

Nolathane[®]

Brand Guidelines

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Our Logo

Logo two colour (1) is to be used for general branding and for documents. Wherever possible the full colour logo (1) should be used (see page 6 for PMS colours). The full two colour logo should always appear on a white background or colours other than the two corporate colours that have been approved by Nolathane.

Logos (2 and 3) can be used as a substitute logo for the two colour (1) when suitable.
Logo Mono (3 & 4) are to be used in one colour black/greyscale documents specifically.

For quality and consistency our logo must never be redrawn in any way.
Always use the approved digital artwork supplied.

Two colour logo

The Nolathane logo should always be used in the formats displayed on the right.

Monotone Logo

To be used in mono reproduction.

Reversed Logo

If the Nolathane logo is to be used on a solid background colour, reverse out to white colour for visual compatibility (4) .

* When using different colour backgrounds – the final decision is to be made at the designer's discretion to ensure legibility and reproduction, then approved by Nolathane.

** Rich black is recommended for when the logo appears on large areas of black.
(Rich black colour breakdown: 60/20/20/100)

(1)



(2)



(3)



(4)



Logo Usage

Incorrect usage of the logo

Do not change colours.

Do not distort, fade, skew or flatten the logos.

Do not change elements, directions or sizing individually.

Do not place logo over images.

For quality and consistency our logo must never be redrawn in any way.

Always use the approved digital artwork supplied.

Examples of how the logo should never appear or be used (Right).

Correct Logo (See page 3)



Logo Usage

Minimum Exclusion Zones

An exclusion zone is an area around a logo which should be left clear so that other graphics do not encroach on its space. The space depends on the size of the logo and should not be less than the height of the "a" in Nolathane as shown opposite.

The exclusion zones apply to all types of logos.

The logo should always be used in the correct proportions. Do not manipulate, stretch or distort the logo yourself.

Furthermore, you may not cover the logo partially or otherwise with any elements, text or images.

The minimum recommended size for the logo to be displayed is 40mm with the black background and 30mm without.



Exclusion Zone

Colours

Logo Colours

The Nolathane logo consist of three colours. These are the primary colours that our logo should always appear in.

Our logo should always appear in Pantone® PMS colours. If our logo is going to appear in process colour, Nolathane must approve the usage.

Primary Colours



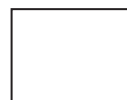
PMS 485 C

PMS 485 C
C0 M95 Y100 K0
R218 G41 B28
HTML DA291C



Process Black

PMS Process Black
C0 M0 Y0 K100
R44 G42 B41
HTML 2C2A29



White

White
C0 M0 Y0 K0
R255 G255 B255
HTML #ffffff

Secondary Colours



Nolathane Gradient

Nolathane Gradient
The gradient uses to process colours
C0 M95 Y100 K0: First colour
C25 M100 Y100 K28: Second colour



Dark Grey

Dark Grey
C0 M0 Y0 K75
R84 G88 B90
HTML 54585A



Light Grey

Light Grey
C0 M0 Y0 K50
R158 G162 B162
HTML9EA2A2



Rich Black

C60 M20 Y20 K100
R0 G3 B4
HTML 00060a

Secondary Colours

These colours can be used to add variety to Nolathane publications. These colours are also suitable for use in charts and tables. For legibility, white text should be used only on tints of 50% and above.

Certain stand alone projects and communications may employ other colours, providing they work well with Nolathane's primary colours.

THE PANTONE MATCHING SYSTEM (PMS) is a worldwide printing, publishing and packaging colour language for the selection, marketing and control of colour. PANTONE® is a registered trademark of Pantone Inc.

These colours are to be used as support colours in marketing collateral.

They are **NOT** be used as substitute colours in the Nolathane logo.

Icon Set 1

Logo Colours

The icons below have been approved by Redranger Pty Ltd Marketing department for usage. To obtain a set of icons please contact Redranger Marketing, support@nolathane.com.au



Small Cars



Utility



4WD/SUV



Wagon



Commercial



Sedan



Mid Size SUV



Video



Image



Phone



Search



Home



Part Box



Specs



Bulletin



Print



Facebook



Twitter



Instagram



Bush Type / Size



Retailers



Install Guide



Share

Icon Set 2

Logo Colours

The icons below have been approved by Redranger Pty Ltd Marketing department for usage. To obtain a set of icons please contact Redranger Marketing, support@nolathane.com.au



Small Cars



Utility



4WD/SUV



Wagon



Commercial



Sedan



Mid Size SUV



Video



Image



Phone



Search



Home



Part Box



Specs



Bulletin



Print



Facebook



Twitter



Instagram



Bush Type / Size



Retailers



Install Guide



Share

Style Guide

House writing style and Publication standards

Introduction

In order to communicate effectively, it is vital to maintain a high quality of writing and presentation. Using consistent, professional standards adds credibility to work, helps recognition and makes our communications easier to read.

About this guide

This guide provides the corporate house style for all communications going out from Nolathane, including the internet or intranet, and all marketing materials. Nolathane staff are encouraged to refer to this guide when preparing content. This guide is also intended for use by external copy editors and proofreaders.

Comments or Questions

Corrections, feedback and queries about the information in this document should be sent to: support@redranger.com.au

General Points:

- Always use Nolathane approved fonts Swiss 721 BT / Arial in all communications.
- Consider text and spacing –any size under 8pt is hard to read; try to use 8pt-12pt wherever possible.
- Use plain language as it is easy to understand; avoid jargon.
- Try avoiding ambiguity; make sure your message is clear. It may help to read the copy out aloud and to get a second opinion.
- Use short sentences that are easy to understand; long sentences can be hard to follow. Try to vary the length of the sentences to make the copy more interesting.
- Write in paragraphs - a paragraph should explore a single subject; a new subject should start with a new paragraph.
- Try to keep pages as clean as possible; too much copy on a page looks untidy, unprofessional and makes it difficult to read.
- Avoid the use of he (when he or she is meant) e.g. by using “they”.
- Be concise.
- Write with the reader in mind.

FONT RECOMMENDATIONS

Recommended Weights	Additional Weights	Alternate Font for general and web use
Swiss 721 BT Bold ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890	Swiss 721 BT Black ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890	Arial Regular ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890
Swiss 721 BT Light ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890	Swiss 721 BT Roman ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890	

Branding Checklist

- Have you received approval to use the Nolathane logo? (Contact: support@redranger.com.au)
- Has the logo been used in the correct format, colours and sizing? (See page 3-6)
- Do you have the minimum required space around it? (See page 5)
- Have you used the logo at the correct size? Have you adhered to the minimum size? (i.e. no smaller than 30mm. See page 5)
- Have you used the supplied digital artwork? (Check with Nolathane for a logo kit)
- Have you used the appropriate colours? (See page 6)
- Have you used the correct typeface and is the point size adequate for legibility purposes? (See page 9)
- Are the colour combinations appropriate for the purpose and the target audience, as well as being of sufficient contrast for accessibility?

Nolathane[®]