



Corporate Identity Manual

Corporate Signature : Horizontal Version



Logo



Logo incorporating Logotype



Corporate Signature

The logo may be used on its own as a design element only if it complies with the design controls. The primary brand identity consists of the logo and Mazista logotype. Sub-brands include the logo, Mazista logotype and descriptor. The horizontal signature version may not be smaller than 25 mm in any application.

Corporate Signature : Stacked Version



Logo



Logo incorporating Logotype



Corporate Signature

The logo may be used on its own as a design element only if it complies with the design controls. The primary brand identity consists of the logo and Mazista logotype. Sub-brands include the logo, Mazista logotype and descriptor. The stacked signature version may not be smaller than 15 mm in any application.

Corporate Signature : Fonts

Frutiger 55 Roman (Primary Font)

8pt "The quick brown fox jumps over the lazy dog."

10pt "The quick brown fox jumps over the lazy dog."

12pt "The quick brown fox jumps over the lazy dog."

16pt "The quick brown fox jumps over the lazy dog."

24pt "The quick brown fox jumps over the

36pt "The quick brown fox ju

48pt "The quick brown

60pt "The quick bro

Primary font used as corporate signature descriptor and for all body copy applications. Frutiger 55 Roman may appear no smaller than 5pt in any application.

Corporate Signature : Fonts

Frutiger 65 Bold (Secondary Font)

8pt "The quick brown fox jumps over the lazy dog."

10pt "The quick brown fox jumps over the lazy dog."

12pt "The quick brown fox jumps over the lazy dog."

16pt "The quick brown fox jumps over the lazy dog."

24pt "The quick brown fox jumps over the

36pt "The quick brown fox ju

48pt "The quick brown

60pt "The quick bro

Secondary font used for all headlines. Frutiger 55 Roman may appear no smaller than 5pt in any application.

Corporate Signature : Colour Palette with Breakdowns

Primary Colour Palette



Pantone 131U

Process Breakdown

| | |
|---------|------|
| Cyan | 0% |
| Magenta | 32% |
| Yellow | 100% |
| Black | 9% |

RGB Breakdown

| | |
|-------|-----|
| Red | 216 |
| Green | 168 |
| Blue | 61 |

Hexadecimal

Hex D8A83D

Secondary Colour Palette



Pantone 411U

Process Breakdown

| | |
|---------|-----|
| Cyan | 0% |
| Magenta | 27% |
| Yellow | 36% |
| Black | 72% |

RGB Breakdown

| | |
|-------|-----|
| Red | 104 |
| Green | 89 |
| Blue | 78 |

Hexadecimal

Hex 68594E



Pantone 543U

Process Breakdown

| | |
|---------|-----|
| Cyan | 41% |
| Magenta | 11% |
| Yellow | 0% |
| Black | 0% |

RGB Breakdown

| | |
|-------|-----|
| Red | 162 |
| Green | 196 |
| Blue | 232 |

Hexadecimal

Hex A2C4E8



Pantone 5787U

Process Breakdown

| | |
|---------|-----|
| Cyan | 7% |
| Magenta | 0% |
| Yellow | 31% |
| Black | 13% |

RGB Breakdown

| | |
|-------|-----|
| Red | 213 |
| Green | 215 |
| Blue | 174 |

Hexadecimal

Hex D5D7AE



Pantone 5635U

Process Breakdown

| | |
|---------|-----|
| Cyan | 13% |
| Magenta | 0% |
| Yellow | 18% |
| Black | 33% |

RGB Breakdown

| | |
|-------|-----|
| Red | 164 |
| Green | 174 |
| Blue | 161 |

Hexadecimal

Hex A4AEA1

Pantone colour specifications are for uncoated stock, which will be used for the printing of all stationery items. Variations in colour will occur in different mediums. Although CMYK values remain constant, variables such as pressure, paper and ink viscosity will cause colour shift. RGB values also remain constant, but variations of colour will show between different displays and projectors. **Do not use this printed page as an accurate colour benchmark. Always use actual Pantone colour reference books or swatch chips for colour matching.**

Corporate Signature : Colour Versions on White



Both versions of the signature on white have the logo appearing in Pantone 131U and the logotype with descriptor in Pantone 411U. Clear space equal to at least the height of the logo must appear around both versions in all applications.

