



THE POWER OF
ALUMINIUM

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Brand Identity Guidelines

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Welcome to the **Power of Aluminium** brand and visual identity guidelines. These have been made available to help you to apply the **Power of Aluminium** style across a range of items in order to give consistency to all marketing materials.

This document is structured to help you to quickly and efficiently find the information you are looking for.

These guidelines are intended to help strengthen the image, while building awareness of the brand as a whole. It is essential to communicate our strength and position in every way possible, and to express the values and quality to which we are committed at all times.

We anticipate that there will be circumstances under which it will not be possible to follow the instructions given here to the letter. In these cases, the 'spirit' of the guidelines should be followed, to ensure that the look and impact of the entire **Power of Aluminium** brand is not weakened.



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Power of Aluminium is dynamic, purposeful and professional. It is a clean, confident and exciting brand; one that is designed to stimulate feelings of strength and power.

The triangular element to the **Power of Aluminium** brand is designed to reinforce the strength and reliability of aluminium by symbolising the strongest structural shape, whilst at the same time creating the 'A' shape for 'Aluminium'.

Moreover, the reflective texture in the graphic depicts the quality and sophistication of the organisation, whilst also illustrating the quality of the product in question.



The **Power of Aluminium** logo is an important part of our communications – both internally and externally. It is vital, therefore, that every care is taken in its usage to ensure that it always achieves the clarity, prominence and consistency it deserves. Please follow these rules wherever the **Power of Aluminium** logo is used – on literature, stationery, advertising, posters, presentations, exhibitions or any other promotional or communications material that carries the **Power of Aluminium** identity.

The logo

This logo has been designed to convey a strong brand identity at various points of internal or external audience contact. This is the most visible and recognisable part of the **Power of Aluminium** identity, and its presentation must always reflect the brand's status as dynamic, purposeful and professional.

The lettering and the icon

The logo's shape and typestyle are integral elements of the design. All the elements must not be altered in any way. Only the strapline may be removed from the logo in necessary situations, however in this instance, the strapline must still feature elsewhere on the design work and must not be deleted altogether.

The two elements – the triangle icon and the typography – work together to reflect the very nature of the brand. In an instance where the logo can only be placed on a dark background, a white box must be placed behind the logo to enable the reflective, metallic nature of the logo to be captured.

Exclusion zone

Wherever the logo is applied, it should have a certain amount of 'breathing space' around it. This exclusion zone should be the space equivalent to the 'ALUMINIUM' 'M' within the **Power of Aluminium** logo.



triangle icon

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typography

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strapline





Unacceptable logo usage

The **Power of Aluminium** logo must always be presented in a high quality and consistent manner in order to avoid graphic or colour executions which misuse or trivialise the identity. The two elements and colours that make up the logo should never be altered or removed. Examples of what not to do are illustrated here.

Important

The logo should NEVER be used on a photographic background.

Primary Logo Usage

The **Power of Aluminium** Primary Logo is made up of a rich purple and black ink and should be the first choice when selecting which logotype to use. It is suitable for use on printed literature, promotional materials, internet and new media and should be seen as the brand's dominant logotype.

Premium Logo Usage

The **Power of Aluminium** Premium Logo contains a special metallic ink. It should be used to achieve a 'premium' finish on any **Power of Aluminium** printed literature or promotional materials. It is not suitable for internet or new media.

Black Only Logo Usage

The **Power of Aluminium** Black Only Logo is solely made up of black ink and has been designed for use on faxed materials/newspaper advertising or any other instance where single colour black can only be used.

Minimum size

The minimum size for the reproduction of the **Power of Aluminium** logo is 38mm wide.

Minimum size - no strapline

The minimum size for the reproduction of the **Power of Aluminium** logo without the strapline is 20mm wide.

Primary Logo



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Premium Logo



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Black Only Logo



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Minimum size



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38mm

Minimum size - no strapline



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20mm

Logo colours

The **Power of Aluminium** logos' colours should not be substituted at any time. It is preferred that the logos are always used in their positive form on a white background.

Pantone colours

The principal colours of the Primary **Power of Aluminium** Logo are Pantone 519 and Pantone Process Black. The principal colours of the Premium **Power of Aluminium** Logo are Pantone 519 and Pantone 8420.

