



Loxley Colour

Brand Guidelines



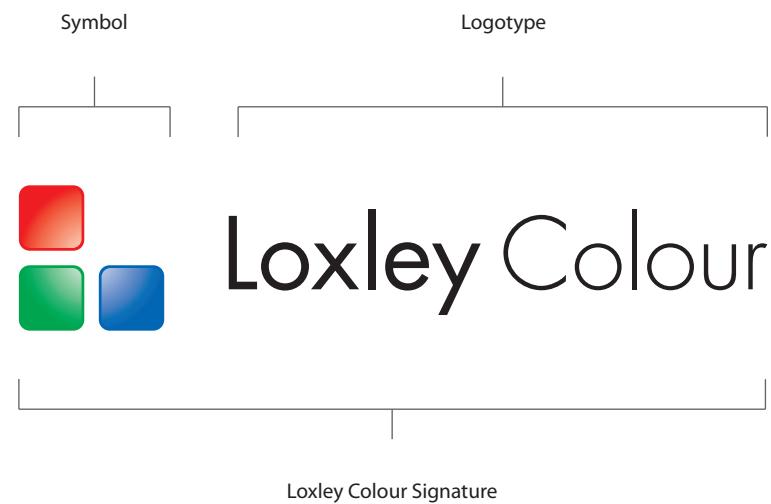


Introduction

As Loxley Colour transforms as a business, looking to expand into a future online as well as offline we take this opportunity to better define our identity and brand promise to our clients. Our core identity remains the same; we are still a trusted professional photographic lab, working to deliver the best possible products we can hope to create.

To reinforce this, we have focused our core philosophy on becoming a trusted partner with our clients. We have made a commitment to deliver innovative, results-oriented photographic solutions in an ever growing market.

This book has been created to reveal our corporate identity, and introduce you to the personality and appearance of the Loxley Colour brand. The standards within were created to give you a technical understanding of the components and structure of our image. With your attention and support we will continue to prove to our clients that they can always count on Loxley Colour.



The Loxley Colour signature

Our signature has been carefully designed to represent the key elements at the heart of our brand; a history of trust gained and conveyed through the Loxley name symbolised here using the three additive primary colours of the RGB colour model—red, green, and blue.

In all of our communications and graphics, it is our wish to radiate a simple sense of elegance, sophistication, and harmony. The Loxley Colour signature is the graphic representation of our company. It identifies us to the world, displaying an image that is both strong and discrete.

The Loxley Colour signature combines the two most important visual elements of our brand, the Loxley Colour logotype and symbol. The diagram to the left illustrates the recognisable graphic features that make up the Loxley Colour signature.

Position, colour and the spatial and proportional relationships of the Loxley Colour signature elements are predetermined and should not be altered. To ensure consistent representation of our brand identity always use high-quality reproduction methods.



Always observe correct artwork reproduction requirements to avoid distortion.

Reproduction

There are two text colour variants (one black, one white) of the Loxley Colour signature, where each may be used accordingly relating to the background on which the signature is placed.

Clear space

Clear space refers to a distance of "X", as a unit of measurement, surrounding each side of the Loxley Colour signature. "X" equals the height of the letter "C" of the Loxley Colour logotype. This minimum clear space requirement has been established to ensure the prominence and clarity of the Loxley Colour signature. It is essential that the Loxley Colour signature remains free of interference from graphics, identities, photography, and typography.

Scale

Minimum size refers to the smallest size at which the Loxley Colour signature may be reproduced to ensure its legibility. The minimum recommended reproduction height of the Loxley Colour signature is ½". However, when space limitations dictate the use of a reproduction size that is smaller than the recommended minimum, contact the Loxley Colour Design or Marketing Department for approval of those applications.

Permitted weights of the Myriad Pro typeface:

Myriad Pro Light

Best suited for display use and section headings.

Myriad Pro

Best suited to body text and sub headings.

Myriad Pro SemiBold

Best used for emphasis where required.

Typography

For consistency across all forms of business communication, it is imperative that our corporate typeface Myriad Pro is used within all copy.

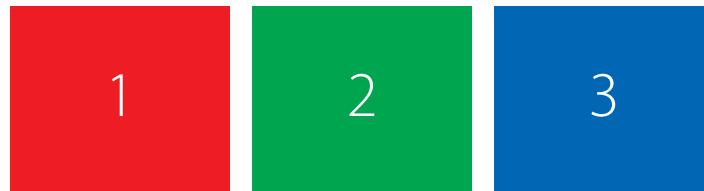
Semi condensed and condensed variants of the Myriad Pro typeface may be used in extreme circumstances but only when artwork constraints limit the use of the standard width family after all tracking and kerning avenues have been exhausted.

Highlight & brand colours

Shades of black are to be used for highlight panels or text backgrounds.
A colour breakdown of the three primary corporate colours are also provided here.



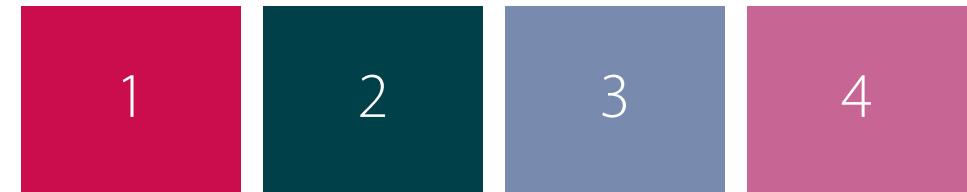
Primary Website Navigation	Secondary Website Navigation	Highlight Panel	Background Panel
C: 0% M: 0% Y: 0% K: 90% RGB Hex: #333333	C: 0% M: 0% Y: 0% K: 75% RGB Hex: #666666	C: 0% M: 0% Y: 0% K: 50% RGB Hex: #999999	C: 0% M: 0% Y: 0% K: 10% RGB Hex: #EEEEEE



Loxley Red	Loxley Green	Loxley Blue
C: 0% M: 100% Y: 100% K: 0% RGB Hex: #FF0000	C: 100% M: 0% Y: 100% K: 0% RGB Hex: #00912D	C: 100% M: 60% Y: 0% K: 0% RGB Hex: #0055AA

Product section colours

Each product section (e.g. Giftware) possesses its own colour identity, please use the colours below when separating products into sections.



Prints	Albums & Books	Wall Display	Framing
C: 0% M: 100% Y: 50% K: 15% RGB Hex: #CB0147	C: 100% M: 50% Y: 50% K: 50% RGB Hex: #00404A	C: 40% M: 25% Y: 0% K: 25% RGB Hex: #8796B6	C: 0% M: 65% Y: 0% K: 20% RGB Hex: #CB6A95



Presentation & Desktop	Giftware	Marketing & Stationery	Samples
C: 60% M: 0% Y: 80% K: 10% RGB Hex: #6CAC53	C: 70% M: 0% Y: 0% K: 20% RGB Hex: #10A0CB	C: 0% M: 0% Y: 0% K: 35% RGB Hex: #BDBCBC	C: 0% M: 15% Y: 80% K: 15% RGB Hex: #E3C03D



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