BRAND GUIDELINES

VERSION 03 | JANUARY 2019

Dimond Roofing®

GET THE EDGE

LOGO

PRIMARY LOGO

PRIMARY LOGO FOR CONSUMER (NO TAGLINE REQUIRED)

Dimond Roofing®

PRIMARY LOGO WITH TAGLINE (ARCHITECTS, INSTALLERS)

Dimond Roofing®
GET THE EDGE

MINIMUM SIZE

Dimond Roofing®
GET THE EDGE

50mm

Dimond Roofing®

20mm

CLEAR SPACE

Dimond Roofing®

Dimond Roofing®
GET THE EDGE

LOGO

SECONDARY SMALL FORMAT LOGO

SECONDARY SMALL FORMAT DIGITAL LOGO

NOTE: This logo should only be used as an for digital purposes only when the primary logo is eligible.

MINIMUM SIZE

CLEAR SPACE

LOGO

SECONDARY LOGO USAGE

Reversed

Dimond Roofing®

Reversed on red

Dimond Roofing®

Grey scale

Dimond Roofing®

Dimond Roofing®
GET THE EDGE

Dimond Roofing®
GET THE EDGE

Dimond Roofing®
GET THE EDGE

LOGO

PRIMARY LOGO USAGE

Do not have positive 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

PHOTOGRAPHY STYLE

COLOURS

PRIMARY

CMYK
C:10 M:100 Y:90 K:0

RGB
R:227 G:30 B:37

PMS
1797

HTML
FF0000

DULUX
CC90

VINYL
CARDINAL RED

VINYL (REFLECTIVE)
REFLECTIVE RED

HEX
B61828

SECONDARY

CMYK
C:0 M:0 Y:0 K:100

RGB
R:30 G:30 B:30

PMS
PRO BLACK

HEX
000000

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

RGB
R:166 G:166 B:166

PMS
PRO BLACK C (45%)

HEX
A6A6A5

TERTIARY

CMYK
C:0 M:50 Y:100 K:0

RGB
R:223 G:122 B:0

PMS
138

HEX
DC901B

CMYK
C:68 M:12 Y:28 K:35

RGB
R:71 G:127 B:128

PMS
7475

HEX
557F87

CMYK
C:27 M:39 Y:30 K:70

RGB
R:93 G:79 B:75

PMS
441

HEX
534A49

CMYK
C:100 M:19 Y:25 K:74

RGB
R:0 G:66 B:80

PMS
548

HEX
003947

CMYK
C:8 M:91 Y:92 K:33

RGB
R:152 G:50 B:34

PMS
484

HEX
8B2C1D

CMYK
C:31 M:5 Y:36 K:16

RGB
R:157 G:178 B:143

PMS
7494

HEX
ADBBA0

CMYK
C:0 M:7 Y:23 K:1

RGB
R:236 G:222 B:187

PMS
7506

HEX
F9ECCE

CMYK
C:23 M:17 Y:13 K:14

RGB
R:139 G:141 B:142

PMS
COOL GRAY 8

HEX
B7B8BE

FONTS

PLUTO SANS

PRIMARY FONT-FONT WEIGHT EXAMPLES

Pluto Sans Condensed – Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Pluto Sans Condensed – Heavy

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Pluto Sans Condensed – Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Pluto Sans Condensed – Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Pluto Sans Condensed – Thin

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ARIAL - ALTERNATIVE FONT

Arial – Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Arial - Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Arial - Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Pluto Sans Condensed – Regular 28pt

Pluto Sans Condensed – Thin 34pt

Pluto Sans Condensed – Thin 11pt

Pluto Sans Condensed – Thin 9pt

Pluto Sans Condensed – Thin 8pt

Long run
versatility in roofing

Dimond® has developed the perfect roofing solutions for your home thanks to carefully selected, market leading products, colours and comprehensive technical knowledge. These nine profiles will suit any house design from Victorian villa to modern contemporary.

