
Identity Guidelines

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LIFTING INNOVATION

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INTRODUCTION

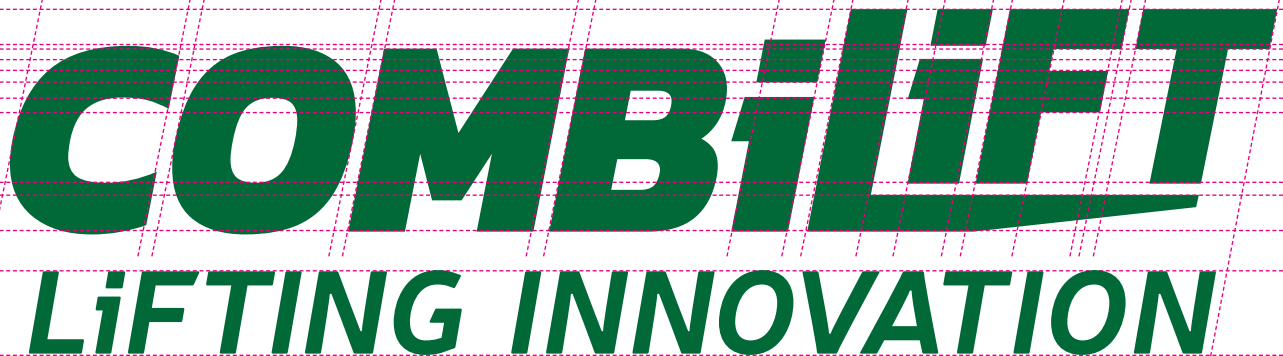
The guideline document will guide you through the core elements to help you represent the Combilift Identity consistently.

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OVERVIEW

Combilift's visual identity and its design elements are critical factors in defining our brand and growing our public image. Our distinct letterform and logos not only convey information, they also affect the way we communicate with our customers and business partners. By consistently and professionally showing the Combilift identity in visual materials we facilitate recognition of our brand in the marketplace.



COMBILIFT
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The image shows the Combilift logo and tagline. The word "COMBILIFT" is in a bold, green, sans-serif font. The "i" in "COMBILIFT" is lowercase and has a unique design with a dot and a tail that extends to the right. Below "COMBILIFT" is the tagline "LIFTING INNOVATION" in a bold, green, sans-serif font. The entire logo is set against a background of a grid of dashed red lines.

USING THE LOGO

The master logo must always be used when representing Combilift. The Master logo consists of the logotype and the tagline. It is NOT permitted to remove the tagline or to alter the elements of the logo.

MASTER LOGO

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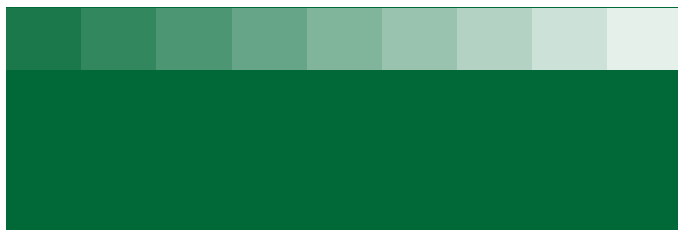


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CORPORATE COLOUR PALETTE

Colour is an essential part of the brand and it can help set the tone when communicating to the marketplace. The corporate colour palette consists of Combilift's Green which is Pantone 349 and it is to be used with complementary Cool grey 3 and 11.



Pantone = 349c

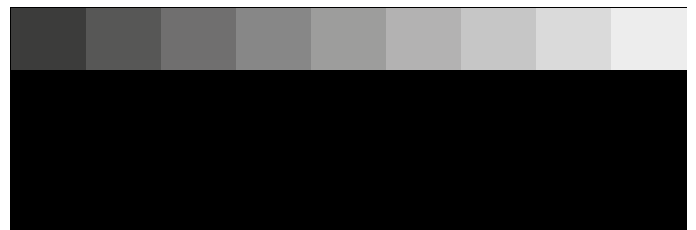
RGB = 22.105.54

C = 90, M = 32, Y = 92, K = 24

#166936

CombiliftGreen = 539/H625

Avery = Olive Green (757 PF)



Full Colour Black (K)

RGB = 0. 0. 0.

