



emit

Emit corporate style guide

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Use of Emit logo

Colour



Standard colour version

Reverse



Reversed version

Black and White

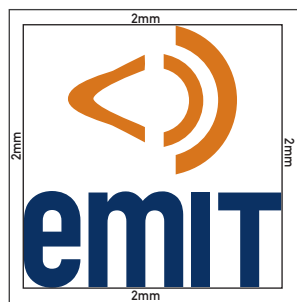


Standard black and white version



Resizing

When resizing the logo you must constrain the proportions to ensure that the logo is not stretched or distorted.



Exclusion Zone

When using the Emit logo an exclusion zone of at least 2mm surrounding the logo must be observed at all times.

Corporate typefaces

Usage

It is recommended that headings should be no less than 14pt with 10 tracking.

No less than 10pt should be used for body text.

Bold and italics should only be used for emphasis.

Headings

DIN 1451 Std Engschrift

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

&£?! 0123456789

Sample Text

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Praesent est risus, porta vel, adipiscing vel, commodo id, dui. Phasellus sit amet metus.

Body Text

DIN 1451 Std Mittelschrift

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

&£?! 0123456789

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Praesent est risus, porta vel, adipiscing vel, commodo id, dui. Phasellus sit amet metus.

Web

Verdana

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

&£?! 0123456789

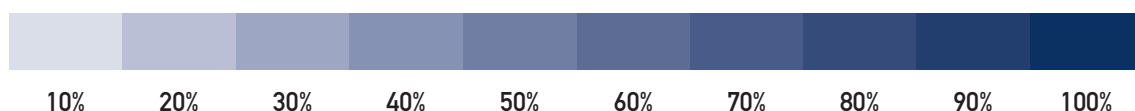
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Praesent est risus, porta vel, adipiscing vel, commodo id, dui. Phasellus sit amet metus.

Colour scheme

Tints of these colours must not be used as they detract from the consistency of the Emit brand colour scheme.

Black should be used for the reproduction of text on all backgrounds that provide suitable contrast. When suitable contrast can not be achieved with black colour text then white should be used.

