ACME
Enterprises

Visual Identity Guidelines
2009

Logo

The ACME Enterprises logo should always appear in a specified and consistent manor as illustrated in this document. The logo should never be typeset except in the body copy – always use the eps files supplied.

Elements

The logo consists of 2 elements, company name "ACME Enterprises", and the graphic element. The relationship between the 2 elements has been specifically set and should only be altered in exceptional circumstances.

ACME Enterprises

A

½ A

Smallest reproduction of logo

ACME Enterprises

10mm

Exclusion zone

To ensure the logo is clear of any visual distraction including graphics and text, a minimum clear area (exclusion zone) has been developed. This distance is called "clear space."

The minimum clear space must be half the height of the logo and tagline as illustrated below. Wherever possible this amount of clear space should be increased.

Minimum logo size

The logo may be scaled proportionately in size as large as desired. However, the logo should never be used smaller than 10mm in height as the positioning statement becomes illegible.

Colour logo (available as a spot colour and CMYK)

ACME
Enterprises

One colour logo (black)

ACME
Enterprises

One colour reversed logo (white)

ACME
Enterprises

Logo usage

The logo can be used in three formats.

1. Colour logo

The colour logo may only be printed in colour from the supplied eps files.

2. One colour logo (black)

In instances where it is not possible to replicate the logo accurately in colour, the one colour may be used but only against a white background.

3. One colour reversed logo (white)

Where the logo needs to be placed on a coloured background the one colour reversed logo (white) should be used.

1.

5.

2.

6.

3.

7.

4.

Unacceptable usage

Correct usage of the logo is essential to maintain the integrity of the ACME Enterprises identity. Inconsistent or careless use of the logo diminishes its value and weakens its impact. Only use approved artwork provided by ACME Enterprises and never reproduce the logo from any black and white, colour or facsimile print.

Incorrect use examples:

1. The ACME Enterprises logo should never be distorted in any way.

2. The logo should not have any of the colours changed from what is supplied.

3. The logo should not be printed or displayed at an angle.

4. The logo should never be placed within a border or enclosed shape.

5. The logo should never have any parts replaced or changed using another typeface.

6. The logo should never be placed over a complex image background.

7. The logo should never be used in colour on a coloured background.

Primary font - Myriad Pro

Headline
Myriad Pro Light 26pt

Subhead
Myriad Pro Semibold 14pt

Subhead 2
Myriad Pro Bold 12pt

Body Copy
Myriad Pro Regular 10pt

Body Copy Italics
Myriad Pro Italics 10pt

Secondary font - Arial

Headline
Arial Bold 18pt

Subhead
Arial Bold 12pt

Body Copy
Arial Roman 10pt

Body Copy Italics
Arial Italics 10pt

Secondary font - Times

Headline
Times Bold 18pt

Subhead
Times Bold 12pt

Body Copy
Times Roman 10pt

Body Copy Italics
Times Italics 10pt

Typography

To ensure a consistent appearance of communications, the management of typography is essential and must be uniform. ACME Enterprises use three typefaces for internal and external communications.

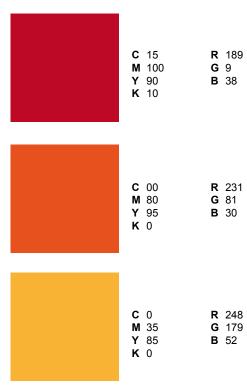The correct usage of these typefaces and sizes are listed on the right.

Myriad is the primary fonts for externally designed and printed publications and Times and Arial for internal communications. Times, Myriad and Arial can be used for digital media.

Using typography
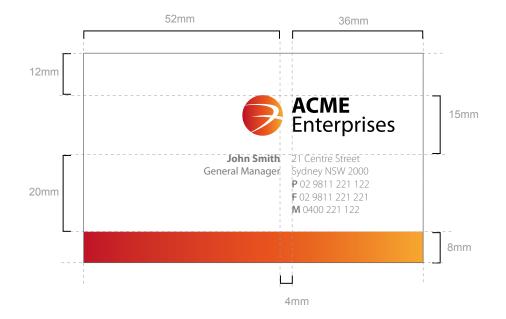Follow these guidelines when laying out type:

- Do not use justified text
- Do not use drop caps
- Ensure strong contrasts when using coloured type or type on coloured backgrounds
- Italics should be used sparingly and reserved only for special emphasis
- Do not use extreme kerning or leading
- Do not angle or rotate text

Primary colours:

C	15	**R**	189
M	100	**G**	9
Y	90	**B**	38
K	10		

C	00	**R**	231
M	80	**G**	81
Y	95	**B**	30
K	0		

C	0	**R**	248
M	35	**G**	179
Y	85	**B**	52
K	0		

Colour palette

The ACME Enterprises logo is created using three primary colours. The logo should always be reproduced using these colours or using the CMYK/RGB equivalent values stated above.

52mm   36mm

12mm

ACME
Enterprises

15mm

John Smith
General Manager

21 Centre Street
Sydney NSW 2000
P 02 9811 221 122
F 02 9811 221 221
M 0400 221 122

20mm

8mm

4mm

Stationery

Business cards

Stock: 300gsm Conqueror Laid – Brilliant White

Colours: CMYK

Size: 90mm x 55mm

Name: Font – Myriad Bold, 75% black, 14pt, no track, no kerning

Postion: Font – Myriad, 75% black, 10pt, leading 11pt, no track, no kerning

Address: Font – Myriad light, 75% black, 8pt, leading 11pt, no track, no kerning