Corporate Signature : Colour Versions on Mazista Brown



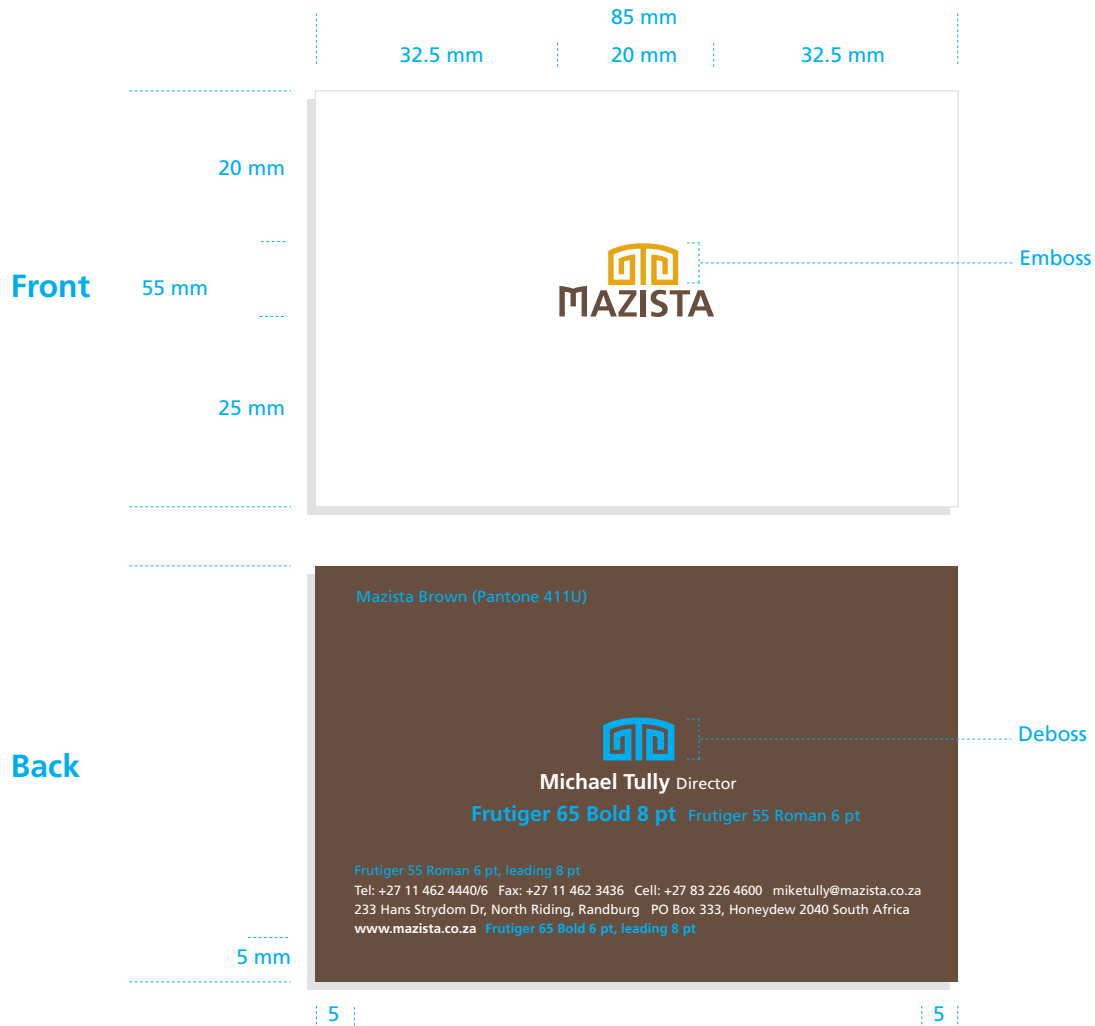
The logo may be used on its own as a design element only if it complies with the design controls. The primary brand identity consists of the logo and Mazista logotype. Sub-brands include the logo, Mazista logotype and descriptor.

Corporate Signature : Black and White Versions



Both versions of logo may appear in black on light backgrounds and in white on dark backgrounds.

