

Corporate Identity Guidelines

INTRODUCTION

These guidelines attempt to show the key elements of the Quadrics identity, logo usage, colours, typeface usage, typography guidelines, and templates etc.

The aim is not to be too prescriptive and to allow variety and creativity but within a definite Quadrics style.

The overriding objective of this exercise is to create a graphic look and feel for Quadrics, which is extremely simple and flexible. This will allow Quadrics the freedom to produce communications frequently and efficiently both in print and digital format.

These communications will obviously take many forms, and require varying degrees of detail, emphasis and creative input. Nevertheless, whatever form these communications take, the following pages of this book hint at how we propose to incorporate imagery, which echoes the ethos of communicating difference both in terms of style and meaning.

Contact Information

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DISK CONTENTS

- PDF version of this document
- Internal document template (MS Word)
- Digital letterhead template portrait no address (MS Word)
- Digital letterhead template landscape no address (MS Word)
- Digital letterhead template portrait with address (MS Word)
- Digital letterhead template landscape with address (MS Word)
- Fax template (MS Word)
- Powerpoint template
- Letterhead template portrait no background images, for use on pre-printed stationery (MS Word)
- Logos blue on white, black on white and blue on black (in both tiff and jpeg format)
- Vector logos blue on white, black on white and blue on black. (EPS format)

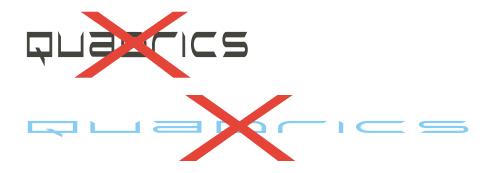
LOGO USAGE

Exclusion Zones



Stretching

The logo should not be distorted in any way. It should always be used within the correct constraints.



Colour Ways



The black logo will be used on a white background



The blue logo will be used on a white background



The blue logo will also be used on a black background



NEVER USE the black logo on blue background

CORPORATE COLOURS

Please note the colours reproduced here may not be 100% accurate, always match to the Pantone reference chip (each colour is labelled with its reference number).

10%	20%	30%	40%	50%	60%	70%	80%	90%

Quadrics Black – Pantone Black 7 (CMYK split – 85% black)

Quadrics Blue - Pantone 2915 (CMYK split - 60% cyan)

10%	20%	30%	40%	50%	60%	70%	80%	90%

TYPEFACES

Gill Sans – Light Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1 2 3 4 5 6 7 8 9 0

Gill Sans Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1 2 3 4 5 6 7 8 9 0

Gill Sans – Bold Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1 2 3 4 5 6 7 8 9 0

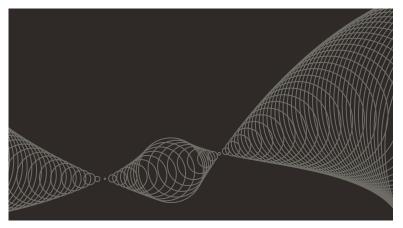
- Gill Sans is to be used in all professionally printed collateral.

Verdana Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1 2 3 4 5 6 7 8 9 0

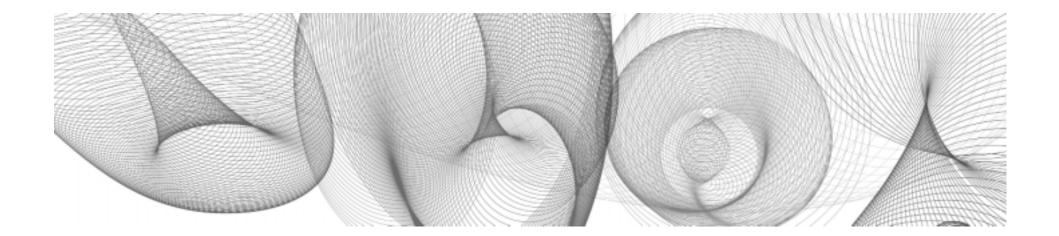
Verdana – Bold Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1 2 3 4 5 6 7 8 9 0

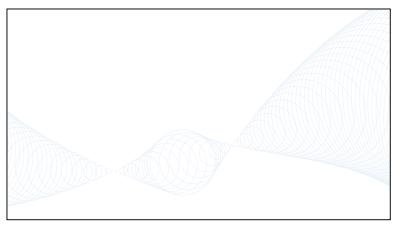
- Verdana is to be used in all digital and internally produced material (due to cross platform font compatibility).