Emit Blue

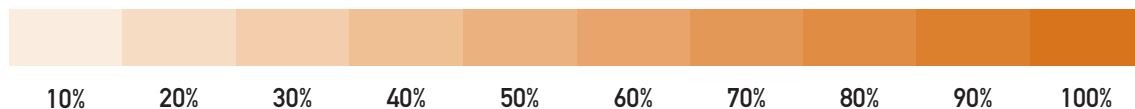


CMYK
C - 87
M - 63
Y - 0
K - 55

RGB
R - 16
G - 52
B - 98

Hex Triplet
#103462

Emit Orange

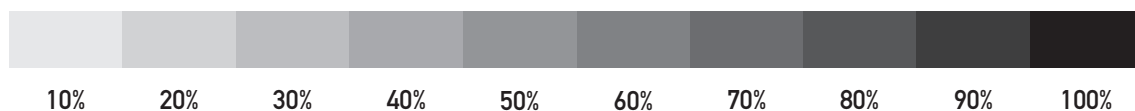


CMYK
C - 2
M - 60
Y - 100
K - 11

RGB
R - 216
G - 117
B - 4

Hex Triplet
#d87504

Black

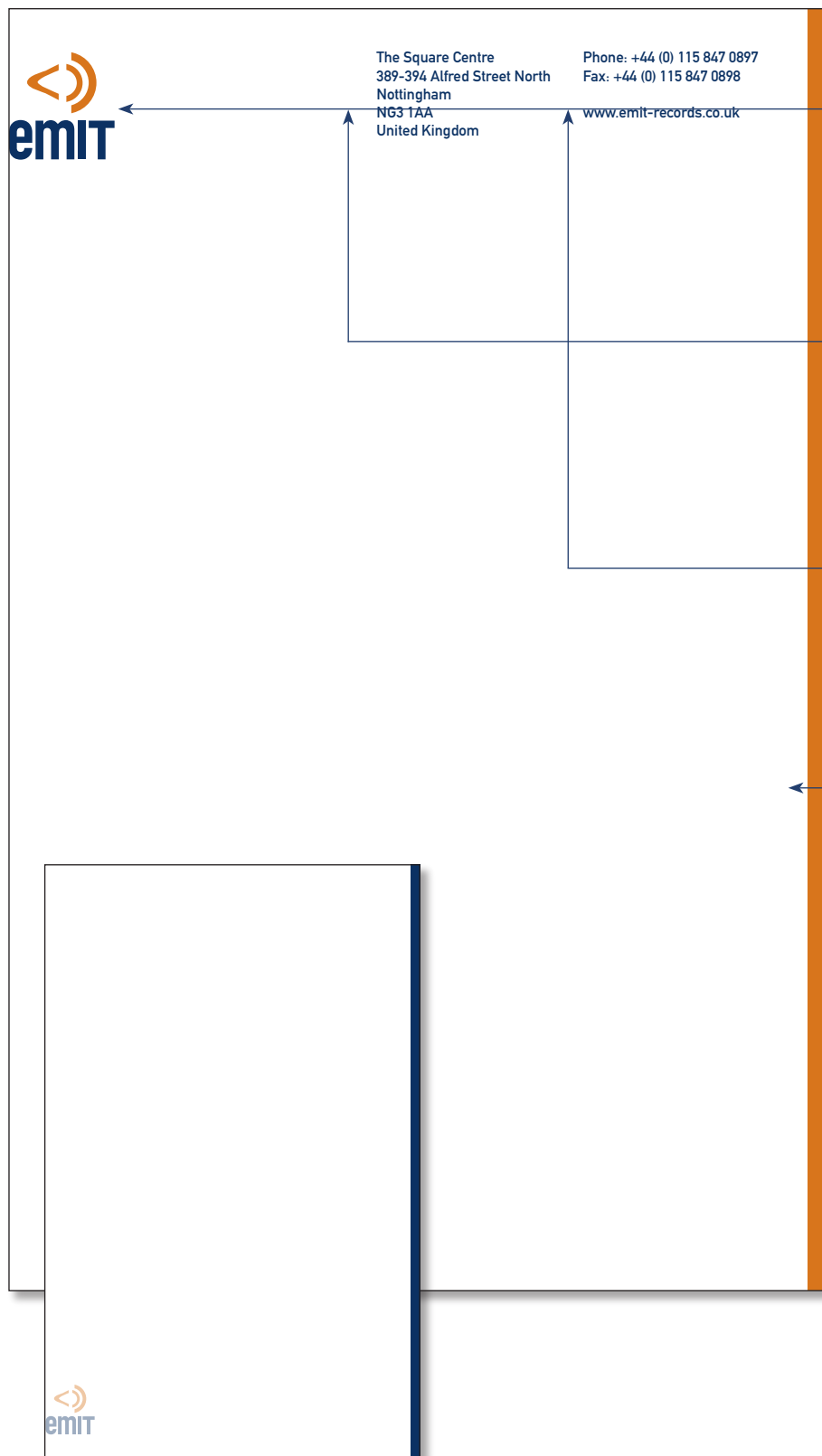


CMYK
C - 0
M - 0
Y - 0
K - 100

RGB
R - 0
G - 0
B - 0

Hex Triplet
#000000

Letterhead and Continuation Page



The logo should be placed at the top of the page on the left hand side.

The logo should be 10 mm from the top and the left side of the page.

The address should be placed 50 mm away from the logo.

The address should be set in 10 pt type.

The contact details should be placed 5 mm away from the address.

The contact details should be set in 10 pt type.

The single stripe should be the full length of the page (A4 - 290 mm) and should be 5 mm thick.

The stripe should be 10 mm from the left hand side edge.



Business Cards



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Fax Cover Sheet and Memorandum

The diagram illustrates the layout of a Fax Cover Sheet and Memorandum. The Fax Cover Sheet is the larger document, and the Memorandum is a smaller document placed inside it. The Fax Cover Sheet layout includes the EMIT logo on the left, followed by the recipient's address and contact details on the right. The Memorandum layout includes the EMIT logo on the left, followed by the recipient's address and contact details on the right. The callouts provide specific instructions for the placement and formatting of these elements.

Fax cover sheet

To:
From:
Fax No:
Phone no:

Date:

Subject:

Body Text

The Square Centre
389-394 Alfred Street North
Nottingham
NG3 1AA
United Kingdom

Phone: +44 (0) 115 847 0897
Fax: +44 (0) 115 847 0898
www.emit-records.co.uk

Memorandum

To:
From:
Date:

Subject title:

Body text

The logo should be placed at the top of the page on the left hand side.

The logo should be 10 mm from the top and the left side of the page.

