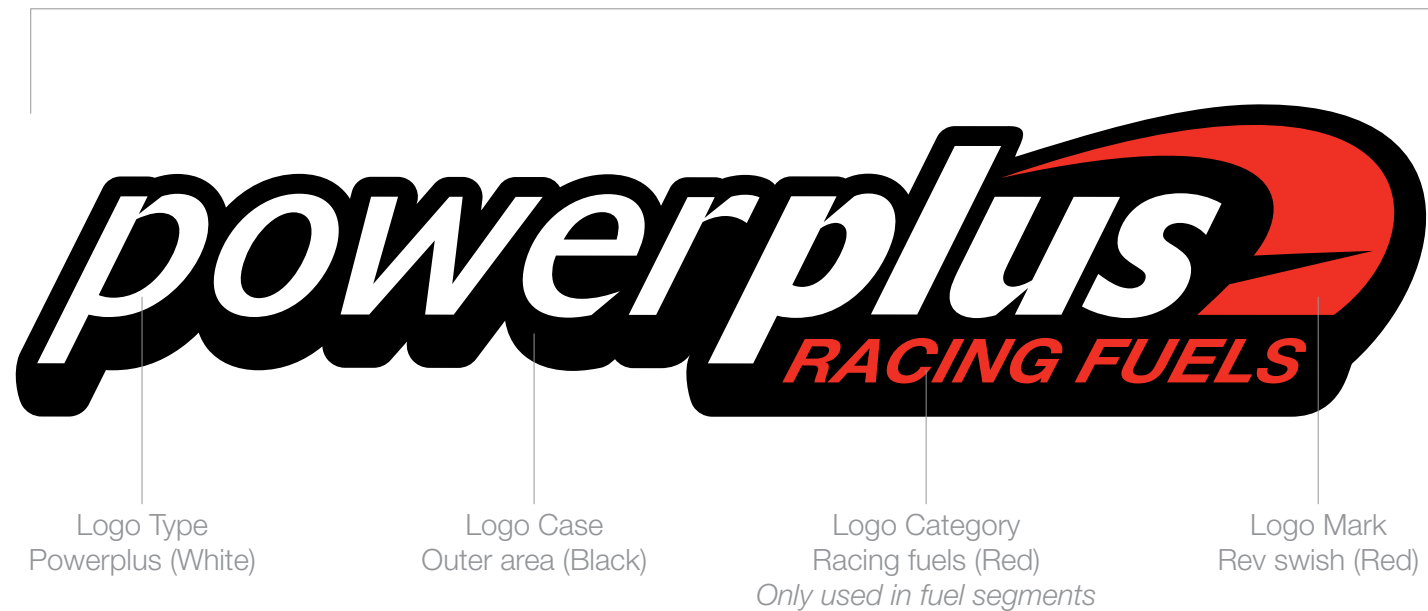
The master or primary brand consists of four elements.
The Logo Type, Logo Case, Logo Category and Logo Mark.

Note: Logo Category and Logo Mark may change according to and dictated by segment. See Master brand category variations.

The Powerplus master brand elements should never be altered in any way or form and should only be seen/used as a whole at all times.

The branding guidelines stated in this document apply to all products or logos which carry the powerplus identity.

Master brand



Orientation

The Powerplus master brand system has two approved orientations for greater scope and flexibility of use, Landscape and Portrait.

There is no preference of orientation, however please consider carefully the space the brand will be used in and choose the orientation which will best suit the application for maximum impact.