C = 91, M = 79, Y = 62, K = 97

#000000

RAL = 9005



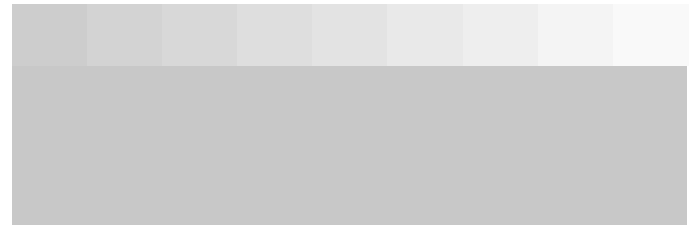
Pantone = Cool Grey 11c

RGB = 85. 86. 90

C = 62, M = 51, Y = 46, K = 39

#56565a

RAL = 7011



Pantone = Cool Grey 3c

RGB = 202. 200. 200

C = 23, M = 18, Y = 19, K = 0

#cbc8c7

RAL = 7047



Pantone = Cool Grey 6c

RGB = 169.168.171

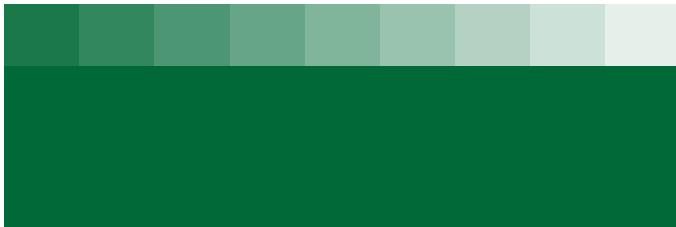
C = 36, M = 29, Y = 27, K = 6

#a9a8ab

RAL = 9006

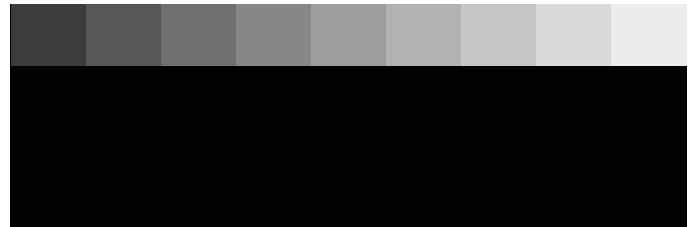
THREAD COLOUR REFERENCE

Kingstar threads should be used when representing the brand on clothing. The below references only should be used. No alternative colour reference or thread substitute is permitted.



Thread Manufacture = Kingstar

Thread Reference = 244



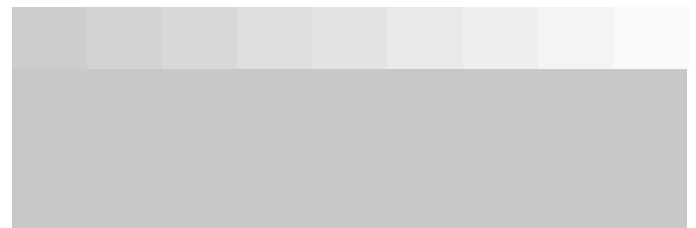
Thread Manufacture = Kingstar

Thread Reference = 402



Thread Manufacture = Kingstar

Thread Reference = 370



Thread Manufacture = Kingstar

Thread Reference = 368

THE MASTER IDENTITY

The master identity consists of the logotype and the tagline. This is the primary logo format for the brand.

Primary Application
Combilift Master Identity on White

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Primary Application
Combilift Master Identity on Green Pantone 349

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Secondary Application
Combilift Master Identity on Cool

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Secondary Application
Combilift Master Identity on Cool

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FREE SPACE

To ensure legibility the logo should always be surrounded by a minimum area of space. This area of isolation ensures that headlines, text or other visual elements do not encroach on the identity. The area is defined by using the width / height of 'O' from the identity type.



MINIMUM SIZE

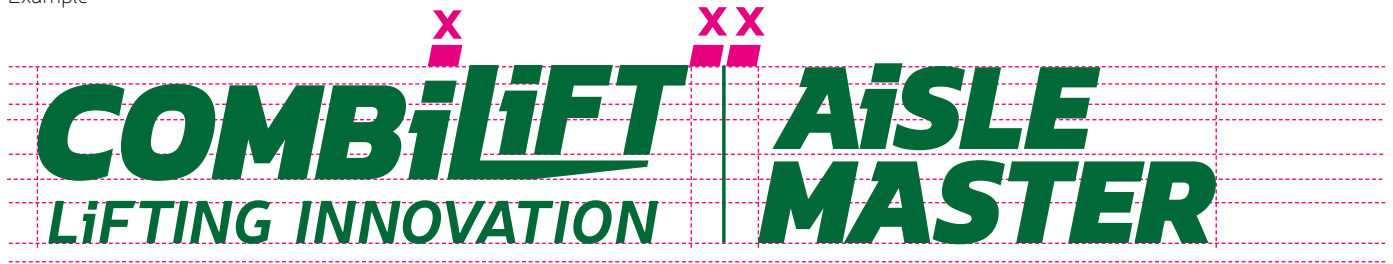
A minimum size has been set for the Combilift logo type. The logotype should not be reproduced below indicated sizes as any reproduction below 31 x 8.7mm will negate the reproduction and legibility quality.

