

onus[®]

kristian | alexander
motors group 

Identity guidelines

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1.0 Introduction

These guidelines introduce you to the Onus logos, branding and identity. Their purpose is to help show where the identity **could be used**; how it **should be used**; and where its **use would be inappropriate**.



About the identity

The identity embodies the company values of high quality products produced and controlled by an independently owned British company, excellent quality of service and professionalism that are an integral part of the company's mission.

These guidelines are not definitive: the use of the identity will depend on the specific role, objectives and legal status of the organisation, service or campaign in question. The guide should be used in association with other applicable guidance but should you require any additional advice or information, please contact us.

2.0 When to use the identity

While use of the Onus® logo is not obligatory, there are some instances where its use is recommended to ease identification, help clarity and assist you in servicing your customer's relationships, both new and existing.



Gold Partner
2008

Extended and awarded logos

For distributors and customers that have been given extended use and awarded logos there are separate guidelines that should be followed.



Solution Expert
Blue

Examples of these are found on the left;



Certified Specialist
Installation & Maintenance

3.0 Legal status and perceived role

There are two main constraints on the use of the Onus[®] identity. These are the status of the organisation, agency or service provided and the perceived role of the company and the distributor on service provision.



Legal status

Using the identity can imply a particular affiliation or legal status that may not exist. For example, the logo can only be used by organisations that have immunity from prosecution by being a registered distributor. Remember that if you cease to become a distributor then you must remove the logo as you no longer have permission to use it.

Perceived role

Using the identity to endorse a particular service could lead to the impression that Onus[®] guarantees the level of service provided when this is not the case.

4.0 How to use the identity: Basic elements

The basic elements of the revised Onus® identity are shown on this page.



- A simplified Onus® logo with a roundel, used adjacent to a specially chosen typestyle.
- A limited amount of typefaces, primarily the Junien family, Swis721 used as an alternative for word-processed documents and web applications.

The compulsory elements of these guidelines must be followed. To do otherwise opens the company up to criticism from the public and its customers in particular, any adjustment to the roundel logo may damage the company's British persona.



Roundel device

JunienLight
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Junien
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

JunienExtrabold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Swis721 Lt BT
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Swis721 BT
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

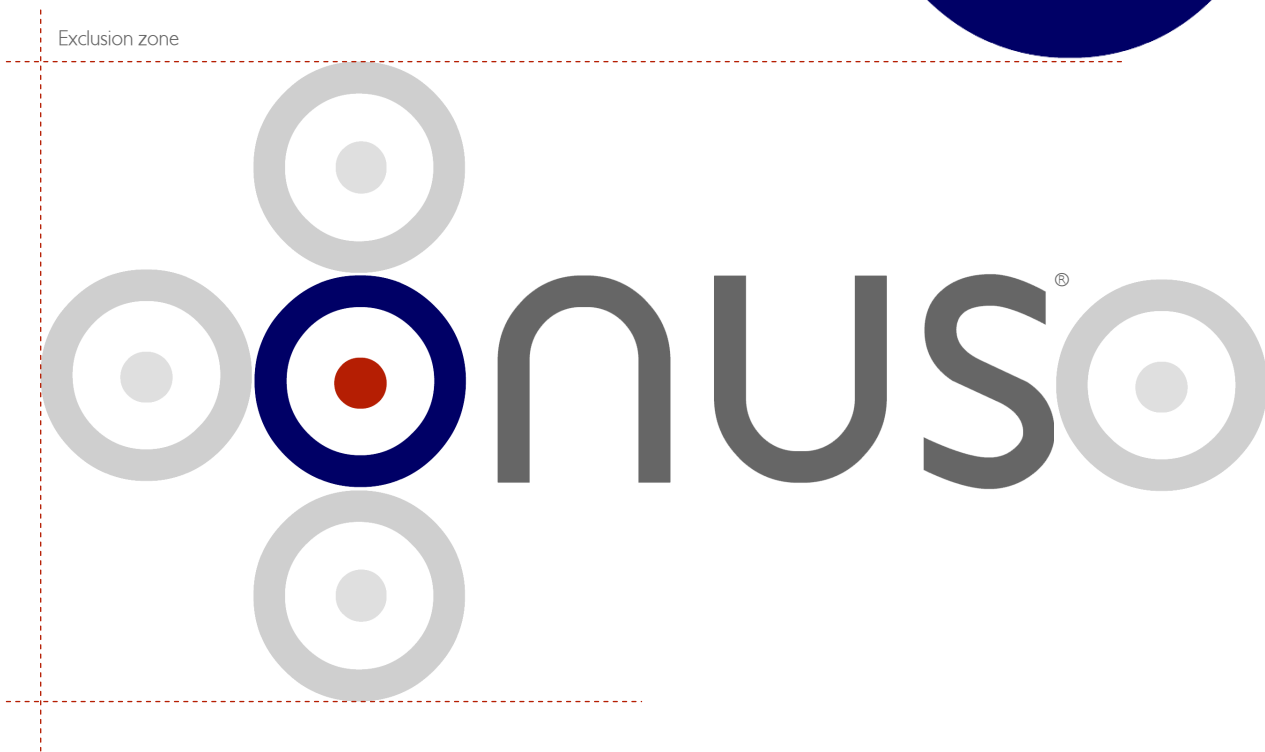
Swis721 Blk BT
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