Landscape



Portrait

Clear space

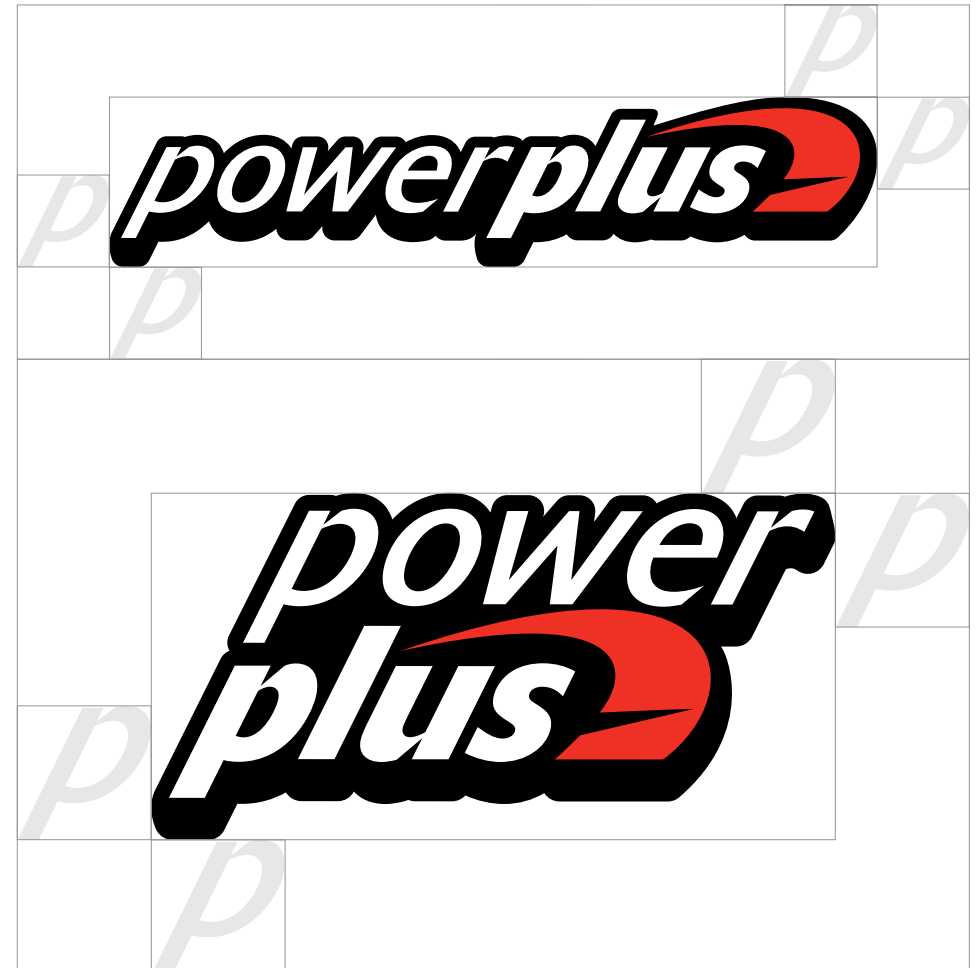
In order to protect the integrity and make sure the Powerplus brand marks can stand out clearly, they should have as much space around it as possible.

A minimum clear area has been created and illustrated here. This area should always be kept free of any graphic elements, text and/or messages.

The guides show how the minimum clear area is calculated using the p from the logo.

When possible keep a larger area clear.

Note: Lines and p's are for reference only and should never be seen or printed. They are included in the downloadable vector logos.



Minimum size

To ensure legibility the Powerplus brandmarks they must never be reproduced below the recommended minimum sizes as indicated below.

When sizing the brand mark ensure both horizontal and vertical axis are scaled equally without distortion.



40mmW x 9mmH



25mmW x 13mmH

Colour palette

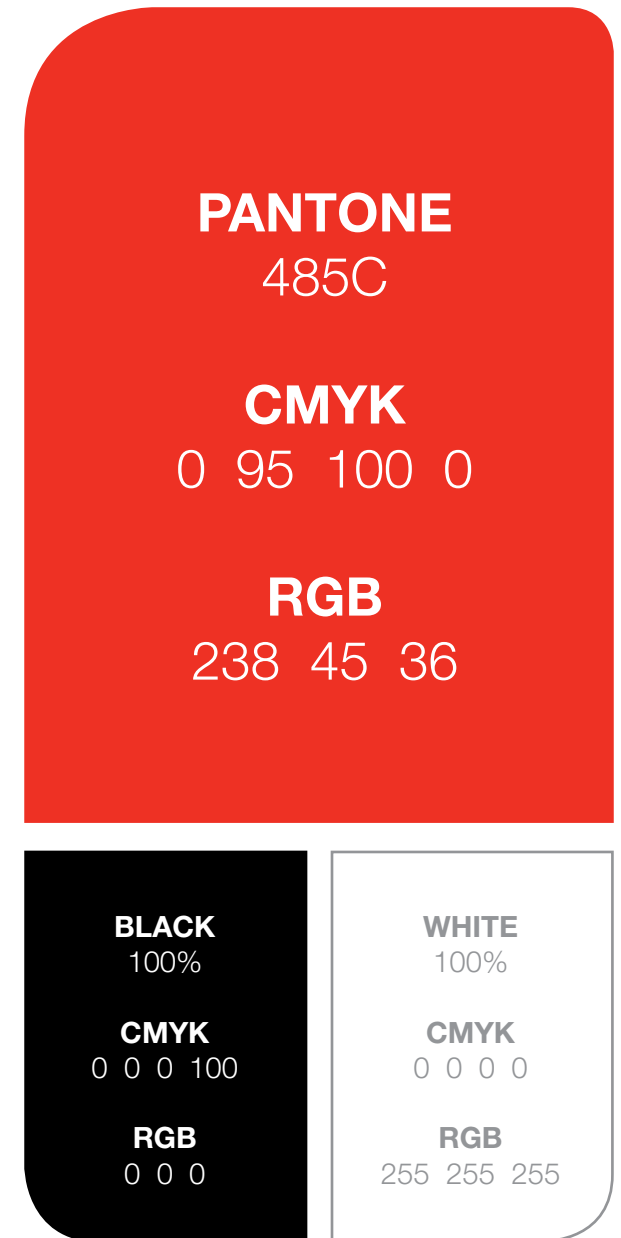
The Powerplus colour palette is a very important part of the identity. It is vital that we maintain colour consistency in all areas of communication across all of the Powerplus branding. When ever possible it should be replicated using spot colours to ensure the colour is bright and distinctive

