



Introduction to the logo, Sizes, Placement, Colours, Typeface Usage.

Identity Guidelines
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Introduction to the logo

Welcome to the Team Stainless logo identity guidelines, designed to ensure its consistent use.

There are a number of ways in which the identity can be used, depending on the chosen method of communication. This guide will help in outlining the different ways in which it can be used and delivered.

Main logo

The main logo can be used in accordance with these guidelines. Please ensure all guidelines are followed accurately. Should there be any specific requests for use of the logo these should be directed through Team Stainless.



Logo: primary colour version

The colour reference guide covers all aspects of application. CMYK values are for a full colour (Offset Litho/Digital) process (see below), whereas the RGB and Hexadecimal values are for screen-based application.

Please use the colour values specified to ensure a true representation of the official logo.

Primary pallet



C = 100% R = 38
M = 92% G = 57
Y = 18% B = 125
K = 7% #26397d



C = 79% R = 0
M = 11% G = 167
Y = 45% B = 156
K = 0% #00a79c



C = 47% R = 141
M = 38% G = 144
Y = 38% B = 144
K = 2% #8d9090



Please note that the colours you see on your computer screen may not be a true representation of the official Team Stainless logo, therefore please refer to a specific colour guide to allow a true representation of the colours.

Logo: complementary colours & alternative use

The secondary colours have been chosen to complement the main primary colours and are intended for use across all materials where appropriate. Opposite you will see colour combinations that are acceptable when using these colours in conjunction with the logo.

Please use the colour values specified to ensure a true representation of the official logo.

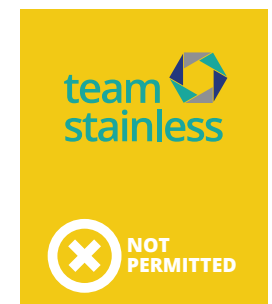
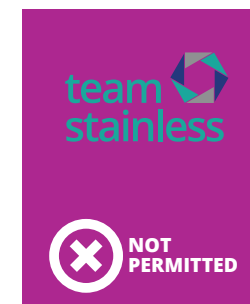
Complementary colours



C = 34% R = 173
M = 97% G = 41
Y = 0% B = 144
K = 0% #ad2990



C = 5% R = 243
M = 18% G = 201
Y = 100% B = 21
K = 0% #f3c915



Please note that the colours you see on your computer screen may not be a true representation of the official Team Stainless logo, therefore please refer to a specific colour guide to allow a true representation of the colours.

Logo: sizes & exclusion zone

Exclusion zone

This is the minimum distance required of any items located around the logo. This is to reduce the intrusion on the logo and thus eliminates any distraction from the logo itself. The exclusion zone is based on the icon size being positioned around the typeface as seen opposite.

Logo size

Minimum

The recommended minimum size for the complete logo to be used is 15mm (w).

Icon

It is permitted that the icon can be used in isolation to the full logo but only for limited use as a graphical element. This should not be used at a size smaller than 7mm (w) as opposite.



Exclusion zone of standard logo



Minimum use of complete logo



Minimum use of isolated 'icon' only

Logo: typeface

Typeface: logo

With regards to the logo, Open Sans (semibold) has been used, this should not be changed.

Typeface: general

When creating marketing materials i.e. Brochures, Flyers, Adverts for Publication etc., it is recommended that the Open Sans Type family is used throughout wherever possible to retain consistency to the logo brand mark.

Logo typeface

Open Sans (semibold)

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789

Typeface general use

Open Sans (light)

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789

Open Sans (regular)

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789

Open Sans (semibold)

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789