

How we look . . .

This **Elonex Brand Identity Guideline Book** is a guide to the basic elements that make up the Elonex Brand identity. Please read it so you'll get to know us a little better.

Our logo is a very valuable asset and we must treat it nicely. Please don't abuse our logo or trademarks as they can't fight back (our lawyers are a different story though!)

Print Logo (CKMY)

These logos are to be used for printed collateral including printed publications, advertising, billboards, posters, flyers, and packaging.



Digital Logo (RGB)

These logos are to be used for all screenwork, including websites, banners, emailers, presentations and digital signage.



Logo Choice

There are two Elonex logos available for use, the Elonex Word logo, and the Elonex Tab logo. The choice is at the discretion of the designer. The Tab logo must be positioned at the top left or top right of any work being created.

Download the Elonex logo in EPS, JPG, PNG at <http://www.elonex.com/pr/elonex-logos.zip>

Exclusion Zone

We've defined an exclusion zone that prevents other graphic elements interfering with the Elonex logo. The only exception to this is a web address or Elonex strapline, as these are considered a logo element.



Powered by Elonex Logo

In instances where Elonex is the sub-brand the "powered by Elonex" logo must be used. For approved use of this brand please contact pr@elonex.com



Our identity

Typeface

The Elonex corporate typeface is Myriad Pro which is a nice, simple font good for headlines and plain text.

AaAa

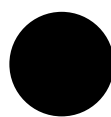
ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

(.,:;?£\$&@*"'~#) 0123456789

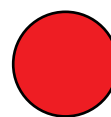
Corporate Colour Scheme

Our colours give us our identity so please use black, white and red as often as possible.



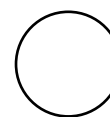
Black

PMS Process
Black C
CKMY
100/50/50/50
RGB
0/0/0



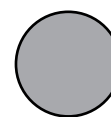
Red

PMS 186 C
CKMY
0/100/100/0
RGB
255/0/0



White

PMS Process
White C
CKMY 0/0/0/0
RGB
255/255/255



Grey

PMS 877C
CKMY 0/0/0/40
RGB
167\169\172

Approval, Questions and information

If you're ever in doubt, please refer back to this document. Please respect our brand and our brand values. We try to keep a flexible system that allows creativity while keeping our identity and generally designers try to make things look best and we agree. For all approval requests, questions or further information please contact pr@elonex.com or contact us via our website at www.elonex.com.

Elonex History

Just for interest, this is our old logo (*and should not be used for any new communications*). Elonex was established in 1986 to provide computer hardware and services and while the logo looks a bit 80's now, we think its strong and with the help of Vinnie and co at Wimbledon FC, it has helped us get to where we are today.