STYLELINE/HI FIVE

Styleline/Hi Five has been specifically designed to produce contrasts of light and shade. Its stylish shape & the way it plays with light reflection means you only see the best from every angle, adding a contemporary look to your home. Perfectly suited for lower pitch roofs, it will set your home apart from the neighbours.

/ Minimum roof pitch 3°.

TRADEMARK & REGISTRATION

SYMBOL USAGE

TRADEMARK & REGISTRATION USE

ALWAYS use appropriate ™ or ® symbol

The ™ symbol is ONLY reserved for select products that have yet to be approved as 'Registered' logos. All other products and sub-brands (and their corresponding logos) should be accompanied by the ®.

Please note that it may be a criminal offence to use ® on a Trademark that IS NOT registered in the country of its audience.

For this reason it is imperative that Fletcher Building Legal is consulted on all other ocassions.

ALWAYS use appropriate placement of symbols

Do not position a ™, ® or © symbol over punctuation marks. It can make the punctuation seem it is part of the Trademark.

LOGO	WRITTEN FORM	SYMBOL	APPLICATION
	AudioPerf®	® **MUST** be used	Headline / In text
	Brownbuilt 900	- N/A	Headline / In text
	Corrugate	- N/A	Headline / In text
	Colorflo®	® **MUST** be used	Logo / Headline / In text
ColorCote The right roof always lasts longer	ColorCote®	® **MUST** be used	Logo / Headline / In text
colorsteel	Colorsteel®	® **MUST** be used	Headline / In text
	Curved roofing	- N/A	Headline / In text
Dimond Roofing	(See below)	® **MUST** be used	Logo
	Dimond® Roofing	® **MUST** be used	Headline / In text
	Dimond®	® **MUST** be used	Headline / In text
	Dimondek®	® **MUST** be used	Headline / In text
	DP955®	® **MUST** be used	Headline / In text
	Duraclad®	® **MUST** be used	Headline / In text
Durolite	Durolite®	® **MUST** be used	Headline / In text

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LOGO	WRITTEN FORM	SYMBOL	APPLICATION
	Durolite® HeatGuard®	® **MUST** be used	Headline / In text
	Durolite® FireGuard®	® **MUST** be used	Headline / In text
	Eurotray®	® **MUST** be used	Headline / In text
	EuroPanel®	® **MUST** be used	Headline / In text
	Fastbrace®	® **MUST** be used	Headline / In text
	Heritage Tray®	® **MUST** be used	Headline / In text
	Hi Five	- N/A	Headline / In text
	Hibond®	® **MUST** be used	Headline / In text
Hibond 55®	Hibond 55®	® **MUST** be used	Headline / In text
Hibond 80®	Hibond 80®	® **MUST** be used	Headline / In text
	LT5	- N/A	Headline / In text
	LT7®	® **MUST** be used	Headline / In text
	Maxilite®	® **MUST** be used	Headline / In text
	Riverstone®	® **MUST** be used	Headline / In text

TRADEMARK & REGISTRATION

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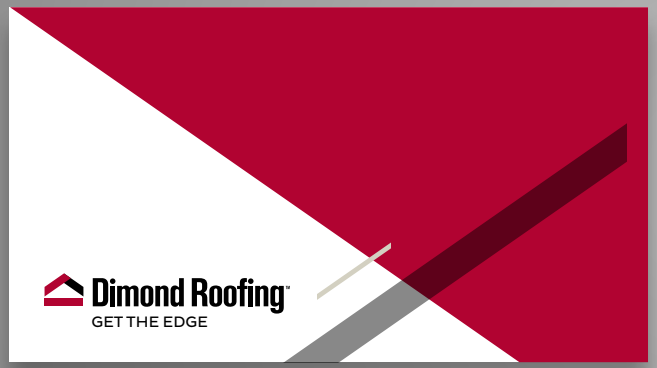
LOGO	WRITTEN FORM	SYMBOL	APPLICATION
	Six Rib	- N/A	Headline / In text
	Solar-Rib®	® **MUST** be used	Headline / In text
	Steelspan 900	- N/A	Headline / In text
	Stonecrest®	® **MUST** be used	Headline / In text
	Styleline	- N/A	Headline / In text
	Super Six	- N/A	Headline / In text
	ThermRline®	® **MUST** be used	Headline / In text
	Topspan®	® **MUST** be used	Headline / In text
TRICORE	Tricore®	® **MUST** be used	Logo / Headline / In text
	V-Rib	- N/A	Headline / In text
	Veedek®	® **MUST** be used	Headline / In text