Stationery Controls : Business Cards



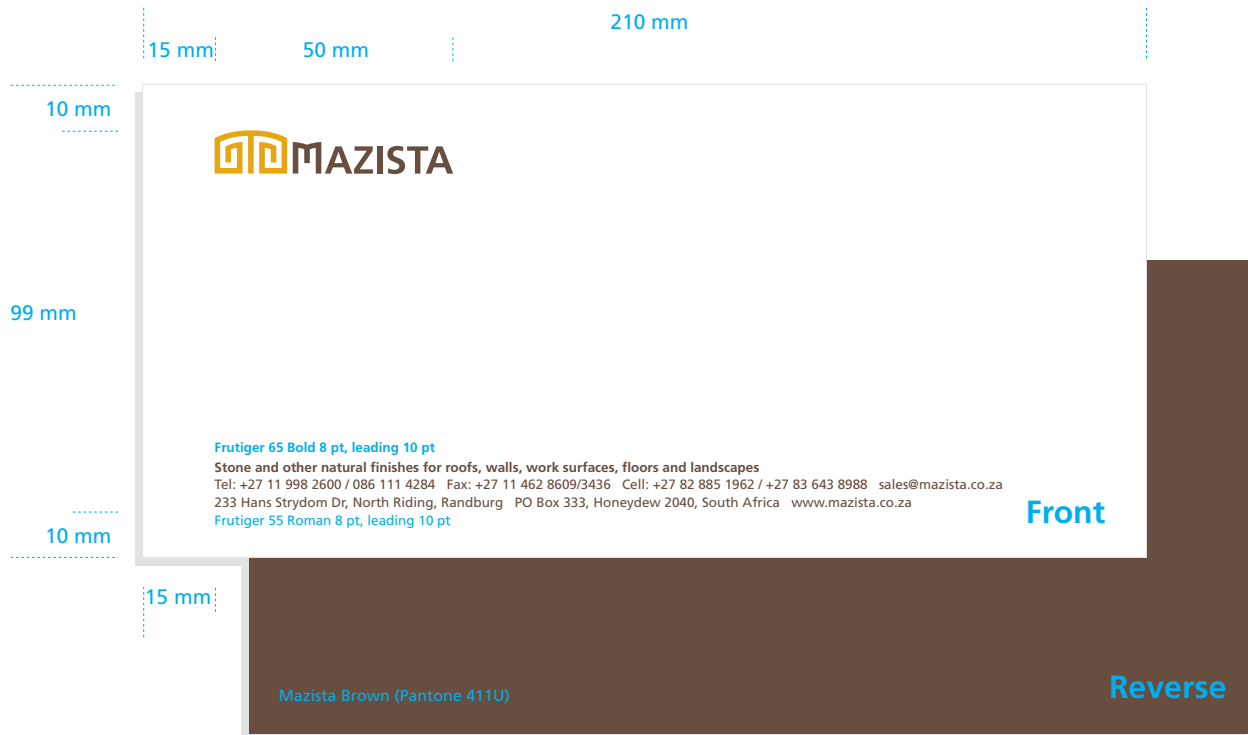
Secondary colours may be applied to the background to differentiate business disciplines, sections or outlets.

Stationery Controls : Letterheads



The reverse side of the letterhead can also be left unprinted.