Powerplus has one main primary colour, a bright red *Pantone 485C* which is supported by a clean white and 100% Black.

In certain situations, it may not be possible to use Pantone colours. For these situations, we have established a CMYK breakdown which has been specially mixed to ensure the colour is as bright as it can be when printing process or digital. RGB equivalents for web/monitor and projection use.

Never reproduce logos in any other colours other than the approved colour examples on this page. Never use a tint or screen.

Note: Powerplus and Powerplus Racing Fuels use the same red.



Unacceptable usage

In order to preserve our rights to trademark the Powerplus brand marks must be used in a consistent fashion without distortion or alteration.

The brand marks should not be stretched, distorted, warped, angled or transformed. Graphic effects such as outlines, gradients shadows and filters are not to be used.

The mark is not to be placed inside odd shapes. When placing over photographic images, do not place the brand mark over a textured area. Crop or manipulate the image so that the mark may be placed over a flat area with correct clear space.

To the right are examples of incorrect use of the brand mark.

Note: If in doubt please ask for advise, see contact page



DO NOT
stretch, distort, Warp or transform



DO NOT
Change any colours



DO NOT
Apply strokes or outlines



DO NOT
Rotate, angle or skew



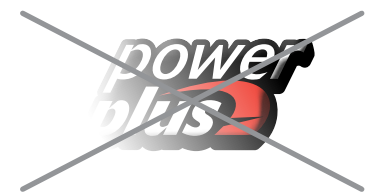
DO NOT
Place inside odd shapes



DO NOT
Add shadows or effects



DO NOT
Place on a complex background or photo



DO NOT
Use gradients or filters

Typeface

A typefaces has been chosen for use in Powerplus materials to support the communication of a consistent corporate image.

The *Neue Helvetica* family has been chosen for use as the primary typeface across all communication including stationery, promotions, signage and web applications.

This typeface famiy has a multitude of different weights to suit all applications. The typefaces are available in both Apple and Windows formats.

Available for purchase use link below:

<http://www.linotype.com/1266/neuehelvetica-family.html>

Aa

25 Ultra Light

Bb

65 Medium

Cc

96 Black Italic

Category variations

Powerplus Racing Fuels is the first category to market under the Powerplus umbrella.

Special consideration has gone into the development of this brand design so that future categories shall simply and effectively follow the same aesthetic, graphic formulation.

The Powerplus Racing Fuels brand mark should be used in conjunction with any marketing activity involving Racing Fuels.

Note: All rules governing the use of Powerplus brand mark are to be applied to Powerplus Racing Fuels and subsequent category variations.



Contact

Please follow these brand guidelines when working with the master brand files in order to maintain the integrity and ensure cohesion of the Powerplus identities and branding system.

This guideline document is accompanied by downloadable art files of the Powerplus Brand Mark in Adobe Illustrator (Vector) and jpeg (BITMAP) formats.

Please choose the most appropriate file for your application.

Should any questions regarding this style guide, or the use or variation of the identity system arise please contact:

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