APPLICATION EXAMPLES

STATIONERY

APPLICATION EXAMPLES

BUSINESS CARD



APPLICATION EXAMPLES

EMAIL SIGNATURE

New Message

To Cc Bcc

Subject

Hi John,

Les ab int res aut faccature et arum venimolupta dolori blaborrumque ne pelenihil im eosapis mo eium es pa consequi rendae porerumqui dolorestrum consed eum nobitenis et atemqua menduntemped quam sus nescient ut volore net reperovidi reped molorem quaspicide consend aectem re volecatio corum, quae delluptaquis exerfercim et volum eos adipsaniet dolum num aut fuga. Doluptur sit, voluptatur maio mo vel idest volupti volorestis nus core rem alis accum fugit labori.

Ratiore, aut ilitate sandae. Nam et ditem quibusa nonseque pore dusaeptam, at lantotatur, con non net dis denime ea pa cone plaborem. Vit que vendeliquunt ium consequi autecer iorrovi temolo esequas dolendia sequi omnisi dus aut voluptatem aped qui ditatibus assinctas dolecae laborpo recullestet et exceatur am fugiam facerer rorectur modigentem idus, sunt assimin cus, te plabor solore, nobit.

Por sam dus, consenimint odi restio in ratemquis modis prerum est lab illo beatem accae nonemporibus aspe vitia nullecerum ipides et et omnim ut as rerum quo et odit, volupta por soluptia nosandit resseceri optatec Picium ipsam elibus, voluptatem fugiatibus erum re consend ucillaut aut enda est, odipsam, non cum facillupta.

Kind regards

Neil Watson
Merchant Channel Manager & Head of Marketing | Dimond Roofing
+64 274 355 969 | neil.watson@dimond.co.nz | dimond.co.nz

Dimond Roofing
GET THE EDGE

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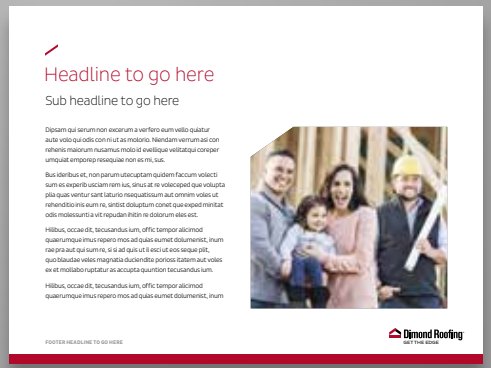
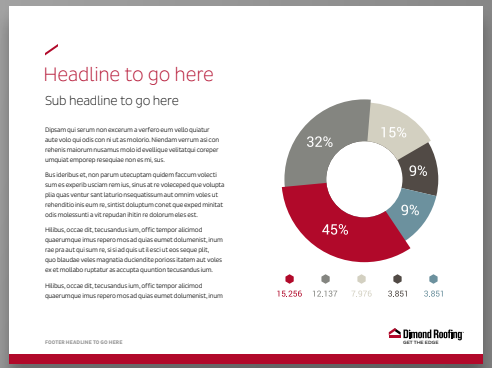
Send

APPLICATION EXAMPLES

POWERPOINT TEMPLATE





APPLICATION EXAMPLES

PRESS AD