4. | How to use the identity: Stand-alone

The identity should be used primarily on its own without any other branding or logos in close proximity. Make sure there is an 'exclusion zone' around the identity to prevent dilution of the brands involved. This will help it retain impact as a stand-alone identity.

Use the diagram shown left as a guide – always ensure that a space equivalent to the height of the 'O' is left all the way around it.

Don't use the logo smaller than 20mm overall
(see below).



nUS

Minimum size 20mm

4.2 How to use the identity: Co-branded

The Onus[®] logo is used alongside or as an endorsement to the identity of a distinct organisation, service or campaign.



When co-branding a project, the logos illustrated on this page may be used.

The examples allow the logo element to come at the beginning of the communication, and are available in ranged left or ranged right options. These should be applied with partners' logos as shown below.

See the appendix at the end of this document for precise artwork names.

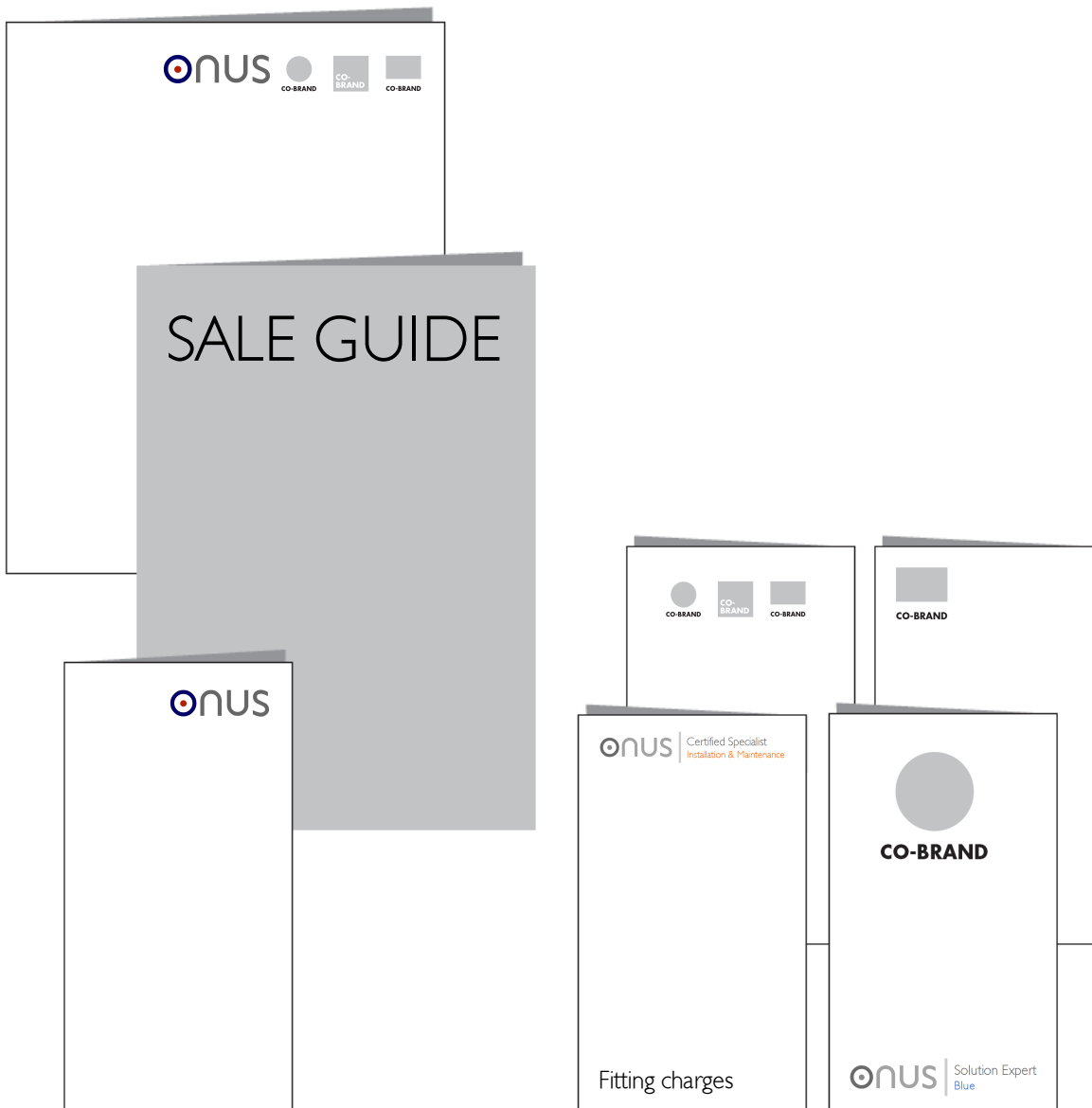


5.0 Applying the identity to different media: Booklets and leaflets

If you wish to brand a leaflet as Onus[®] then you should follow the principles of applying the identity to the front and backs of publications.

The logo should be placed wherever it works most effectively. As a rule of thumb it must be between two thirds and three quarters of the width of the page if you want to brand it primarily as an Onus[®] document.

Please ensure that they contain all of the relevant information required remembering to include contact details and up-to-date technical specifications. Advice can be obtained from us directly for these purposes.



5.1 Applying the identity to different media: PowerPoint™ presentations



This page illustrates possible PowerPoint layouts, using the new logotype and two weights of the Junien typeface.

If Junien is unavailable, please use Gills Sans MT or Arial as a replacement font. Ensure that the logotype is always at the top right of the PowerPoint pages.

If you have permission and access to the enhanced or awarded logos, use them here to emphasise your performance as an Onus® distributor.


Slide header goes here in
in up to three
lines if necessary

- First bullet point goes here
- Second bullet point goes here
- Third bullet point goes here
- Fourth bullet point goes here
- Fifth bullet point goes here
- Sixth bullet point goes here




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6.0 Colour

The preferred use of the identity is placed on to a white background always printed in full colour.

In some cases it may be necessary to print the identity on a solid background. When grey-scaled, the identity can be reversed white out of an appropriate colour.

When considering the background colour please ensure the logo has sufficient standout.

