



**AIRLOCKER** 

**STYLE GUIDE**



**4X4 ACCESSORIES**

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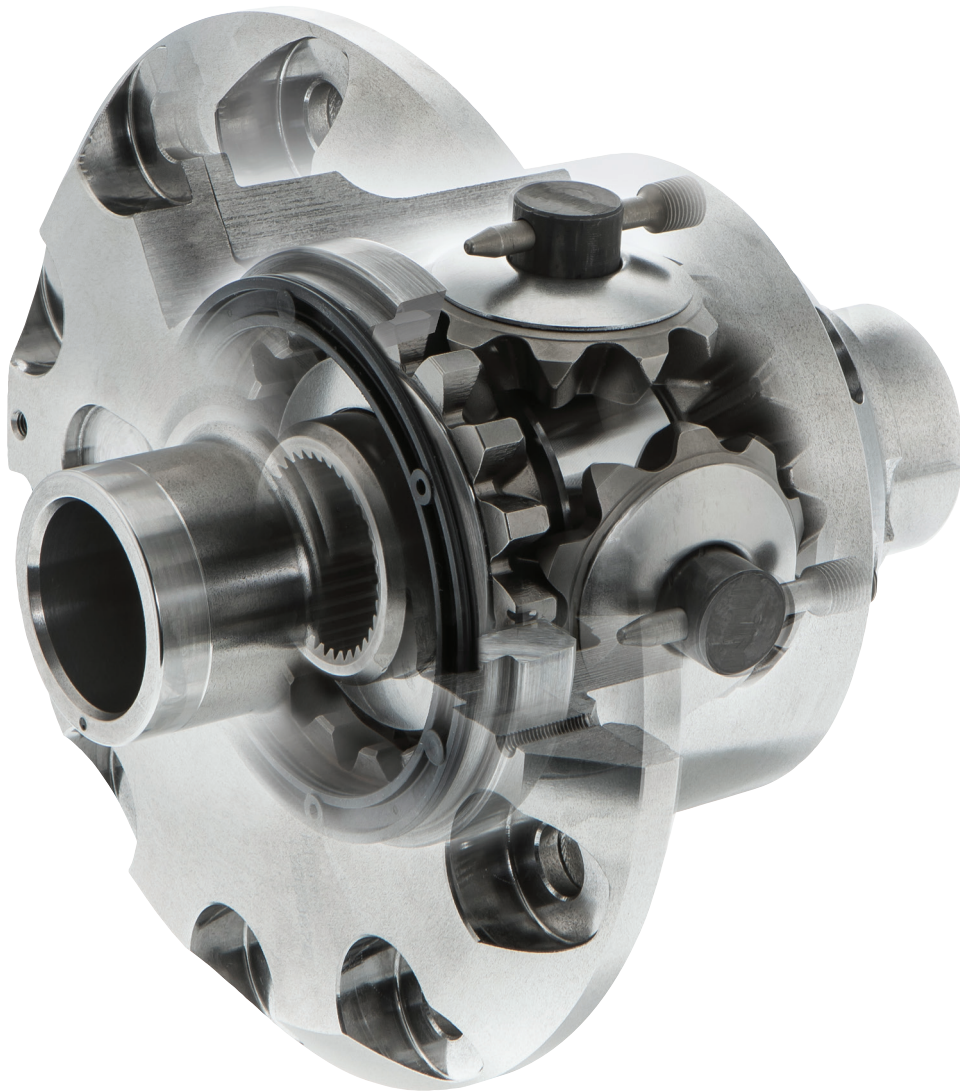
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# WELCOME



Welcome to the Air Locker style guide. These guidelines are designed to provide a brief understanding of the ARB product, what it means to be a part of the movement or associated with the brand and, importantly, how the brand is represented to the public.

Air Locker has one master logo. Consistent logo use helps protect the Air Locker brand and this section demonstrates which version should be used and when. The logo is made up of three components.

