

BRAND BIBLE

2019



EMBLETON digital

THE FULL LOGO



CENTERED LOGO



FULL LOGOMARK



The logotype should never be used without the logomark, unless as a decorative feature like a watermark, or footer element. The logomark can stand alone as a badge or emblem.

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It is important to utilize the full logo, but where situations call for the logomark to be used in isolation (limited size or space), only the variations provided are acceptable.

LOGOMARK & LOGOTYPE



LOGOMARK DESIGN SYMMETRY



LOGOMARK VARIATIONS



Full

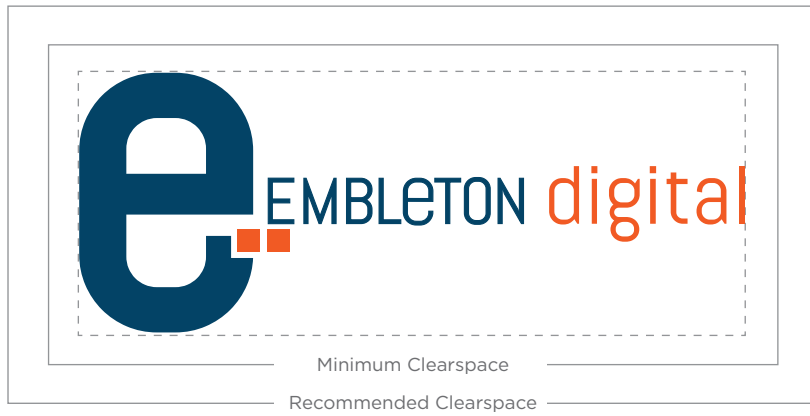
Black Background

White Only

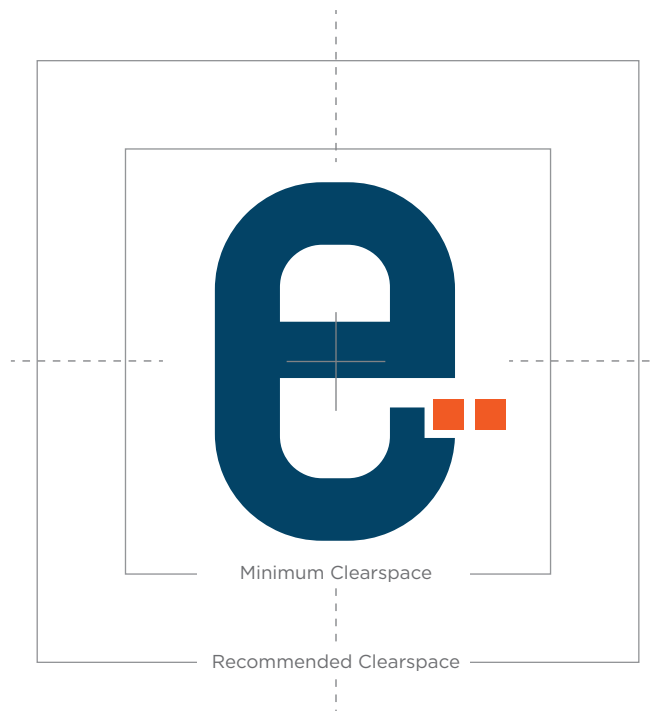
Blue Only

Providing “breathing space” around the logo is essential to avoid overcrowding, as well as creating clarity for the brand to stand out.

FULL LOGO



LOGOMARK ONLY



The ideal clearspace around the logomark brings the circular elements more into the center of that space.

Depending on the print restrictions or application (watermarks), the following are acceptable variations of the logo in on dark backgrounds, single colour and black & white.

FULL LOGO



Black/Dark Background Full / 2 Color

LIMITED COLOR LOGO



Black/Dark Background Limited Color - White



Limited Color - Orange (Pantone)

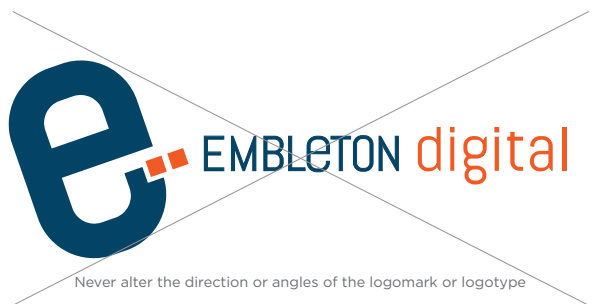
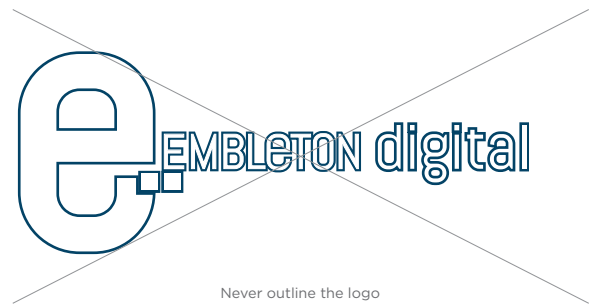


Limited Color - Blue (Pantone)



Limited Color - Black

Please do not do any of the following manipulations of the logo:



The following fonts have been utilized, and where possible use only sans serif fonts for titles and body text.

ABEL REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890!@#\$%^&*()

ABEL ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&()*

Because Abel does not provide an italic version, any italics are simply the Regular version skewed at 8 degrees.

BRAND COLOUR – ORANGE & BLUE



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BLUE

100% Cyan
 35% Magenta
 0% Yellow
 60% Black



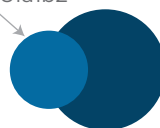
ORANGE

0% Cyan
 65% Magenta
 100% Yellow
 0% Black

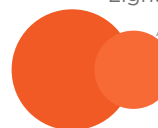


(WEB) RGB/HEX

Light #081a1b2
 R: 3
 G: 67
 B: 102
 #034366



Light #f76935
 R: 241
 G: 90
 B: 36
 #f15a24



PANTONE

Pantone P 111-16 C



Pantone 1655 XGC





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