



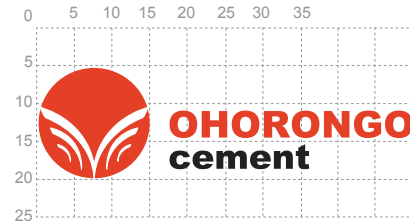
OHORONGO
cement

Corporate Identity Manual Version 1.0

The Generic Logo

Our logo is symbolic of our steadfast reputation and excellence. It is simple, modern and distinctive. Consistent and proper usage of the logo is absolutely essential.

The generic logo is the preferred option. It is not to be altered in any way other than scaling proportionally. The logo is always to be placed on a white background. A white frame is to be used where the logo appears on a background other than white.



Please Note:

The signature is NEVER to be typeset manually; only the artwork provided may be used. In addition, the logo must not be embellished in any way.

All artwork must be signed-off by Ohorongo Cement prior to production.

Please refer to the accompanying CD for the correct use of the logo

or download the files at: www.ohorongo-cement/CI

PLEASE NOTE:

Always use the approved electronic artwork. Any re-drawn or re-created versions will not be accepted.

Minimum Size

A logo that is too small has little or no impact. Our logo should never appear smaller than 10mm in height.



Note: "X" is equal to the height of the logo.

PLEASE NOTE:

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Logo - Clear Space

Always position the logo for maximum impact and give it plenty of room to "breathe" to ensure its impact and legibility.

A minimum amount of clear space must always surround all versions of the logo. Clear space must equal 1/3 the height of the logo.

Maintaining proper clear space protects the visual identity from competing graphic elements such as text, photography or background patterns that may otherwise divert attention from the logo.

PLEASE NOTE:

Always use the approved electronic artwork. Any re-drawn or re-created versions will not be accepted.

The Generic Logo

It should never be used on a textured or coloured background other than white or very light colours.

The logo shall always be on white and never inverted.



Monochromatic Logo

The monochromatic logo may only be used when the use of colour is not available on the applications and where the background is black. The Ohorongo Cement lettering and icon will be 100% black.

The logo shall always be on white and never inverted.

PLEASE NOTE:

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Colour Palette

Ohorongong Cement

C 0 M 94 Y 100 K 0

PANTONE 1795 C

BLACK

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



Pantone 1795C
C 0 M 94 Y 100 K 0



Black
C:0 M:0 Y:0 K:100

Arial

Arial Bold

Arial Black

abcdefghijklmnopqrstuvwxyz1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Typography

Typography is a key element used to communicate a unified personality for Ohorongong Cement. Fonts are Arial & Arial Black. Use Arial Black mainly for headings and Arial for longer text and paragraphs. These are our main typeface and should be used in all printed and sign communications materials.

The fonts shown on the left are the preferred fonts. It may not be used as an outline font or distorted in any way. The font must be at 100% scaling i.e. do not condense or extend.

Do not substitute any other typeface for the approved Ohorongong Cement typeface.

Download all files at:
www.ohorongong-cement/CI

PLEASE NOTE:



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Download all files at: www.ohorongo-cement/CI

Logo Specifications (File Names & Printing Specifications)

Logo	File Name	Available Formats	Example Usage & Applications
	2 Spot Colours / Pantone Colours OhorongoCement_Logo_2colourPantone	.indd .eps .pdf .jpg	Primarily for print
	CMYK OhorongoCement_Logo_2colourCMYK	.indd .eps .pdf .jpg	Process Colour Applications
	RGB OhorongoCement_Logo_2colourRGB	.indd .eps .pdf .jpg	For web or digital applications
	1 Colour / Monochrome / Black OhorongoCement_Logo_1colour	.indd .eps .pdf .jpg	Embroidery, Newsprint, Small print

PLEASE NOTE:

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LOGO USAGE - Notes



0 | C
94 | M
100 | Y
0 | K

0 | C
0 | M
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100 | K

PANTONE
1795 C

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PANTONE
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Ohorongo Cement

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Download all files at: www.ohorongo-cement/CI

For more information, please contact
snowballstudio.com



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www.ohorongo-cement.com