

EDITION 2



**4X4 ACCESSORIES**

**STYLE GUIDE**

# CONTENTS

---

## Introduction 3

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

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## The ARB Logo 4

Our logo is an embodiment of our organisation, centred around the ARB logo.

- 
- The logo •
  - Colour variations •
  - Placement and margin •
  - Clear space •
  - Size •

---

## Colour Palette 9

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

- 
- Overview •

---

## Typography 11

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, Univers and Gotham.

- 
- Recommended typeface •

---

## Bringing It All Together 13

This section gives an overview of how to protect the ARB brandmark against incorrect usage.

- 
- Incorrect usage •

# INTRODUCTION



**Welcome to the ARB style guide. These guidelines are designed to provide a brief understanding of who ARB is, what it means to be associated with the brand and, importantly, how the brand is represented to the public.**

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

# THE ARB LOGO

## Overview

Initials of Anthony Ronald Brown

Keyline



Tagline



Our logo is displayed here in the stacked and horizontal format. The stacked version is the preferred version to be used on all material.

For any other requirements, please contact ARB marketing.

### Master Logo

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

# COLOUR VARIATIONS

## Master Full Colour

The ARB master logo has three colour variations: full colour, reversed (white) and mono (100% black).

Colour



Reversed



# COLOUR VARIATIONS CONTINUED

## Master Mono

The mono version should only be used when full colour presentation is not available.

Mono



# PLACEMENT AND MARGIN

## Master

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

<b>Media size</b>	<b>Margin</b>
DL	10mm
A5	10mm
A4	10mm
A3	12mm
A2	16mm
A1	20mm



**4X4 ACCESSORIES**

## MINIMUM CLEAR SPACE

Clear space is measured by the height of the keyline and the tagline. Nothing should enter the space.



## MINIMUM SIZE

The minimum size of the ARB logo is measured by the height of the keyline to the tagline. The master logo's minimum size is 15mm.



The minimum size of the horizontal ARB logo is measured by the height of the logo. The logo's minimum size is 6mm.



The minimum size for each logo has been set to ensure the word mark and positioning statement are legible.

# COLOUR PALETTE



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

# 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	R0 G0 B0
Web (HTML)	#000000



Name	ARB Red
Pantone	PMS 485
CMYK	C0 M100 Y100 K0
RGB	R237 G28 B26
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 recommended fonts, Univers and Gotham.**

## RECOMMENDED TYPEFACE

Univers is a modern sans serif family font and is the recommended typeface. It is recommended to be used on all materials, both print and online.

Gotham is a bold sans serif font that is used within headings to convey maximum communication effectiveness. It is recommended to be used on all materials in which a heading is needed.

### Univers

#### Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

#### Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

#### Bold

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

#### Black

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

### Gotham

#### Bold

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

# BRINGING IT ALL TOGETHER



**This section gives an overview of how to protect the ARB trademark against incorrect usage.**

## INCORRECT USAGE

To maintain consistency it is essential that the trademark 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 trademark is always reproduced from the master artwork.



"4X4" should never sit above "Accessories" in any circumstance of supporting material.



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



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



It is recommended that "4X4 Accessories" is always included with the ARB symbol. In some cases it is acceptable to be used without. Please contact ARB Marketing to discuss this usage.

## INCORRECT USAGE CONTINUED



The ARB symbol should have the accompanying white border around the ARB red keyline at all times.



"4X4 Accessories" should be in the typeface Futura and be in **bold** at all times.



"4X4 Accessories" should not have a different colour other than black or white.



Do not use the brandmark without the white keyline that goes within and around the ARB logo itself.

# INCORRECT USAGE CONTINUED



The ARB symbol should never be incorporated into an ARB Stockists logo.



ARB Stockists should not incorporate their own logo or name into the master logo for ARB.



Horizontal version of what not to incorporate for ARB stockists in the master logo for ARB.



ARB Stockists should not replicate the ARB logo, or any ARB logo elements within their own logo.

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