



# ADMIN ARMY BRANDING

**Brand Guidelines**  
Version 1.0  
December 2016

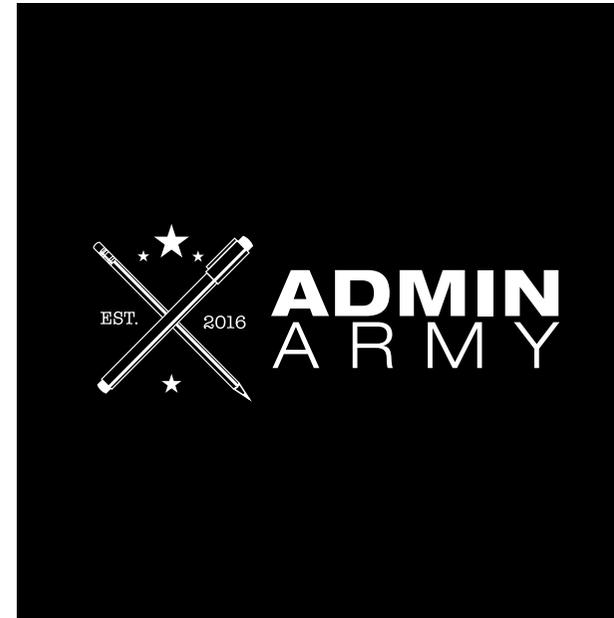
## **ADMIN ARMY**

Corporate identity originates from a clear, cohesive, well organised display of your company's graphic image.

ADMIN ARMY identity must be carefully displayed when using its name, logo, colour scheme and typography style.

These elements are the foundation of every identity program, and are complimented by the design of the style through which they are displayed.

This brand guideline is to provide you with the graphic guidelines necessary to consistently apply these elements to our stationery, signage and other visual identity components.

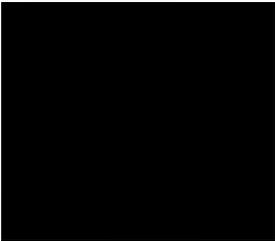


# Corporate Colour Scheme

## The Colour Scheme

The colour scheme nominated herein must be adhered to for consistency and continuity of the ADMIN ARMY visual identity.

**Under no circumstances are the colours to be varied.**

	C	0%	R	0	White
	M	0%	G	0	
	Y	0%	B	0	
	K	0%			
	C	0	R	29	Black
	M	0	G	29	
	Y	0	B	27	
	K	100			

# ADMIN ARMY

## The Logo

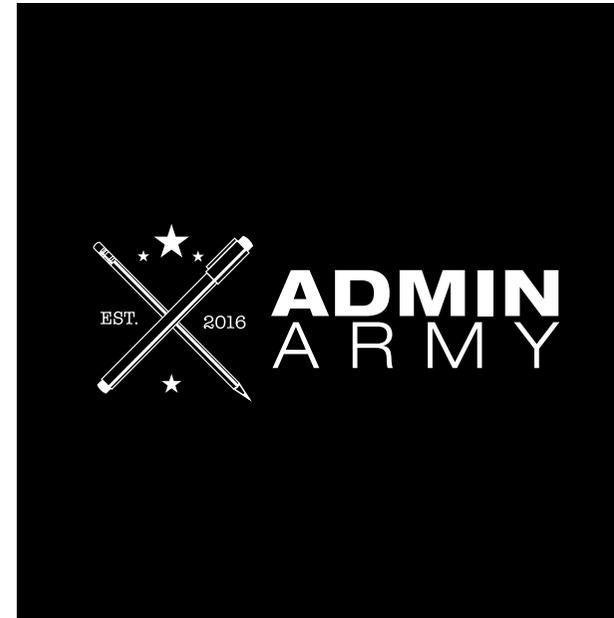
The ADMIN ARMY brand is made up of a uppercase ADMIN ARMY text, and byline underneath.

Together these elements create the ADMIN ARMY brand.

When using the logo always refer to the brand guidelines and use the digital artwork. Do not distort the logo or try to redraw it. Use the vector files wherever possible which are the ai, eps files in the brand package set.

There are different colour variations of the logo. The correct option should be chosen, depending on contrast.

The logo and the byline can be used together or separately.



