



The right roof always lasts longer

ColorCote® Brand Guidelines





Welcome to ColorCote's brand identity.

This document outlines the look, feel and tone for all ColorCote communications.

It provides the thinking behind the brand and delivers clear instructions on the application of the brand guidelines.

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SECTION 1

Brand positioning **The right roof always lasts longer**



The right roof always lasts longer. ColorCote's promise is durability, and our means to deliver this centre around our point of difference in the market - we are the only manufacturer to have a range of products suitable for every environmental condition and geographic location in NZ.

Chose the right roof and it is guaranteed to last longer!

Brand essence



SECTION 2

The ColorCote logo

With a contemporary font in upper and lower case, the ColorCote logo engenders a spirit of warmth and approachability – it is bold to denote strength and italic to create momentum.

The fresh colour palette brings life to the triangular roof shapes. Each colour represents one of the three tiers of substrates available in the ColorCote range.

Figure 1. Logo representation on a light background.



Figure 2. Logo representation on a dark background.



SECTION 2

Black and white logo

Simple white or black backgrounds provide a neutral canvas for the logo to 'pop'.

Take care when using patterned, busy or colourful backgrounds that the logo is not overpowered.

Figure 1. Logo representation on a light background.



Figure 2. Logo representation on a dark background.



SECTION 2

Minimum clear space around logo

Minimum clear space
'X' = to the height of the
smaller roof shapes used
in the ColorCote logo.

Always ensure there is a
border of empty space around
the logo to separate it from
other items (ie copy, graphics).

Note. When using the logo
on insufficient height formats
(for example signage or online
banners), common sense
should be used to ensure
optimum clear space around
the logo.

Minimum clear space around **logo** when used with copy or graphics.



SECTION 2

Minimum logo size

Preferably, the logo should never be smaller than 30mm. When the logo is used in the horizontal format the logo should never be smaller than 20mm.

This minimum size has been established to prevent the logo from being misrepresented or illegible.

Minimum size of **main logo** format.



Minimum size of **horizontal** format.



SECTION 2

Logo use on coloured backgrounds

Take care when using patterned, busy or colourful backgrounds that the logo is not overpowered.

Logo used on light backgrounds



Logo used on dark backgrounds



SECTION 2

Colours

The colour palette is fresh and contemporary. Derived from the logo's base colours, each colour has been assigned to one of the three ColorCote substrates.

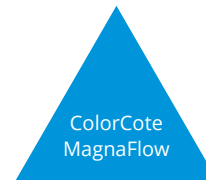
This creates visual variety and energy throughout the brochures and other marketing collateral.

All three colours can be used in conjunction with each other on collateral which promotes all substrates.

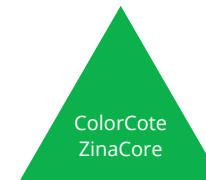
Note: The black mixture will vary due to rich black breakdowns from different printers.



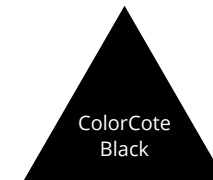
C/M/Y/K
0/85/50/0
R/G/B
240/78/99
Pantone
710 C



C/M/Y/K
100/20/0/0
R/G/B
0/152/217
Pantone
2925 C



C/M/Y/K
80/0/100/0
R/G/B
13/177/75
Pantone
Hexachrome Green C



C/M/Y/K
20/20/20/100
R/G/B
0/0/0
Pantone
Pantone Black C



C/M/Y/K
20/100/80/0
R/G/B
201/36/63
Pantone
193 C



C/M/Y/K
82/0/0/0
R/G/B
37/182/234
Pantone
306 C



C/M/Y/K
40/0/100/0
R/G/B
166/206/57
Pantone
375 C



C/M/Y/K
0/0/0/90
R/G/B
65/64/66
Pantone
446 C

SECTION 2

Product names

ColorCote offers a three-tier range of pre-painted metal roofing and cladding products – all using the latest coating technology – to suit any environment.

AlumiGard.
For the harshest conditions.

MagnaFlow.
For that extra protection.

ZinaCore.
Durability and value.

