



# FIRMIN



## Corporate Brand Guidelines



brand image is important to us...

In order to ensure that we are communicating a strong, consistent message throughout our brand, we have created these guidelines. Although our staff play a large part in the promotion of our brand it is important that we strengthen our external communications in both paper and electronic format.

The Company's "brand" in the marketplace, our image and perception, are very important. We want to portray an image that represents our culture of strength, high-quality and reliability.

Successful organisations have a logo which identifies the company, often without the need to display the name. That's what we feel we have with our "coil".

## Corporate Logo



# FIRMIN

Our new logo is the graphic representation of our company.

The objectives of Alan Firmin's corporate identity are as follows:

- To present a consistent and professional corporate identity.
- To lay the foundation for recognition among customers, associates and the public.
- To demonstrate the essence of Alan Firmin's identity as a company.



Logo with slogan



Example of gradients used for coil

## Our Corporate Colour



Pantone: 296 C

CMYK: C:92 M:75 Y:54 K:66

RGB: R:0 G:20 B:45

Web: 00142D

Paint: RAL 5011

Cloth: Sioen Atlantic 5166

## Corporate Logo Variations

Our logo may be displayed in the following 2 formats, depending which is more suitable.



blue onto a white background.



White onto a blue background.

## Logo with subtitles



The Alan Firmin logo must not be redrawn in any way, distorted, or printed in any other colours.

Correct usage of our logo is essential to the integrity of our brand. Incorrect use diminishes our image.

# Incorrect Usage Examples

Our logo must not be misused. Here are a few examples of incorrect logo usage.  
Only approved artwork can be used.



incorrect colours



Logo Rotated



Logo Squashed



Subtitle used in wrong fashion



Incorrect font colour used



Incorrect font used



Font too big in respect to coil



Logo used over photograph



Logo on incorrect colour background



## Clearance Zone

The Clearance Zone refers to the distance of “X” and “Y” as a unit of measurement, surrounding each side of the Alan Firmin logo. “X” equals 25 percent (25%) of the length of the logo, from the coil to the ‘N’. “Y” equals 50 percent (50%) of the height of the coil.

A minimum clear space requirement has been established to ensure the prominence and clarity of the Alan Firmin logo.



## Minimum size

In order to ensure legibility, the minimum reproduction size of the Alan Firmin logo is 50mm x 11mm, based on the entire length of the logo and the height of the coil.

Please observe the reproduction size requirements of the logos at all times to avoid poor quality or distortion.

## Typography

For continuity and simplicity, we use one typeface in our communications: Times New Roman. This particular typeface has been chosen for its clarity, legibility and versatility.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Times New Roman

# Please find following templates for our;

- Letterheads
- Compliment Slips
- Facsimile
- Business Cards

## Please familiarise yourself with all points raised within this guide.

### Letterhead

Letters should always be printed on pre-printed headed paper and compiled in A4 size, portrait layout. Text should be sized at 11pt.

Where a letter runs over one page, the remainder should also be printed on pre-printed headed paper; this ensures wider use of the Alan Firmin logo and maintains a professional, consistent image throughout our communications.

Full, formal sign-off should be used at all times:

John Smith  
Job Title  
Direct Tel: 01234 123456  
Email: john.smith@alanfirmin.co.uk

### Fax Header

As the Alan Firmin logo is built into the template, all fax header sheets should be printed on plain white laser/photocopy paper and compiled in A4 size, portrait layout. Continuation sheets should be plain white laser/photocopy paper.

As with letterheads, full, formal sign-off should be used at all times.





# Stationery Continued

## Compliment Slip



## Business Card



The above stationery items are pre-printed and are included here purely to demonstrate the rest of the range.

## Email Sign-off

Our formal email sign-off should be used for email correspondence at all times.

Regards  
John Smith



t 01234 567890  
m 01234 567890  
e [name@alanfirmin.co.uk](mailto:name@alanfirmin.co.uk)  
w [www.alanfirmin.co.uk](http://www.alanfirmin.co.uk)

*Trust Firmin to Deliver!*

## Artwork Directory

In order to make the process of selecting the appropriate logo as simple as possible, the 'Artwork Directory' has been created.

## Our Logos

We have several variations of our logo available. To use the directory, simply select the logo which you require and download to your desktop machine. A variety of sizes and styles have been supplied.

## Standard Templates

Standard templates have been supplied for letterheads, fax headers, compliment slips and business cards. These templates can be downloaded in PDF format and edited if required.

To access our artwork directory, please visit:  
<http://www.alanfirmin.co.uk/Certificates.aspx>