COMBILIFT AND AISLE MASTER LOCKUP

The lockup structure indicated below has been created to partner both the Combilift parent brand with the Aisle Master product range identity. Spacing separation and alignments are as indicated in the structure placement below.

Structure
Example

In the Lockup format Aisle Master MUST always be placed on the right.



1 Colour Application
Pantone Green 349c



20 YEAR COMBILIFT AND AISLE MASTER LOCKUP

During our 20th year the below signature identity will be used. The 20 years text will be placed below the baseline for both Combilift and Aisle Master as indicated on the structure placement below.

Structure
Example

In the Lockup format Aisle Master MUST always be placed on the right.



2 Colour Application
Pantone Green 349c & Pantone Cool Grey 6



Single Colour Application
Pantone Green 349c



DEALER CO-BRANDING – LANDSCAPE

When presenting the Combilift brand in a dealership format the dealer name should be in type format as indicated below.

Structure
Landscape Example



Example
Dealer Landscape Lockup



Example
Dealer Landscape Un-locked



DEALER CO-BRANDING – PORTRAIT

The portrait dealer format should not be unlocked.
Only the structure below is permitted.

Example
Dealer Portrait Lockup



The dealer title should be same size in height as the tagline as indicated by 'T'

No Dealer name should extend beyond the boundry width of the Combilift Master Identity, it must return onto the next line down

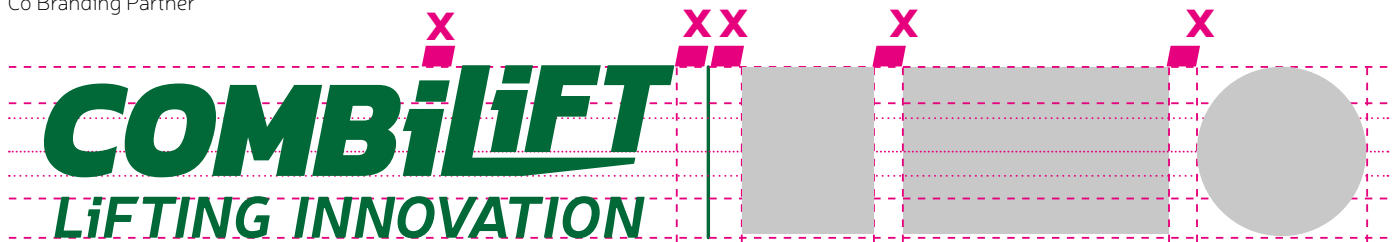
Example
Dealer Portrait Lockup



PARTNER CO-BRANDING

When Combilift is presented with partner brands or in a sponsorship format then the below structure should be applied. Do not place the Combilift in the centre of co-brands or alter allow other brands to pass outside the structural guides.

Structure
Co Branding Partner



Example
Co Branding Partner



Incorrect Application



INCORRECT USE

Manipulating, editing or distorting is master logotype is **NOT** permitted. It is important to maintain the brand components and use them correctly. Only approved artwork files should be used.

INCORRECT USE

It is NOT permitted to alter the elements of the master logo. Any alteration to the logotype or the tagline undermine the brand.

Master Logo



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COMBiLiFT

Do not replace or edit fonts



LiFTING INNOVATION COMBiLiFT

Do not frame or box



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INCORRECT USE

The master identity should never be manipulated, have drop-shadows added, stretched, distorted or cropped.

Master Logo



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Never Stretch



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No Drop Shadows



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Do not replace or edit fonts



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Do not alter size relationship of logo elements



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Do not frame or box



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Do not place logo on colours that affect legibility



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INCORRECT USE

Editing any element or proportions on regional or dealer components affect consistency when representing the brand on the global stage.

Region / Dealer Structure



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Dealer Name

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Dealer Name

Region / Dealer Structure



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Dealer Name

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Dealer Name

TYPE

Type is an important brand component. In the following pages we will outline our brand fonts and indicate how the fonts should be used. No fonts outside of the approved font families can be used when representing the brand.

TYPE

KANIT

Kanit is the foundation of the identity letterform and therefore should only be used in a limited capacity such as headings to avoid affecting the prominence of the brand identity.