AlumiGardTM

MagnaFlowTM

ZinaCoreTM

SECTION 2

Product names on backgrounds

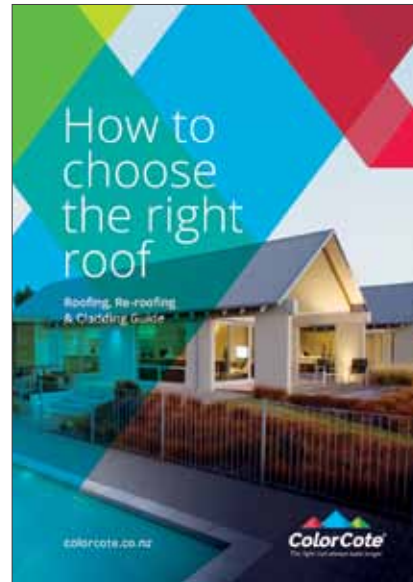
Take care when using patterned, busy or colourful backgrounds that the product names are not overpowered.



SECTION 2

Devices

The coloured roof triangles in the logo are the basis for a series of coloured ribbons, lines and triangles used in collateral material to identify the brand and differentiate the various substrates.



Ribbons
Main device.



Contemporary lines
Architects and Specifiers.



Coloured triangles
Colour.

SECTION 2

Typeface

The Open Sans family is ColorCote's official font.

Open Sans Extra Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz (.,;:?!\$&-*@)0123456789

Open Sans Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz (.,;:?!\$&-*@)0123456789

Open Sans Semi Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz (.,;:?!\$&-*@)0123456789

Open Sans Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz (.,;:?!\$&-*@)0123456789

Open Sans Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz (.,;:?!\$&-*@)0123456789

SECTION 2

Alternative typeface

Where Open Sans is unavailable, Arial may be used in Regular and Bold weights.

Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz (.,;:?!\$&-*@)0123456789

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz (.,;:?!\$&-*@)0123456789

SECTION 3

Stationery. Business card

Size – (W) 90mm x (H) 55mm

Will update once approved

SECTION 3

Stationery. Letterhead

Size – A4 (W) 210mm x (H) 297mm

Font used on letterhead.

Open Sans Regular 11pt

Line spacing 15pt

Alternative font.

Arial Regular 11pt

Line spacing 15pt

Will update once approved

SECTION 3

Stationery. Email signature

Arial has been used to limit the distortion of signatures when sent to numerous email programmes.

Type is 90% black

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Lit ium ipis eosam nobis ulpa illorit ende earum aut hit et ped quam, ut et endi sit eiunt aceario restius quibusc iatur, aut quae cum raerit offitecepre perati dolupta comnis nis porepe cus dolecab orianis magnatus. Ad moditiuntiam eatet ventiam harum fugiandam il id quia simoluptat provitate etur, optur sae min preium quasiti repuditem quame velectur acia vent, sandion sectionse odic.

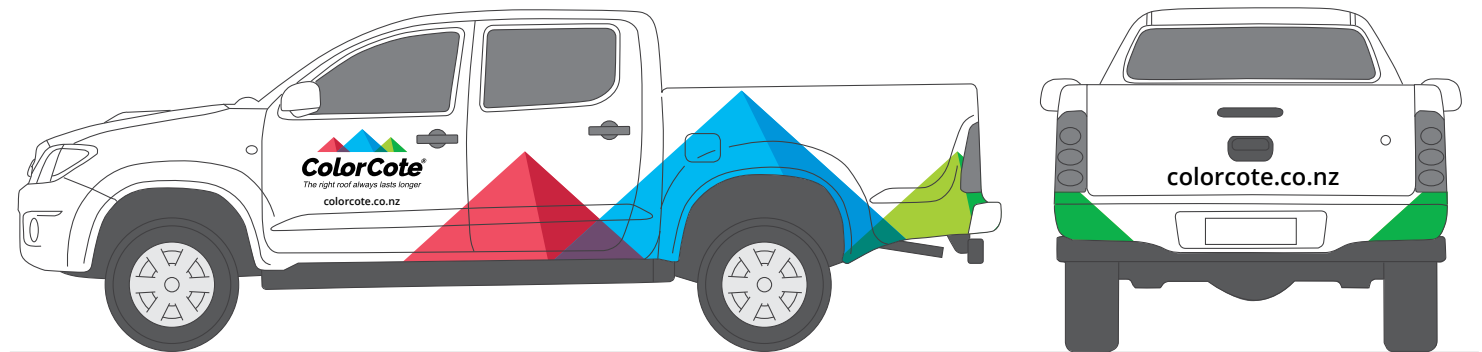
Please consider the environment before printing this email

SECTION 3

Vehicle signage

White ute

A digital overlay over solid
gloss white vinyl.