CORPORATE ICONS

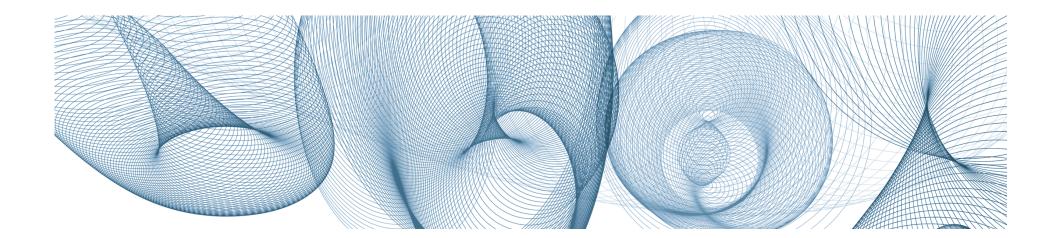


85% Pantone Black 7 spiro on 100% Pantone Black 7 background or 72% CMYK black spiro on 85% CMYK black background



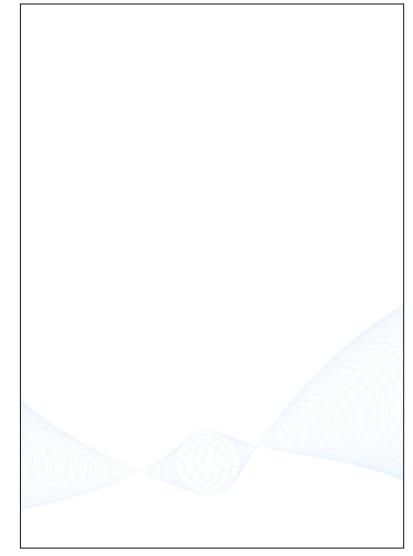


20% Pantone 2915 spiro on a white background or 12% CMYK cyan spiro on a white background





A4 letterhead – Front



A4 letterhead – Back

Quadrics

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Quadrics Supercomputers World Ltd. One Bridewall Street. Bristol. 851, 344, UK Tr. 444 (2008) 7 907 8075. Pr. 444 (2) 817 907 8095. www-quadrics.com

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Fax Template (MS word template supplied on disk)



Compliment Slips – Front



Business Card – Front



Business Card – Back

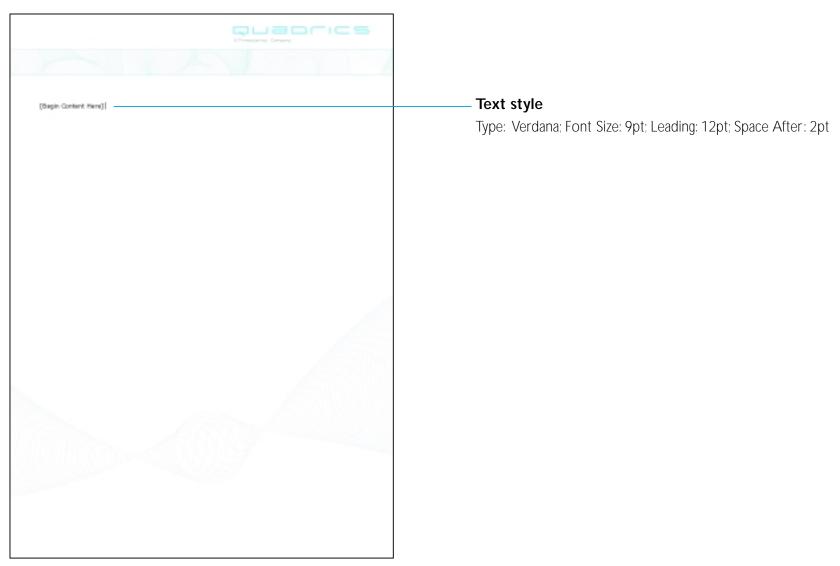
TYPOGRAPHY – DATASHEETS

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DIGITAL LETTERHEAD LANDSCAPE (no address)





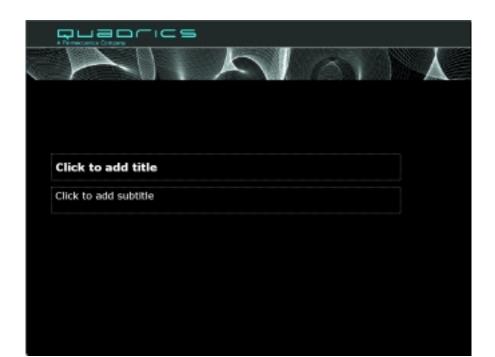
DIGITAL LETTERHEAD LANDSCAPE (with address)



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POWERPOINT TEMPLATE

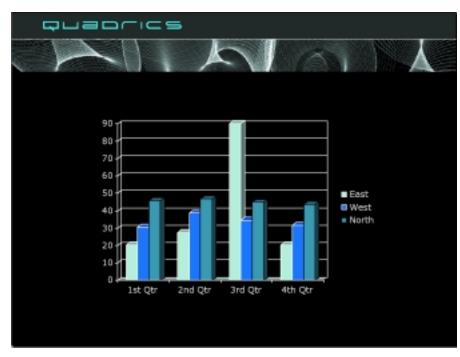


Title master



Slide master

Powerpoint design template supplied on disk







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