Stationery Controls : Compliment Slips

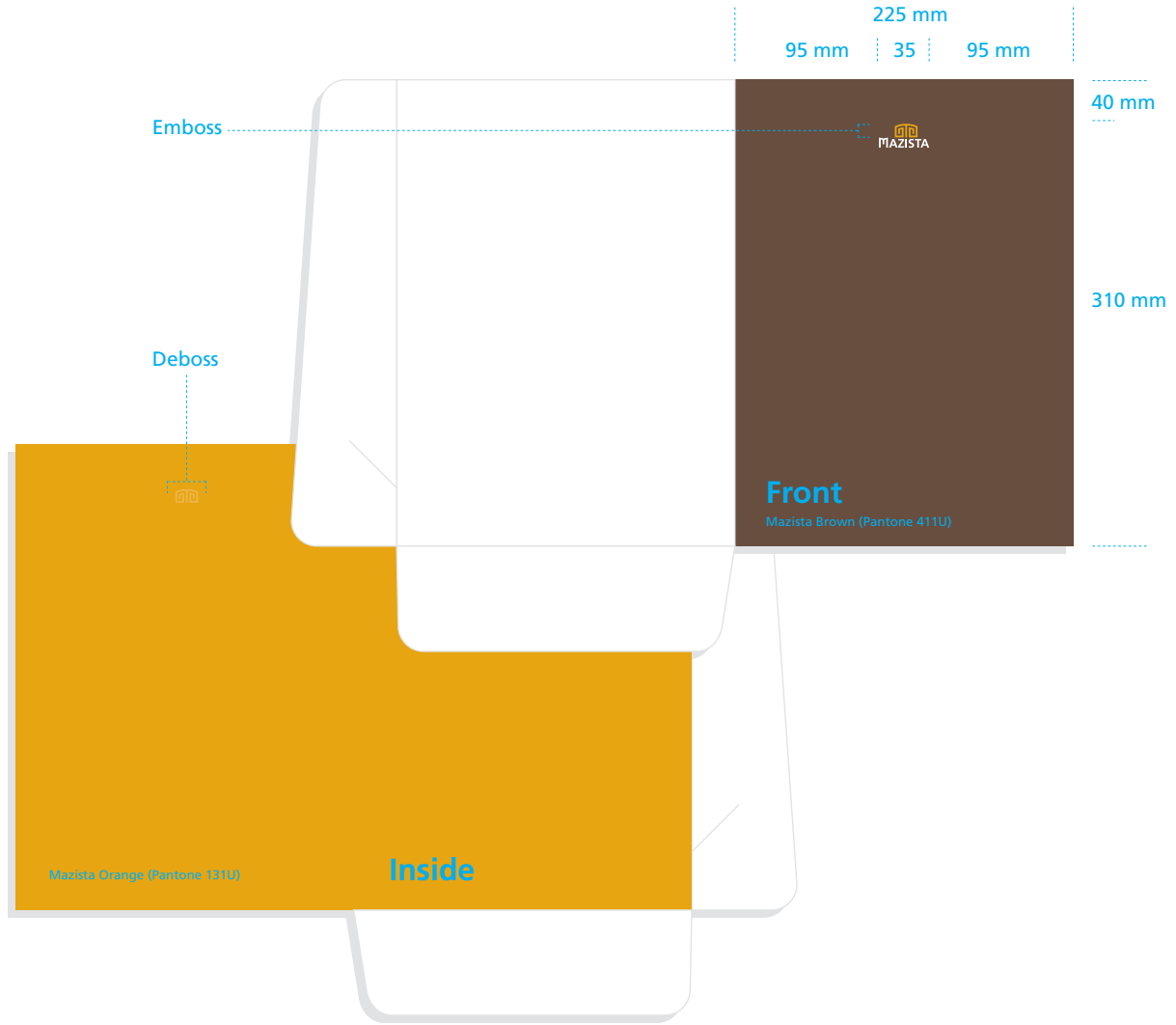


Stationery Controls : Envelopes

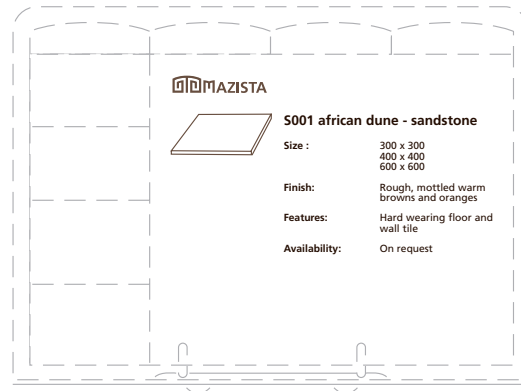
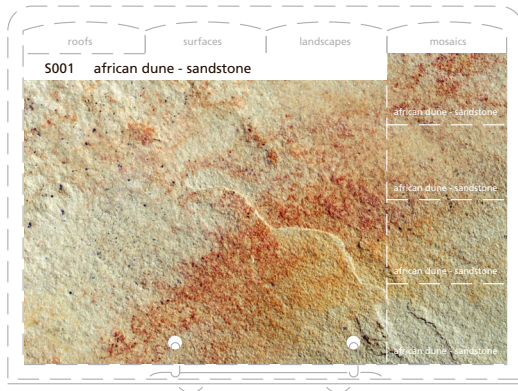
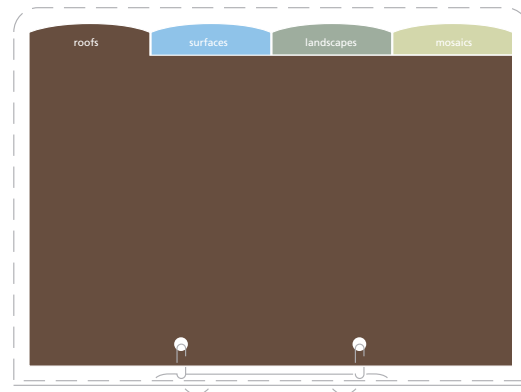