Four colour process

Exact colour breakdowns in the four colour process are provided for each colour:

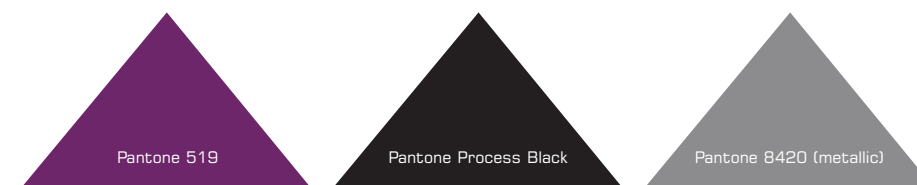
Tints/Washes

Tints or washes of the brand colours should be used minimally to avoid diluting or 'washing-out' the brand's strength.

Colour consistency

To ensure high quality print reproduction and consistent use of corporate colours, marketing and communications materials should preferably be printed on a gloss art paper with a sealer varnish.


Pantone references



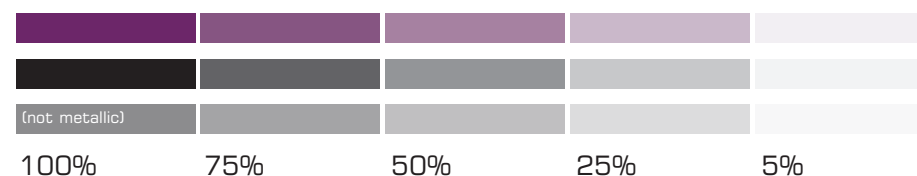
The equivalent CMYK/RGB breakdowns of these colours are:

 C: 67, M: 100, Y: 30, K: 10 - R108, G39, B105

 C: 75, M: 68, Y: 67, K: 90 - R0, G0, B0

 C: 49, M: 42, Y: 41, K: 5 - R135, G132, B133 (not metallic)

Tints/Washes



Background colour

To maintain consistency, it is preferred that the **Power of Aluminium** logo is always reproduced in its positive form on a white, or very light background.

Colour palettes

Colour palettes have been established, which should be used consistently throughout **Power of Aluminium** marketing materials to maintain harmony.

The main colours to be used on any **Power of Aluminium** communication material (printed material, website, presentation, etc) are shown here.

White space should be maximized wherever possible to reinforce **Power of Aluminium**'s clean, simple and bold styling.



Pantone 519

Pantone 8420 (metallic)

Pantone Process Black

Primary Typeface

Please use the Square721 font family shown for all **Power of Aluminium** marketing collateral. These typefaces have been selected for their modern appearance, legibility and appropriateness to the dynamic image of **Power of Aluminium**.

The various weights of Square721 may be used in combination to achieve effective typography on all **Power of Aluminium** marketing and communications material.

In an instance where Square721 is not available, please refer to the brand's supporting typeface.

Supporting Typeface

Arial should be used as a substitute for Square721 when the primary typeface is unavailable. Arial should also be used for all word processing, as it is clean, simple, available on the majority of PCs and is accessible to many users. Arial should, therefore, be used to produce any material that is originated internally but is intended for an external audience. Examples include correspondence, press releases and presentations.

Square721 BT

abcdefghijklmnopqrstuvwxy
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890
 !@£\$%^&*0±_+{}:"|~<>?±\$=||;\`.,/

Square721 Bd BT (Bold)

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
!@£\$%^&*0±_+{}:"|~<>?±\$=||;\`.,/

Square721 Ex BT (Extended)

abcdefghijklmnopqrstuvwxy
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890
 !@£\$%^&*0±_+{}:"|~<>?±\$=||;\`.,/

Square721 BdEx BT (Bold Extended)

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
!@£\$%^&*0±_+{}:"|~<>?±\$=||;\`.,/

Arial

abcdefghijklmnopqrstuvwxy
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890
 !@£\$%^&*0±_+{}:"|~<>?±\$=||;\`.,/

Arial Bd (Bold)

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
!@£\$%^&*0±_+{}:"|~<>?±\$=||;\`.,/

Arial It (Italic)

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
*!@£\$%^&*0±_+{}:"|~<>?±\$=||;\`.,/*

Arial Bd It (Bold Italic)

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
!@£\$%^&*0±_+{}:"|~<>?±\$=||;\`.,/



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