



## Introduction

Old Man Emu and ARB are two of the most recognised and highly regarded brands in the 4x4 market globally. Despite a longterm connection between the two brands, research has indicated an opportunity to strengthen the positioning of Old Man Emu by more closely aligning the brand with its parent company, ARB.

A revised Old Man Emu logo has been designed accompanied by a new set of brand and logo guidelines to improve clarity and brand strength while ensuring a greater level of consistency across all channels.



PREVIOUS LOGOS



NEW LOGO

## Logo

The Master logo is the primary Old Man Emu logo where the logo is to be used within an ARB environment (retail/branded website/official branded social channels). Across all other promotional activities (advertising, third party events, sponsorship) the 'Parent Logo' is available in a number of approved swatches to best match the design application. The Old Man Emu logo can be used in a Mono design where a colour application is not suitable.

### MASTER LOGO

Positive & Reverse

This is the master logo to be used where possible.



### LOGO (with Parent)

Positive & Reverse

This is the parent company version of the logo. This logo is used in advertisements and when the ARB logo is not present.



### LOGO (Mono)

Positive & Reverse

This is the mono logo. This logo can be used as an alternative to the Master.



### LOGO CLEARSPACE

Whenever you use the logo, it should be surrounded with clear space to ensure its visibility and impact. No graphic elements of any kind should invade this zone.

Clear space is developed from the height of the 'E' in the logo.



Old Man Emu assets can be downloaded here: <http://xxxxxxxxxx.xx.xx.xx>

Updates will be distributed as required. This may include different applications or variations not previously depicted. All exceptions may be put forward to ARB marketing for consideration.

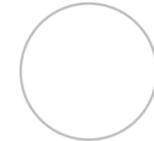
## Colour



OME Yellow  
PMS - 123 C  
CMYK - 023.91.0  
RGB - 255.199.44  
HEX - FFC72C



OME Black  
PMS - 426 C  
CMYK - 75.65.60.67  
RGB 36.39.42  
HEX - 24272a



White  
CMYK 0.0.0.0  
RGB - 255.255.255  
HEX - ffffff

## Typography

### HEADER TYPEFACE

Guardian Compact Web Black

This typeface is used for storytelling, expressing opinions and calls to action.

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

### INFORMATIVE TYPEFACE

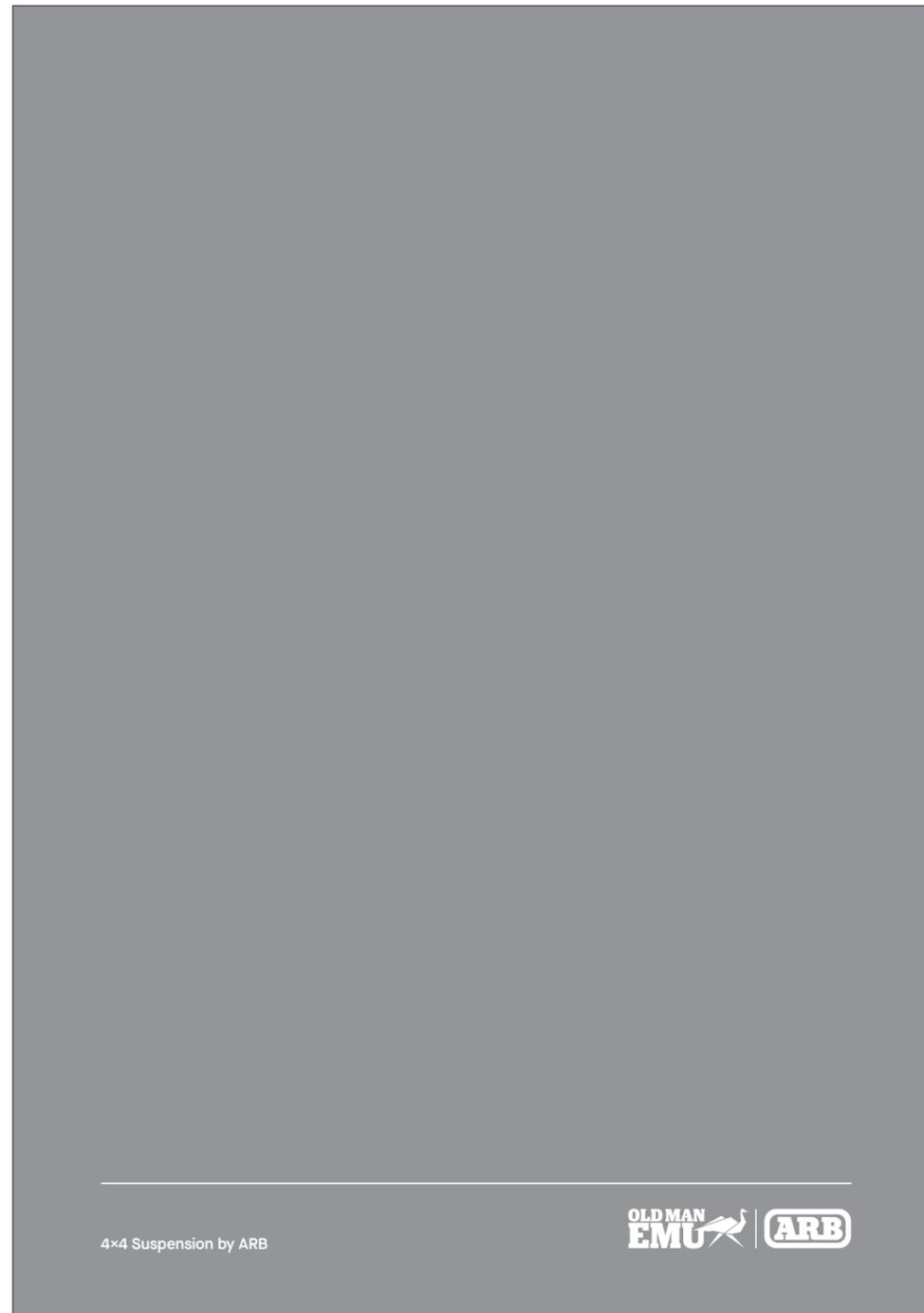
Maison Neue

This typeface is used to clearly and objectively communicate information.

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

## Advertisement Template

This is the advertisement template to be used for all advertising.



**KEYLINE:** 1pt

**TAGLINE:**  
Maison Neue Demi: 10pt

20mm

50mm

20mm

15mm