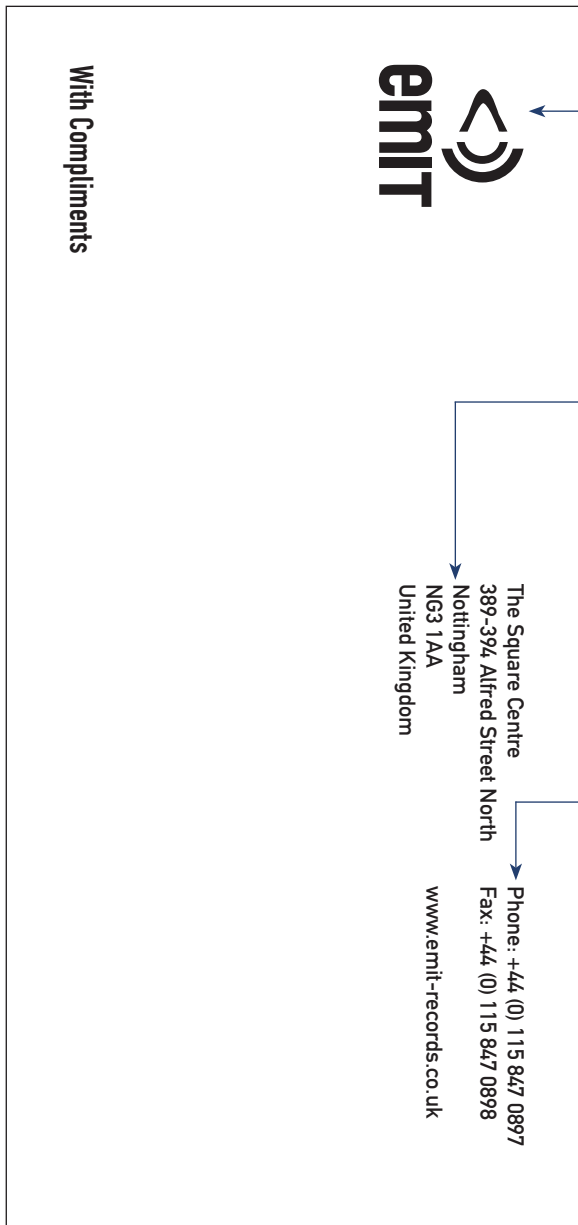
The address should be placed 70.5 mm away from the logo.

The address should be set in 10 pt type.

The contact details should be placed 5 mm away from the address.

The contact details should be set in 10 pt type.

Compliments slip



The logo should be placed at the top of the page on the left hand side.

The logo should be 10 mm from the top and the left side of the page.

The address should be placed 67.5 mm away from the logo.

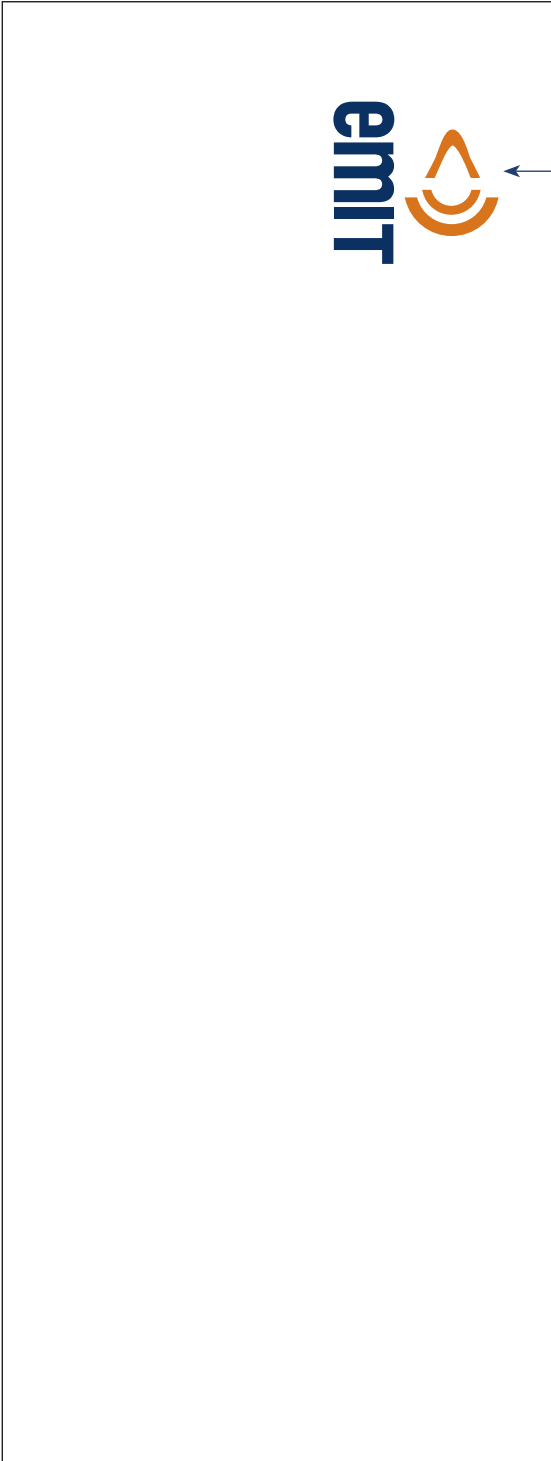
The address should be set in 10 pt type.

The contact details should be placed 5 mm away from the address.

The contact details should be set in 10 pt type.

DL Envelope

Front



→ The emit logo must be placed on the left hand side of the envelope and must be at a height of 25 mm.

The only thing that should appear on the back of the envelope is the return to address. This should be set at 10 pt.

Back



If undelivered please return to:
The Square Centre
389-394 Alfred Street North
Nottingham
NG3 1AA
United Kingdom