# THE AIR LOCKER LOGO

Incorporation and integration of the 'A' for Air and 'L' for Locker in the brand.



Tagline

ARB association

Our logo is displayed here in the preferred stacked format. For any other requirements, please contact ARB Marketing.

## Master Logo

The Air Locker master logo should be used on the majority of materials including digital applications.

# COLOUR VARIATIONS

## Master

The Air Locker master logo has three colour variations: full colour, reversed (white) and mono (100% black). The mono version should only be used when full colour presentation is not available.

### Full Colour



### Reversed



### Mono



# PLACEMENT AND MARGIN

## Master

Margin size increases as the media size increases. See table below.

Media size	Margin
DL	10mm
A5	10mm
A4	10mm
A3	12mm
A2	16mm
A1	20mm



## MINIMUM CLEAR SPACE

To maximise the brand's presence and visual standout, there is a defined minimum clear space area.

This clear space around the brandmark defines the area into which no other graphic elements, such as text, imagery or other brandmarks, can intrude.

The distance marked 'x' represents the height of the 'AIRLOCKER' tagline. The formula shown opposite applies to all sizes of brandmark reproduction.



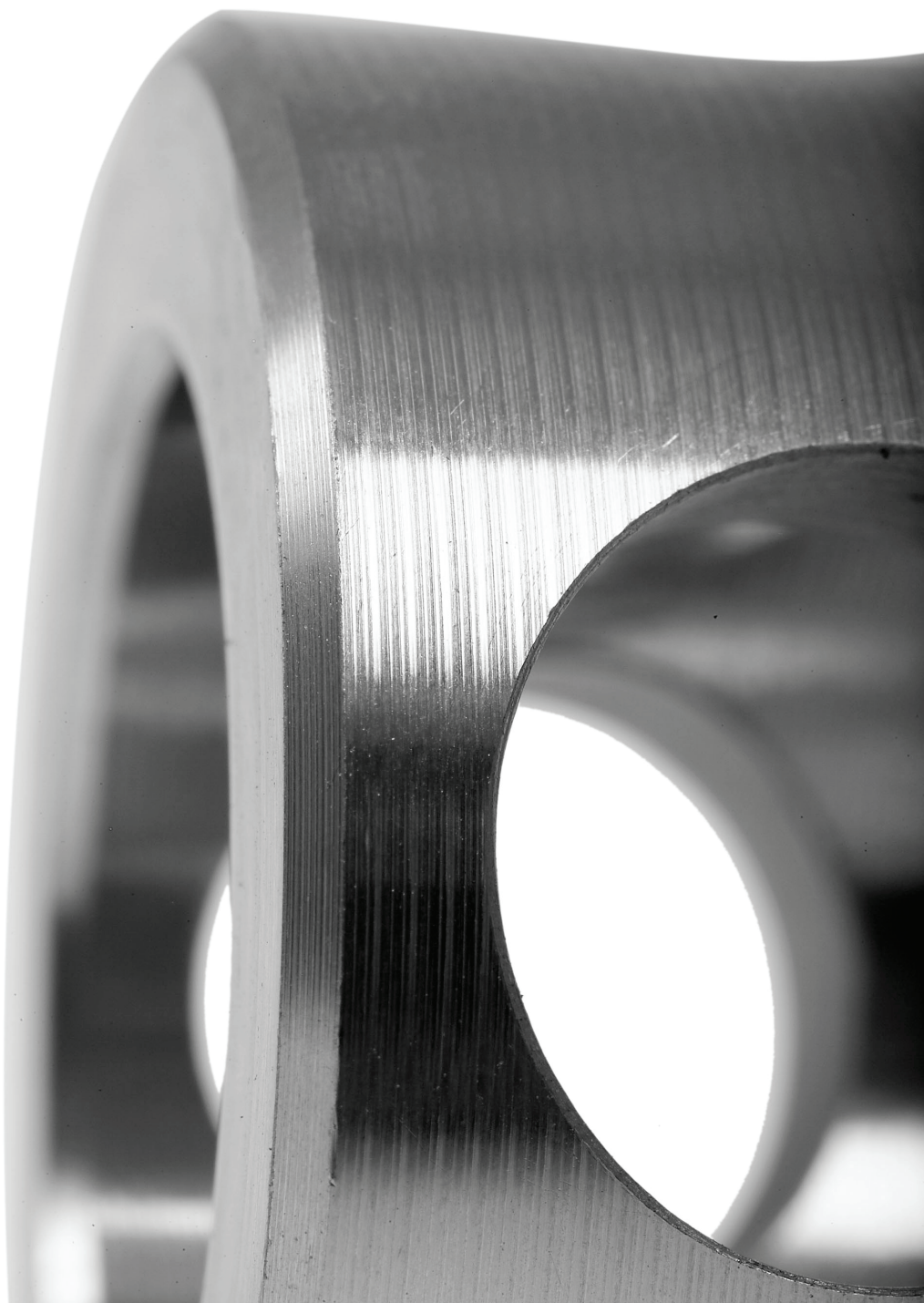
## MINIMUM SIZE

For ease of recognition, the minimum size of the Air Locker logo is measured by the height of the keyline to the tagline. Our master logo's minimum size is 20mm.

The minimum size for each logo has been set to ensure the tagline and ARB logo are legible.



