

GUIDELINES FOR USE OF THE ANGLIA LOGO

Our brand image is more than just a name or a logo; it is the physical manifestation of how we represent ourselves and our core values to the market place. It should be treated with care and respect. All our communications must be consistent in establishing and reinforcing our brand image, our standards, our values and our aims

The Anglia logo is the sole identifier for the Anglia group of companies. It provides a unique rendering of the Anglia brand name. Do not re-draw or modify the Anglia logo in any way.



Permitted Usage

Any company or individual that wants to use the Anglia logo must be a channel partner with whom we have a distribution agreement, and must use it within the established guidelines. Permission may be granted to others on application, dependant on the intended usage.

The Anglia logo should never be locked to another company name or logo. If Anglia is the primary sponsor on any communication surface, it must be the most prominent logo.

Always use the reproducible artwork provided with these guidelines or contact Anglia Group communications department for further information (see advisors listed below). Never attempt to recreate the Anglia logo artwork.

When referring to the Anglia brand in text it should always appear in upper and lower case as "Anglia Group", "Anglia Components". It is not necessary to include a ® when referring to Anglia in text or when reproducing the Anglia logo.

However, an acknowledgement of the trade mark registration can be included on each communication surface where the logo or brand name appears.

The correct form of words is:

Anglia Components® is a registered trademark of Anglia Corporation Holdings Limited.

Minimum Clear Area

In order to maintain legibility of the Anglia logo, a clear area has been established around it. Only background colours that provide a high degree of visual contrast with the logo may extend through this area. To establish the clear area, use the height of the lowercase "l" in the Anglia logo as a unit of measurement to determine the amount of space required between the Anglia logo and all other text and graphics.

The clear space to be maintained above, below and in front of the Anglia logo must always be at least 1 x l.

The clear space to be maintained behind the Anglia logo must always be at least ^{1/2} l.

The one allowable exception to this is on our own stationery where the accompanying graphic elements have been positioned for optimum visual effect.

Corporate Colours

Colour is an important element in the visual identity of the Anglia brand. Anglia red is the only authorised colour for the Anglia logo when used for ADV operations. The logo has been designed for accurate reproduction in four-colour process. The breakdown is:

Anglia Red Pantone 187 = 0C + 91M + 72Y + 23K

Colour Application

Proper use of colour will provide maximum legibility for the Anglia logo and ensure a consistent visual identity through all applications. If in doubt regarding colour usage, consult the advisors listed below.

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Stuart Fickling - Graphic designer/macoperator
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Applying Colour

Against white or very light coloured backgrounds and paper stocks, the Anglia logo may appear in full-colour or in black. The full-colour logo can only be used on backgrounds lighter than, or equal to, 10% black.

The only single colour to reproduce the Anglia logo on light backgrounds is Black.

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In single colour applications when the one colour available is not black, the Anglia logo should appear in white against a contrasting background. In these instances, DO NOT insert the Anglia logo into a ruled box.



Typography

Clean, consistent typography is an important part of the Anglia visual identity. The Anglia logo has been designed for use with the variants of the Futura typeface family

What NOT to do with the Anglia logo

It is important to apply the Anglia brand image correctly to ensure that the visual impact and overall integrity are not compromised or diluted. Detailed below are a number of incorrect uses, although this is not intended to be a complete list. If in doubt, consult one of the advisors below.

1. Do not change the size relationship or position of any element of the Anglia logo.
2. Do not place the Anglia logo in a ruled box, in any colour application.
3. Do not change the typeface of the Anglia logo.
4. Do not reproduce the Anglia logo in a single colour other than black or white.
5. Do not use the Anglia logo at an angle except in certain approved circumstances.
6. Do not use the Anglia logo in repetition as a pattern except in certain approved circumstances.
7. Do not add any words or graphics to the Anglia logo.
8. Do not overprint the Anglia logo onto photographs unless there is sufficient contrast to the logo.
9. Do not violate the minimum clear area with photography, text or graphics.
10. Do not distort the Anglia logo in any way.
11. Do not place high contrast photography, illustrations, text or graphics across any part of the Anglia logo.
12. Do not use the Anglia logo within text.