



Unbrako
THE WORLD LEADER

Logo Guidelines

Graphic Standards Manual

Introduction

This Graphic Standards Manual has been produced to enable Unbrako to present a consistent image to the marketplace. It is very important in avoiding confusion created through inconsistent corporate presentation.

These detailed guidelines must be adhered to at all times. This will ensure a consistent corporate image and preserve the large investment made in the brand. Any proposed deviation or area not covered by this manual should be referred to the appropriate person.

The purpose of this manual

This Graphic Manual is aimed at all those who are associated with or involved in the implementation of the Unbrako corporate image. These guidelines provide technical or mandatory information and some design information that may be required for the company's image.

Whilst this manual does not identify and describe every application of the logotype, it does describe in detail the necessary items to implement a successful corporate image. The detailed information in each section should be adhered to and should not be modified in any way.

If the manual is strictly followed, Unbrako's corporate image will maintain the necessary quality and consistency throughout.

How to use this manual

Make sure you read through all the sections to fully understand correct logo usage.

It is recommended to show any outside suppliers the sections relating to their particular area of production.

Please ensure that all artwork/ design work is signed off in accordance with this manual to ensure there is no modification or deviation from the corporate image. If circumstances arise that are not covered in this manual, or for any contact changes and maintenance to various items, **please contact head office on +91-(0)161-3911-111, ext.: 1152.**

Specifications for Logo Reproduction

The Unbrako* brand is over 100 years old and the current version of the logo has been in use since the early 1980's. The logo is a critical part of the Unbrako brand strategy and identity. It is the most fundamental and visible facet of the brand. It embodies the brand core, higher aim and the business premise of the company.

As such, it always must be reproduced faithfully, consistently and accurately. This specification has been prepared with this objective and allows for either colour or black & white reproduction.

Instructions

1. The Unbrako logo consists of white lettering on a background orange rectangle. The orange colour reference to be used is **Pantone 165**, which must be printed as a spot colour. Logo reproduction must be matched to this Pantone reference at all times. Caution: colours displayed on office printers and monitors may not match Pantone-identified standards.
2. For black and white reproduction, white lettering on a black rectangle is permitted (example above).
3. The logo is to be reproduced directly from the images contained in the electronic files available at www.unbrako.com.
4. The constant width-to-height ratio of the logo is always **3.44 to 1** (while the Unbrako rectangle itself is 4.5:1). Any distortion or re-sizing of the logo that result in a different ratio is not allowed.
5. There must be a protected (blank) area of at least half of the logo height around the entire logo in all applications.
6. On documents such as letterheads and business cards, the logo should normally be used in the top right hand corner. Its position should not run to the edge of the paper (see para. 5 above).
7. The Unbrako logo must always be given at least equal sizing to any other company logo used on the same document.
8. The logo must not be incorporated into, or combined with, any other logo.
9. The logo must not be enclosed or underlined by lines of any shape.
10. The logo must not be inserted into text, headlines or signatures.
11. The ® symbol is an integral part of the Unbrako logo.

*Unbrako is a registered trademark of Deepak Fasteners Shannon Ltd.

The Logo

The Unbrako logo consists of white lettering on a background orange rectangle. *Note:* all the fonts are special and cannot be recreated using standard fonts. Use the logo files as available at www.unbrako.com.

Logo Dimensions

In the image below, one unit is denoted as 'X', where 'X' denotes the height of the 'logo'. When these values are applied correctly to the ratios of distances between and around the logo, the preferred visual impact is achieved.



Isolation Area

A minimum clear space is required to be left around the logo as shown alongside. This is also known as the isolation area, as no other written or visual element is allowed within the minimum clear space of the logo. This is done to enhance the visibility and maintain a consistency in the brand design as shown below.

Clear space around the logo should be = Half of the logo height i.e. 0.5 X



Minimum Size

Do not use the logo in size smaller than 8mm in height.



Logo Variations

In case there is a requirement to print the logo in a single colour, then the Black & White option maybe used. White lettering on a black rectangle is permissible.

The logo including the baseline should always appear together. Always ensure that the logo is offset against a light background. Use the logo type that best enhances visibility and allow easy readability.