# COLOUR PALETTE



A strong, consistent use of a limited palette enables us to build a strong sense of brand awareness for Air Locker.



# OVERVIEW

To ensure consistency, colours should always utilise the appropriate values shown here.

**Pantone (PMS)** is a popular colour matching system used by the printing industry to print spot colours. This ensures that you get the right colour when the file is printed, even though it may look different when displayed on a monitor.

**CMYK (Cyan-Magenta-Yellow-Black)** is a formula for mixing colours in four-colour printing. RGB (Red-Green-Blue) indicates the mix for on-screen uses like PowerPoint. To use the correct colour palette in Word or PowerPoint, select font colour, custom and add the values from the chart.

**Web (HTML)** colours are generated by the coding of the web page. Colours can be produced for a number of page elements using the colour names.



Name	Black
Pantone	PMS Pro. Black
CMYK	C0 M0 Y0 K100
RGB	R30 G30 B30
Web (HTML)	#1E1E1E



Name	ARB Red
Pantone	PMS 485
CMYK	C0 M100 Y0 K100
RGB	R204 G34 B41
Web (HTML)	#ED1C24

# TYPOGRAPHY



Font style is a key feature that increases recognition of a brand. It is important to keep font styles and sizes consistent in headings, sub-headings and body text. This module introduces our chosen font, RBNo3.1.

# OUR TYPEFACE

RBNo3.1 is a modern sans serif family  
and is our signature typeface.  
It should be used on all materials,  
both print and online.