Secondary colours may appear on the inside of the envelopes.

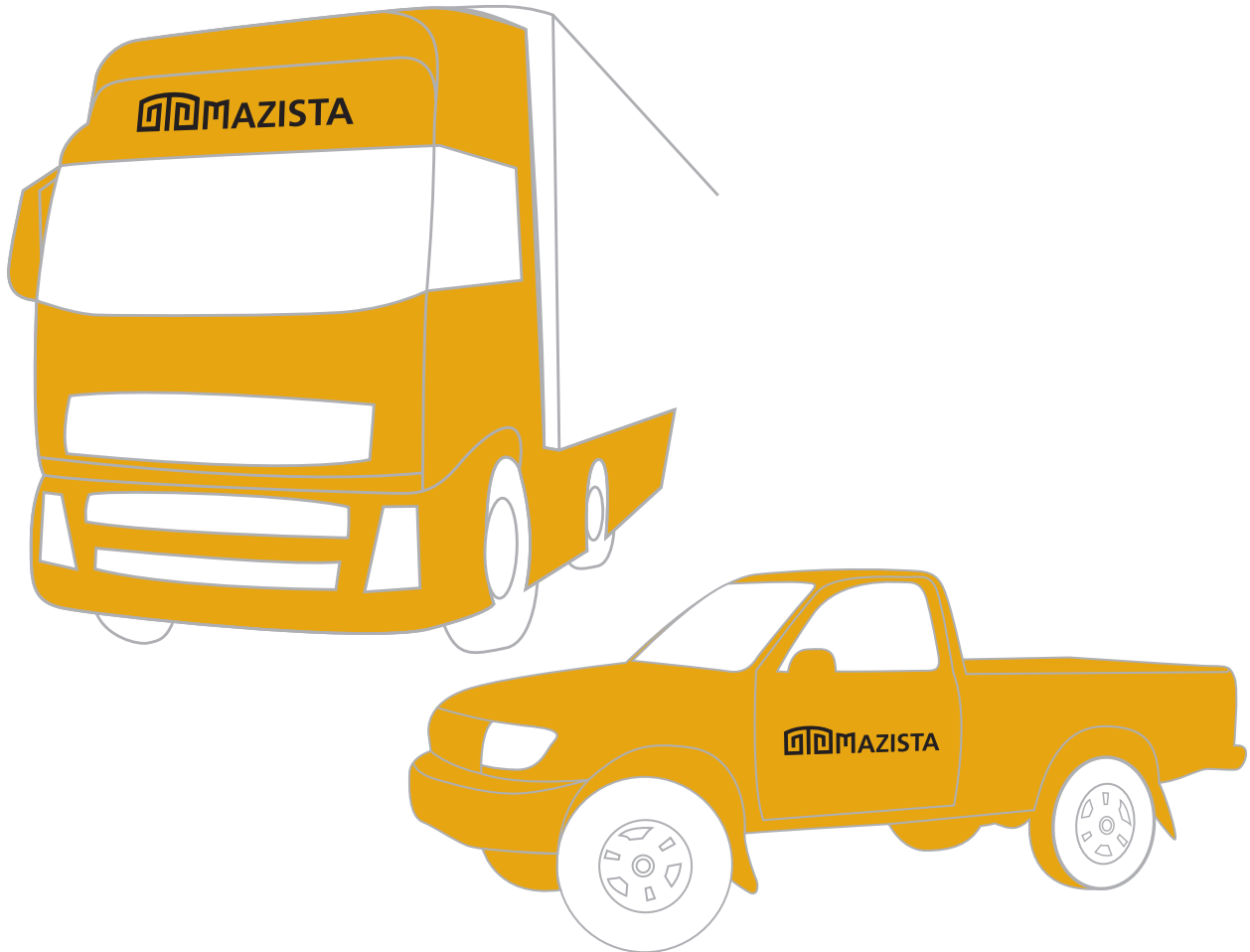
Stationery Controls : Folders



Design Controls : Technical Catalogues

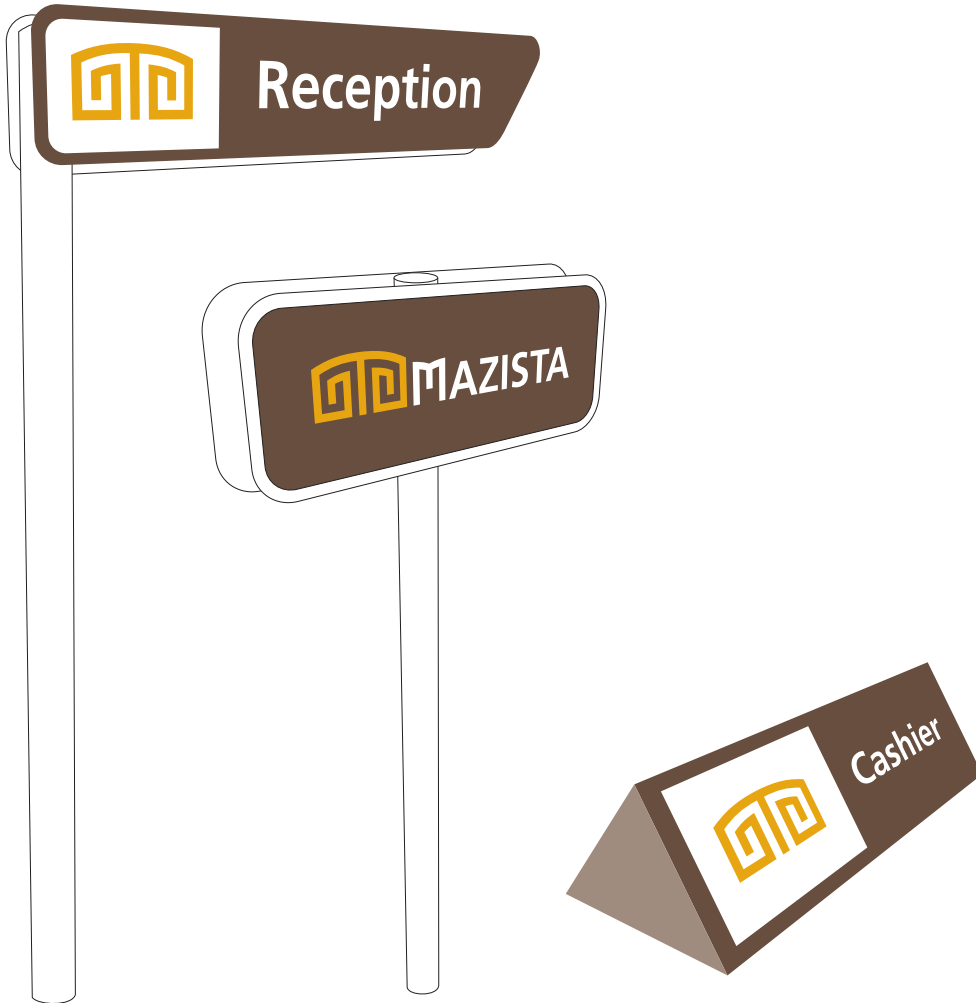


Vehicle Livery : Cars and Trucks



The horizontal logo version must appear in colour on a white vehicle. Placement of the logo must comply with corporate signature standards.

Signage : Primary and directional



Examples of primary and directional signage.