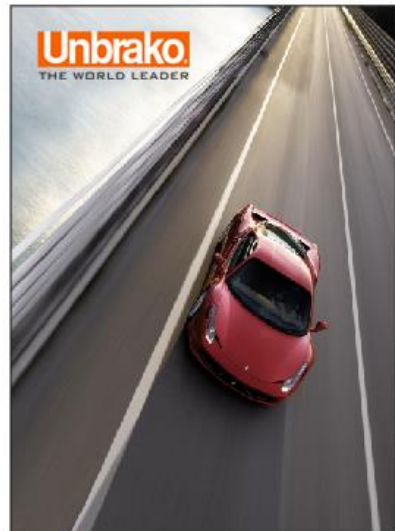
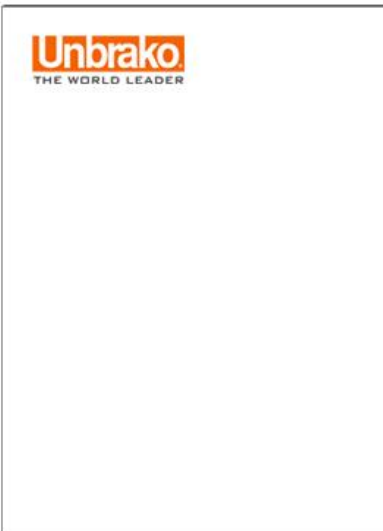
Black & White Option



Coloured Option



To allow legibility of the baseline 'THE WORLD LEADER' – either 100% black or white colour maybe used. Do not use any other colours. See some examples below:



Incorrect Logo Usage

1. Do not distort the logo. Do not expand or condense disproportionately.
2. Do not recreate or substitute with any other fonts. Each letter has been crafted in a unique way.
3. Do not rearrange in any way. The baseline is placed below the logo signature.
4. Do not change the logo colour. Only use Pantone 165C Orange.
5. In case of greyscale creative, the black & white option of the logo maybe used.
6. The logo must not be placed too close to other objects/text. Always allow half logo height as clear space.
7. The logo must not be inserted into text or headlines.
8. Do not add effects like shadows, dimensions and gradients to the logo.

Do not Expand



Do not Shrink

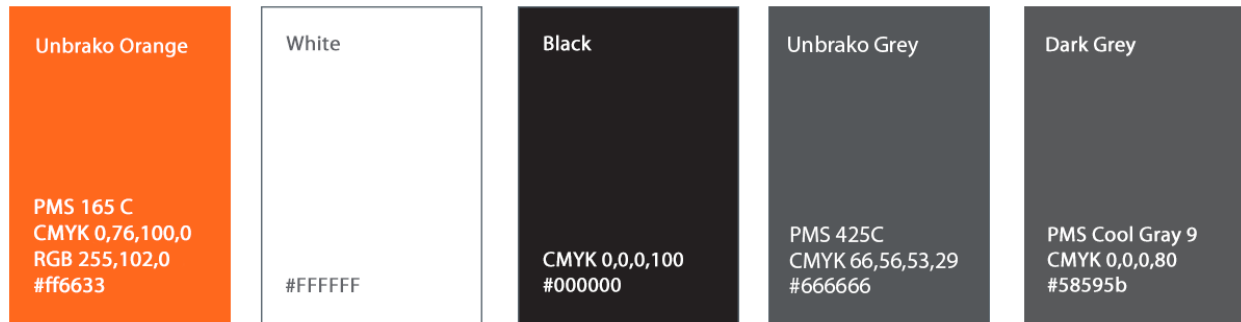


The **Unbrako** socket screws are recognized all over the world.



Colour Guide

The UNBRAKO orange colour reference is Pantone 165C, which must be printed as a spot colour. Logo reproduction must be matched to this Pantone reference at all times.



Pantone Matching System (PMS):

The Pantone colours specified here are for reproduction on coated (c) paper stock. When printed on uncoated paper stock, colours must be matched to Pantone coated colours. When reproducing colours for various applications (vinyl, paint, fabrics, embroidery cotton, plastics and spot colour printing) the Pantone colours specified must be matched as closely as possible.

4 Colour Process Matching System (CMYK):

When 4 colour process is being used to reproduce the corporate colours the 4 colour process colour breakdowns for each colour must be used.

RGB & Websafe Matching System:

All digital media (TV, websites, PowerPoint, email signatures etc.) should use the RGB or websafe colour values.

Caution: All colours shown in this manual are NOT FOR MATCHING purposes. Always refer to quoted PMS colours

Note: Professional printers should use rich black colour.