# Colour Palette

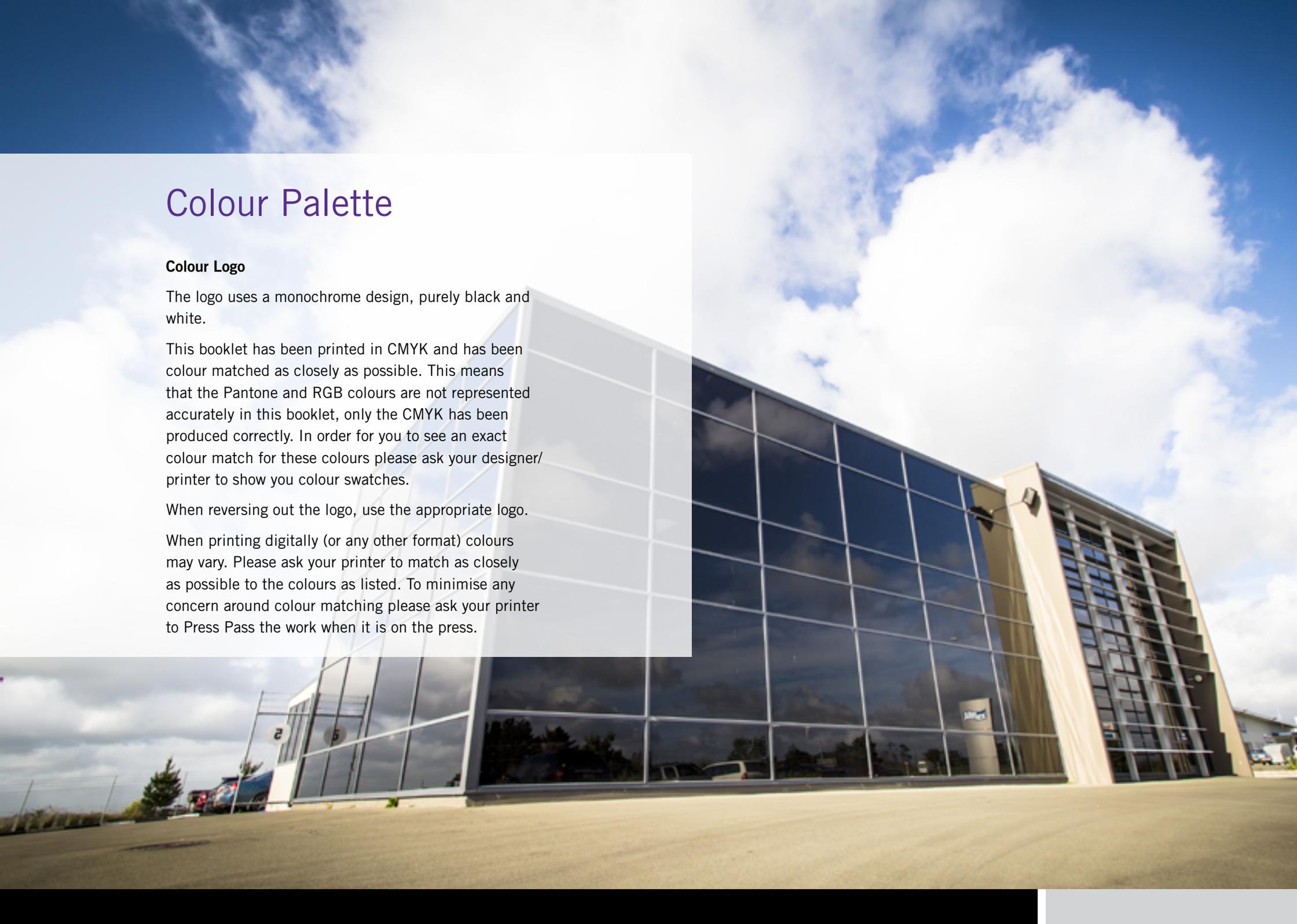
## **Colour Logo**

The logo uses a monochrome design, purely black and white.

This booklet has been printed in CMYK and has been colour matched as closely as possible. This means that the Pantone and RGB colours are not represented accurately in this booklet, only the CMYK has been produced correctly. In order for you to see an exact colour match for these colours please ask your designer/printer to show you colour swatches.

When reversing out the logo, use the appropriate logo.

