



BRAND GUIDELINES

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This style guide introduces brand marks, letterforms, symbols, colour palettes and approved typefaces for the PentaHelix brand.

The logos are to be used on all promotional materials.

To ensure visual impact and consistent recognition, you and any third party to whom you may pass on the logos (eg advertising agency, newspaper etc) must use them in accordance with the guidelines set out in this document.

The unauthorized application of any of these logos for commercial purposes (eg merchandising products) is not permitted.

THE LOGO

THE LOGO



THE PRIMARY LOGO

The PentaHelix logo is formed of two graphic elements, a brand mark and letterform, which are brought together in a fixed relationship with carefully defined colours that must not be altered.

The brand mark may be used independently of the letterform but the letterform must always be accompanied by the brand mark.

The relationship between the two aspects of the PentaHelix logo can be changed depending on its use and location on any print or digital media. This is explained on the following page.

USING THE LOGO



EXCLUSION ZONE

A visual exclusion zone (equal to the height of the word PentaHelix letterform) has been defined around the logo to give it maximum impact and legibility. No other elements should appear within the exclusion zone, including type, imagery or keylines.

Whilst using the logo on top of other imagery is not recommended, if the logo is to be placed on a photographic or illustrative background avoid placing it over any 'busy' areas.

The logo must not be used smaller than 40mm wide, this can include the exclusion zone if necessary.

ADDITIONAL FORMATS






COLOUR



COLOUR PALETTE




The 5 colours of the PentaHelix logo mark make up the primary brand colour palette. Three additional shades of grey make up the brand's secondary colour palette.

The Primary colours can be used for headings, sub-headings, backgrounds and graphic elements.

The Secondary colours can be used for body text and graphic elements.

CMYK	97, 74, 1, 0	CMYK	79, 31, 2, 0	CMYK	69, 0, 19, 0
RGB	5, 86, 165	RGB	16, 144, 203	RGB	32, 191, 208
#ef	0455a4	#ef	108fca	#ef	1fbed0
					

CMYK	75, 0, 62, 0	CMYK	87, 21, 93, 7
RGB	30, 183, 138	RGB	0, 139, 76
#ef	1db689	#ef	008a4b
			

CMYK	0, 0, 0, 90	CMYK	0, 0, 0, 60	CMYK	0, 0, 0, 40
RGB	65, 64, 66	RGB	135, 135, 135	RGB	167, 169, 172
#ef	414042	#ef	878787	#ef	A7A9AC
					

TYPOGRAPHY

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The PentaHelix brand typeface is Open Sans. To maintain consistency throughout communications only the weights shown here should be used. Open Sans Regular and Light are used for body text. The semi bold and bold weights are used for headings and sub-headings.

OPEN SANS BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

OPEN SANS SEMIBOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

OPEN SANS REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

OPEN SANS LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

TYPOGRAPHY & COLOUR

HEADING & SUBHEADING COLOURS

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz



BODY TEXT COLOURS

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