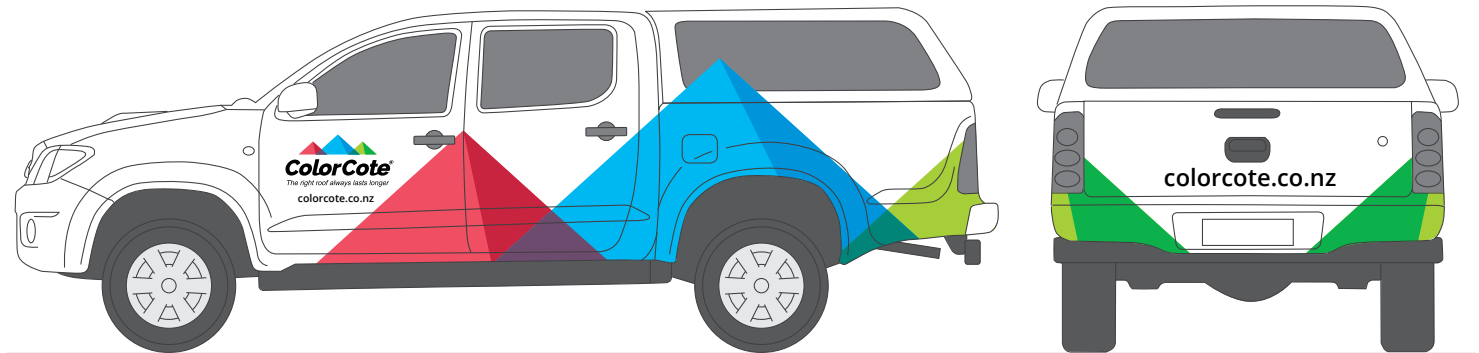
SECTION 3

Vehicle signage

White ute with canopy

A digital overlay over solid gloss white vinyl.

Printed and laminated window vision films for windows is recommended.

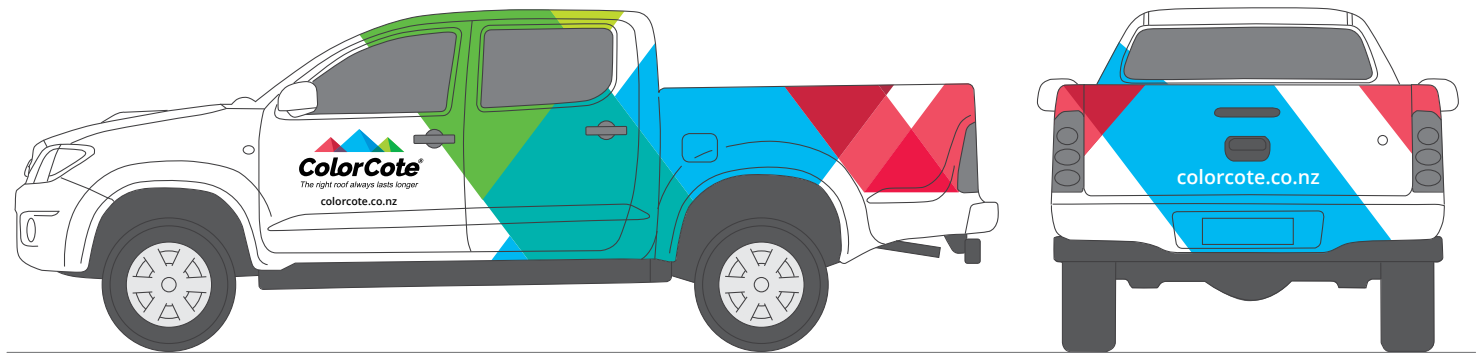


SECTION 3

Vehicle signage

White ute

A digital overlay over solid gloss white vinyl.



SECTION 3

Vehicle signage

White ute with canopy

A digital overlay over solid gloss white vinyl.

Option:

Printed and laminated window vision films for windows is recommended.