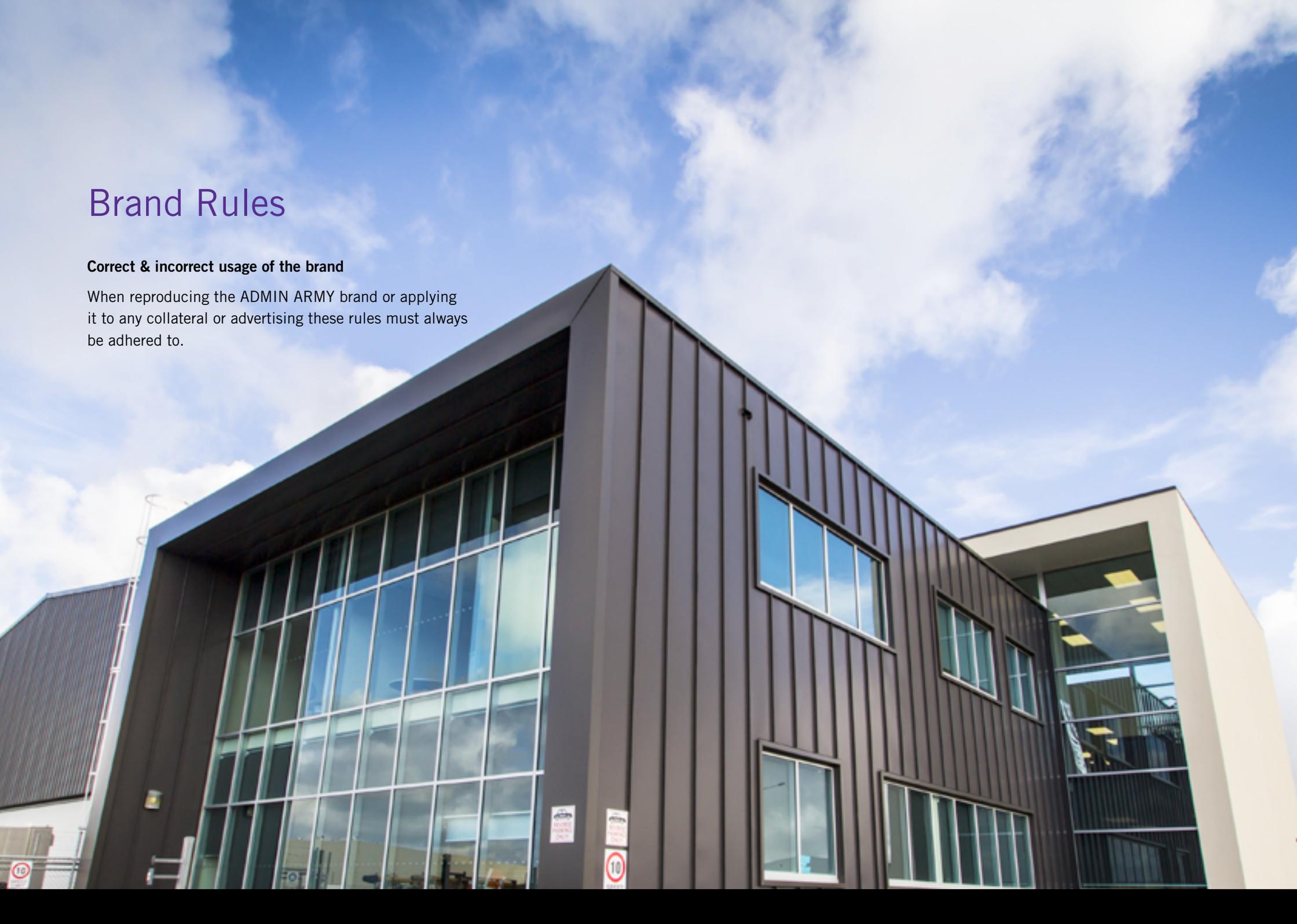
When printing digitally (or any other format) colours may vary. Please ask your printer to match as closely as possible to the colours as listed. To minimise any concern around colour matching please ask your printer to Press Pass the work when it is on the press.



# Brand Rules

## Correct & incorrect usage of the brand

When reproducing the ADMIN ARMY brand or applying it to any collateral or advertising these rules must always be adhered to.



# ADMIN ARMY

## Using the byline as a design element

When laying out designs for collateral or any application of the ADMIN ARMY brand an additional device may be used for design purposes.

The byline can be used in many applications as a design element but is NOT a replacement for the full ADMIN ARMY brand.

The logo should only be used in the colours shown in the Colour Palette section of this document.

The minimum size of the logo is 15mm wide.

It can be used at any size larger than the minimum.

## Suggested uses

- On adverts or leaflets
- Powerpoint presentations
- Invitations
- Cards
- Forms



