

Newlands Enterprise

Branding Guidelines

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Introduction

These guidelines have been developed to define the basic elements of the Newlands Enterprise brand.

There are few rules but please take the time to read and understand how they work. It is vital that Newlands Enterprise delivers its brand identity in a correct and consistent manner, with these guidelines this can be implicated.

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Our Brand

Our brand has been developed to reflect the sort of business we are and the dynamics of our company.



Our Logo is all about community and the coming together of people and business. Newlands Enterprise is the central and integral part of this communication wheel, which we call the Hub and Spoke. We are a fresh thinking, friendly and professional organisation and hope to reflect this in all literature and correspondence.

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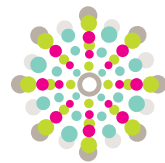
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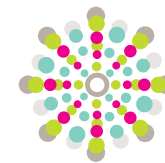
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The Logos



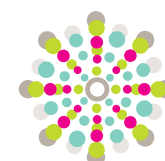
Newlands Enterprise



Newlands Enterprise
community



Newlands Enterprise
business



Newlands Enterprise
networking

Logo Divisions

The 3 separate divisions or areas of Newlands Enterprise are coloured from pantones used in the main graphic (kite mark) of the logo. Please only use these additions to the logo. If you have any queries or would like logos supplying please contact Newlands Enterprise on 01274 610 222

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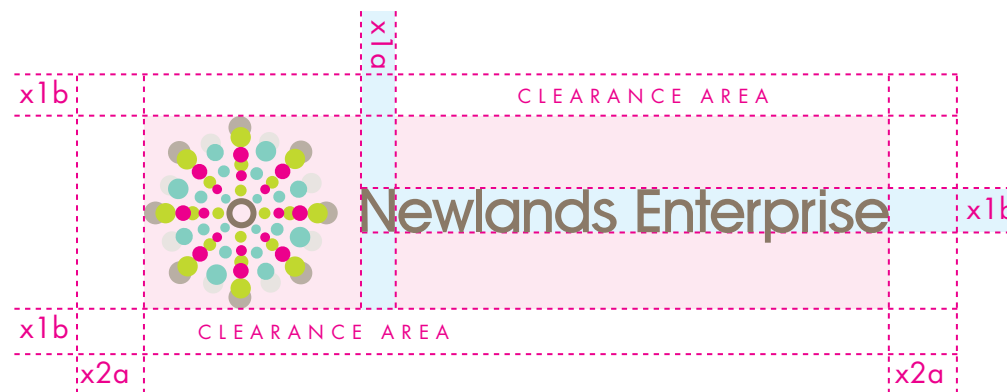
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Application



Clearance Area

The clearance area is the minimum amount of space needed clear around the logo to allow it space for maximum visibility. The measurement is calculated by using the width and height of the letter 'N' from Newlands (width marked x1a height marked x1b) and either multiplying it by two or one. This clearance area applies to all varieties of the logo that come under the Newlands Enterprise.

Sizes

Use these measurements as a minimum size guide when producing documents:

A5 = W 60mm H 15mm A4 = W 60mm H 15mm A3 = W 80mm H 20.5mm

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Logo do's

The only variations

These are the only variations of the Newlands Enterprise logo. There should be no other variants of the logo. These variants should allow the logo to be applied across all mediums of design, in a consistent manner.



Colour



Colour / dark background



Black



White

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Logo dont's

Do not use

These are some examples of how the logo should not be used. It is important that we protect the brand identity so the logo must not be modified or tampered with in any way. If you don't have a copy of the logo ask for it to be supplied.



NO changes to the horizontal proportions.



NO colour changes



NO changes to the vertical proportions.



NO effects

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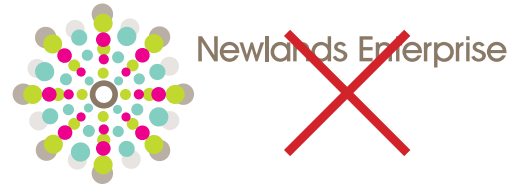
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Logo dont's



NO changes to alignment or individual proportions



NO removal of any elements of the logo

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Colour

This is the main colour pallet for Newlands Enterprise please stick to these colours and tints of these colours when designing. If you would like to use another colour please contact us for approval. The colours have also been labelled with the name of the associated sub brands below when designing under these brands these colours should be the more prominent.

Pantone Warm Gray 10

C=0 M=14 Y=28 K=55
R=138 G=121 B=103
Web Hex = 8a7967

Pantone 570 C

C=48 M=0 Y=29 K=0
R=130 G=206 B=193
Web Hex = 82cec1

60% Pantone Warm Gray 10

Web Hex = b9afa4

Networking

Pantone Magenta

C=0 M=100 Y=0 K=0
R=236 G=0 B=140
Web Hex = ec008c

Pantone 382 C

C=29 M=0 Y=100 K=0
R=193 G=216 B=47
Web Hex = c1d82f

Web Hex = e8e4e1

Business

Community

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Fonts

Headers & Titles

Avant Garde Gothic-Demi

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Futura-bk

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Futura-Heavy

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Body Copy & The Web

Helvetica / Hevetica Neue-Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Helvetica / Hevetica Neue-Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Helvetica / Hevetica Neue-Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz



If there are any questions or queries regarding this branding guidance
please contact Newlands Enterprise on:

T: 01274 610 222

www.newlandsenterprise.com