



Fletcher
Reinforcing
STRUCTURED FOR STRENGTH

BRAND GUIDELINES

VERSION 01 | AUGUST 2018

The hidden strength at the heart of New Zealand's building environment.

Logo
Primary Logo

PRIMARY LOGO HORIZONTAL WITH TAGLINE



PRIMARY LOGO STACKED WITH TAGLINE



Logo

Clearspace and Minimum Size

Clearspace

To ensure consistency of logo treatment and use, it is very important to follow the clear space rules.

The Fletcher Reinforcing Logo must always feature a minimum amount of clear space as indicated. No other logos, copy or images are to encroach on this space.

These rules apply to all the variants of the Fletcher Reinforcing Logo.



Minimum Size

The minimum size for the Fletcher Reinforcing Logo with tagline "STRUCTURED FOR STRENGTH" is 40mm wide.

These rules apply to all the variants of the Fletcher Reinforcing Logo.



The minimum size for the Fletcher Reinforcing Logo without the tagline "STRUCTURED FOR STRENGTH" is 20mm wide.

These rules apply to all the variants of the Fletcher Reinforcing Logo.



Logo

Logo Usage

PRIMARY FULL COLOUR



REVERSED FULL COLOUR



NAVY ONE COLOUR



REVERSED



MONO



Logo Logo Usage

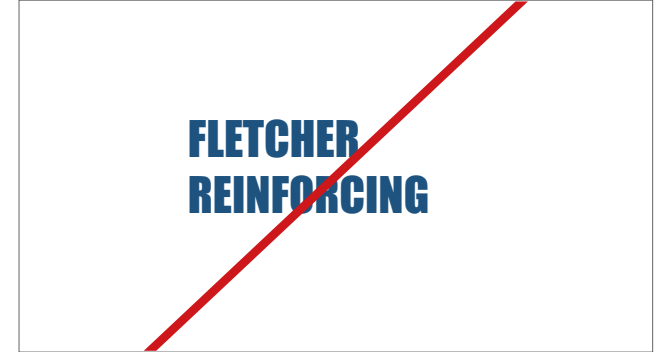
Do not have full colour logo on dark background.



Do not add any features or elements to the logo.



Do not change the typeface of the logo.



Do not change the proportions of the logo.



Do not use colour not in brand palette.

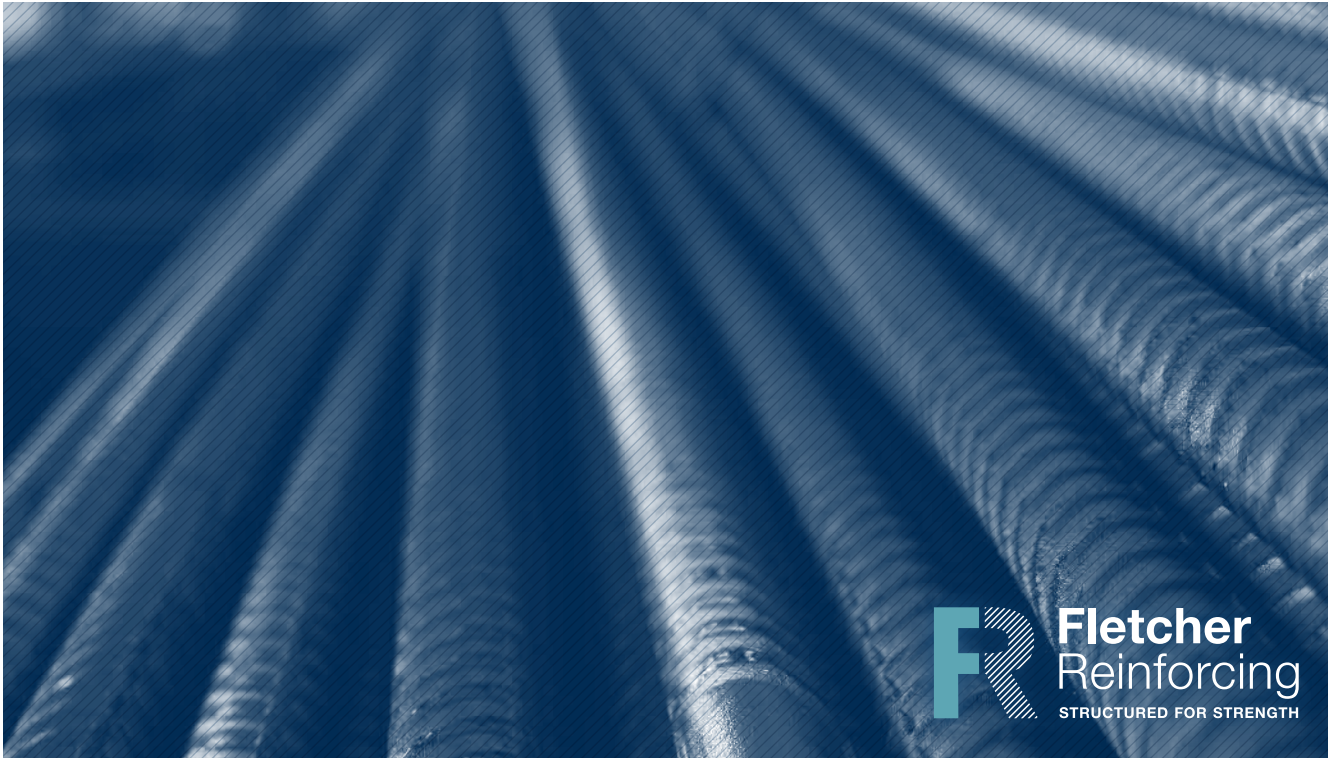


Do not use colour over a full colour image



Imagery & Styling

Duotone & Full Colour



Brand Colours & Pattern

Primary

The primary colours are Aqua and Navy.

Pattern

The linear pattern is used to compliment the layout and add interest. Layering it underneath solid elements or as an overlay on duotone imagery. Colour option include Aqua, Navy and White.

AQUA

CMYK
C:65 M:19 Y:28 K:0

RGB
R:119 G:164 B:178

PMS
7702

HEX
77A4B2

NAVY

CMYK
C:81 M:45 Y:0 K:44

RGB
R:54 G:83 B:125

PMS
2955

HEX
36537D

Brand Fonts

Primary Typeface

Helvetica Neue Bold,
Regular & Light

Helvetica Neue is a modern sans-serif.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()_+{}:"'?

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()_+{}:"'?

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()_+{}:"'?

Helvetica Bold,
Regular & Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()_+{}:”?”

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()_+{}:”?”

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()_+{}:”?”

Application Examples

Stationery



Application Examples

Business Card



Application Examples

Email Signature



Application Examples

Vehicle Signage



Application Examples

Vehicle Signage



Application Examples

Vehicle Signage



Application Examples

Presentations



Application Examples

Advertising