## RBNo3.1

### Thin

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

### Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

### Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

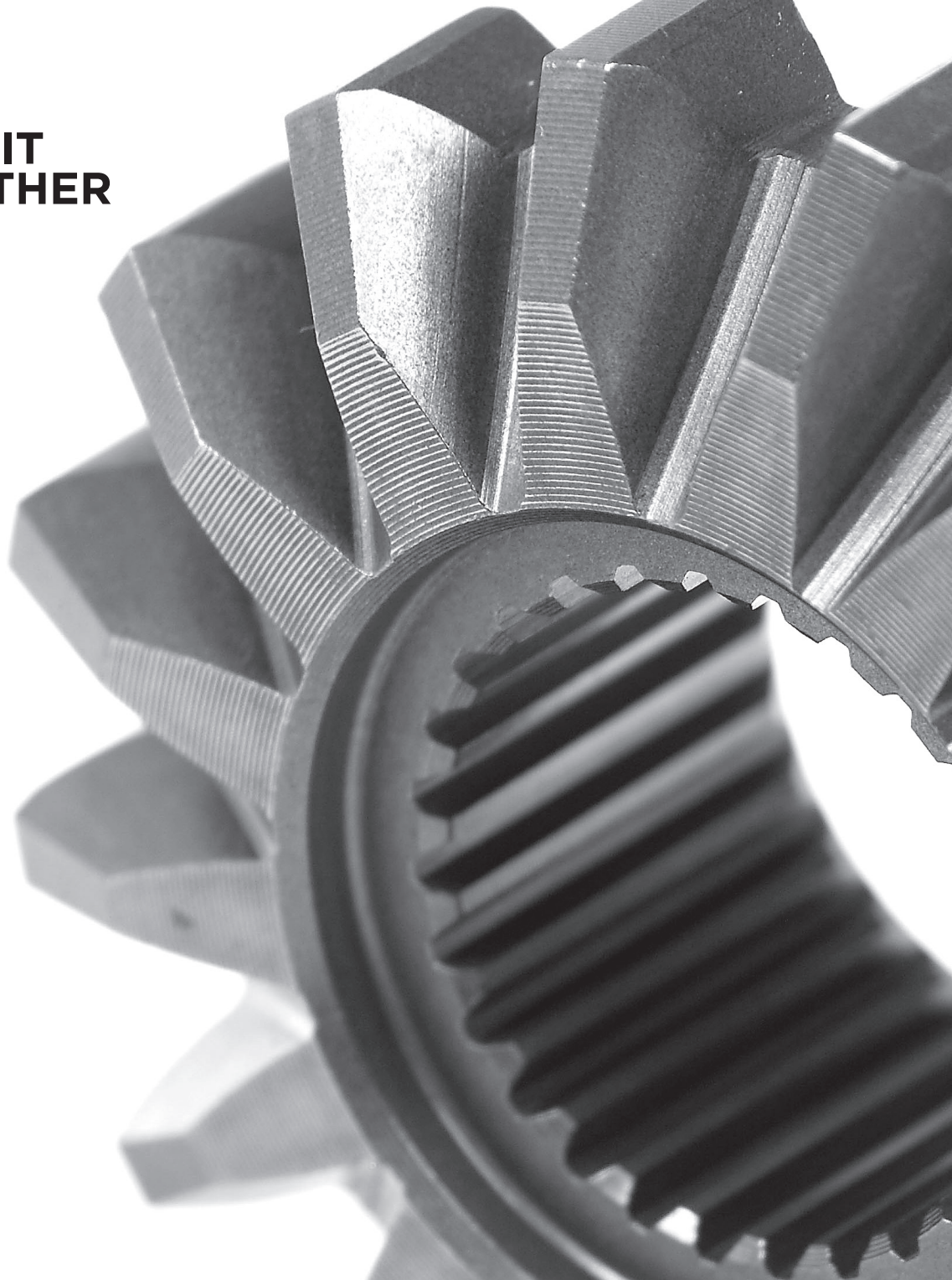
### Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

### Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

# BRINGING IT ALL TOGETHER



This section gives an overview of how to protect the Air Locker landmark against incorrect usage.

# INCORRECT USAGE

To maintain consistency, it is essential that the brandmark is never altered in any way. Here are a few examples of what not to do. The same rules shown here, will apply to the alternative configurations of the brandwork. It is essential that the brandmark is always reproduced from the master artwork.



The Air Locker 'A' symbol should not be used by itself in any way, shape or form in any marketing collateral.



The 'AIRLOCKER' tagline in the Air Locker logo should never be used without the incorporation of the 'A' symbol.



No attempt should be made to redraw, stretch, squeeze or distort the brandmark or components in any way.



The ARB logo should always have the red keyline in any marketing collateral.



Incorrect Usage continued.



Do not place the logo onto the same coloured background of the colours used in the logo.



The background should not detract or be too busy to distract it from the brandmark.



Do not extract the ARB logo from the Air Locker logo for use in any marketing collateral.

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