

1.1 LOGO GUIDELINES

Clear Space

- 1 > To maintain the integrity and maximise the visual impact of the Brand, a “Clearspace” has been defined. The Clearspace is the minimum surface area required around the logo. No other graphic elements should be positioned inside the Clearspace. Wherever possible maintain more Clearspace around the logo than the minimum specified.

To calculate the Clearspace measure the x height of the logo (as shown in eg. 1).

- 2 > Clearspace must be observed at all times. Positioning of the logo on communications is somewhat dependent upon the function of the item itself. As a standard rule the logo is positioned in the bottom right hand corner, with the Attributes (Certainty, Ingenuity, Advantage) in the bottom left hand corner on marketing collateral or top right on all other Computershare stationery.

Minimum Size

- 3 > To ensure the clarity and integrity of the logo are maintained, the Computershare logo may never be reproduced at a size where the logo becomes illegible or loses impact. A minimum size specification has been developed and must be observed at all times. The logo must never be smaller than 30mm in length.

Dual Branding

- 4 > When Computershare is partnering with another company and the need arises for a co-branded communication the Computershare logo should always be positioned first, on the left hand side. A grey line is used to separate the Computershare logo from the partner logo.

1 >



2 >



4 >



1.2 COLOUR GUIDELINES

Colours

The only logo permissible for color reproduction is the colour logo whilst the mono version is to be used for one or two color applications.

The logo has three primary colour options

- 1 > Pantone 249C
- 2 > Black
- 3 > White
- 4 > Pantone 248U.
For use on uncoated paper stock only

Background Colours

- 5 > Background colours should be selected from the secondary colour palette.

The logo should be a solid black on light colours or shades and a solid white on dark colours or shades.

- 1 > **Pantone 249C**
C:40 M:100 Y:0 K:28
R:126 G:12 B:100
#7A1F5E



- 2 > **Black**
C:0 M:0 Y:0 K:100
R:0 G:0 B:0
#000000



- 3 > **White**
C:0 M:0 Y:0 K:0
R:255 G:255 B:255
#FFFFFF



- 4 > **Pantone 248C** For use on uncoated paper stock only
C:40 M:100 Y:0 K:2
R:162 G:2 B:123
#A2027B



- 5 > Logo on colours from the secondary colour palette