The colour specifications for reproducing the full colour logo are:

	Blue – Pantone 662C C:13% M:17% Y:9% K:97%
	Red – Pantone 485C C:0% M:93% Y:95% K:0%
	Grey – Pantone Cool Grey 10C C:38% M:29% Y:20% K:58%
	Black – Pantone Black 6C C:0% M:0% Y:0% K:100%

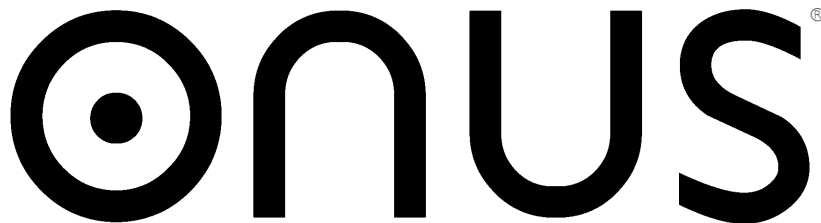
Full colour process



Greyscale



Black & white



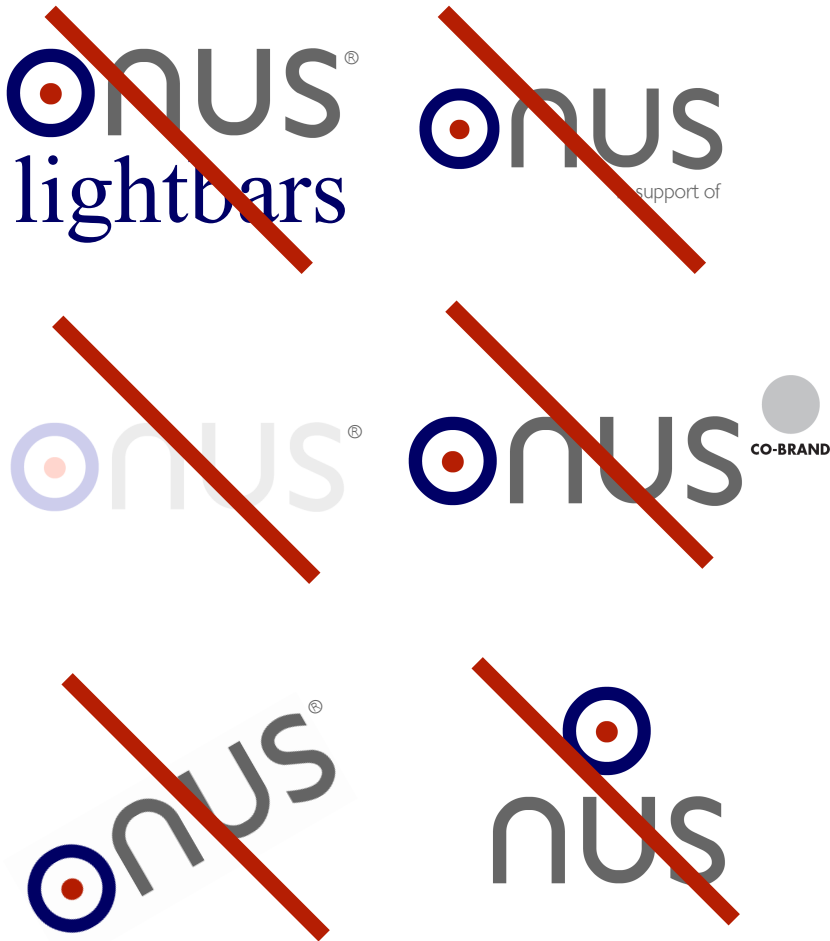
7.0 Please don't...

This page illustrates some of the ways we wouldn't like you to use the Onus[®] logo.

For example, please don't:

- abbreviate the logo;
- re-colour it;
- rearrange elements;
- use the Onus[®] logo without the registered trademark symbol;
- place the logo at an angle;
- or place copy or another logo over the logo

Please note: If you use the Onus[®] logo incorrectly you are likely to be asked to correct it and may have to compensate the company accordingly. If in doubt, please check.



8.0 Contact information

For detailed design advice please contact the Group Head Office on 08712 002 198 or e-mail us on info@kristianalexander.co.uk.



Legal information

Onus[®] Technologies, PO Box 999, Andrina House, Weymouth, DT4 4DA, United Kingdom.

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