Kanit

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890abcdefghijklmnopqrstuvwxyz€
#&∞\$%&'()*+,-./:;<=>?@A-B-C-D-E-F-G-H-I-J-K-L-M-N-O-P-Q-R-S-T-U-V-W-X-Y-Z

Kanit

Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890abcdefghijklmnopqrstuvwxyz€
#&∞\$%&'()*+,-./:;<=>?@A-B-C-D-E-F-G-H-I-J-K-L-M-N-O-P-Q-R-S-T-U-V-W-X-Y-Z

Kanit

Semi-Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890abcdefghijklmnopqrstuvwxyz€
#&∞\$%&'()*+,-./:;<=>?@A-B-C-D-E-F-G-H-I-J-K-L-M-N-O-P-Q-R-S-T-U-V-W-X-Y-Z

Kanit

Semi-Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890abcdefghijklmnopqrstuvwxyz€
#&∞\$%&'()+,-./:;<=>?@A-B-C-D-E-F-G-H-I-J-K-L-M-N-O-P-Q-R-S-T-U-V-W-X-Y-Z*

TYPE

NERIS

Neris has been chosen as a primary font for use on brand communications.

Neris

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890abcdefghijklmnopqrstuvwxyz€
#¢∞§¶•ºΣ´®†¥¨^øƒßðf©´Δ°fæ≈ç√j~µ≤!@£\$%^&*()_

Neris

Semi-Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890abcdefghijklmnopqrstuvwxyz€
#¢∞§¶•ºΣ´®†¥¨^øƒßðf©´Δ°fæ≈ç√j~µ≤!@£\$%^&*()_

Neris

Semi-Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890abcdefghijklmnopqrstuvwxyz€
#¢∞§¶•ºΣ´®†¥¨^øƒßðf©´Δ°fæ≈ç√j~µ≤!@£\$%^&()_*

Neris

Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890abcdefghijklmnopqrstuvwxyz€
#¢∞§¶•ºΣ´®†¥¨^øƒßðf©´Δ°fæ≈ç√j~µ≤!@£\$%^&*()_

TYPE

OPEN SANS

Open Sans has been chosen to complement the brand as a secondary font family for digital and print. It should as a supporting role to the primary font family.

Open Sans

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890abcdefghijklmnopqrstuvwxyz€
#&∞\$%&•°Σ´®†¥¨^øπβ∂ƒ©`Δ°¬æ≈ç√ƒ~μ≤!@£\$%^&*()_

Open Sans

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890abcdefghijklmnopqrstuvwxyz€
#&∞\$%&•°Σ´®†¥¨^øπβ∂ƒ©`Δ°¬æ≈ç√ƒ~μ≤!@£\$%^&*()_

Open Sans

Semi-Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890abcdefghijklmnopqrstuvwxyz€
#&∞\$%&•°Σ´®†¥¨^øπβ∂ƒ©`Δ°¬æ≈ç√ƒ~μ≤!@£\$%^&*()_

Open Sans

Extra Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890abcdefghijklmnopqrstuvwxyz€
#&∞\$%&•°Σ´®†¥¨^øπβ∂ƒ©`Δ°¬æ≈ç√ƒ~μ≤!@£\$%^&*()_

TYPE

HIERARCHY

Type size is important when setting type. There are no exact rules, however, in general the headline message should always be the largest.

The headline font should always appear larger than the rest of the type message. Example shown is kanit Medium, leading auto, kerning no greater than -20

Kanit medium applied to heading or paragraph

Sub headline font should be slightly smaller and the body copy should be the smallest
Example Neris Medium

Neris Medium/Bold Sized sub-headlines / paragraphs titles

Body copy should always be the primary font family (Neris) with a recommended minimum size of 8pt, leading 11pt and kerning -10 for print. Only in exceptional circumstances can the text be smaller.

Column 1

Example Body Text
Primary Font Family
Neris Light (para 1)
Neris Semi-Bold (para 2)

Column 2

Example Body Text
Secondary Font Family
Open Sans Regular (para 1)
Open Sans Semi-Bold Italic (para 2)

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ut eatempo rrorum quo berferae alibus magnati
busamus cienim esti dolorit inci as aut et re cus ut que
volorep ellaut essin nesequibus volupta volorer speror
sunduciis delicae consed quias audi consed et millorem
fuga. Hil ipicit aut dolor reheni nam, ipitasp ersperc
imporio quam voluptas estem quo tent od quam,
consequ minisci libusaperum eiciendeles derchicimus.

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consed et millorem fuga. Hil ipicit aut dolor reheni
nam, ipitasp ersperc imporio quam voluptas
estem quo tent od quam, consequ minisci
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re, cus.*

TYPE

SETTING

It is important to neatly format our type in our brand communications. Combilift are manufacturers of technically innovative lift systems and our type formatting must communicate our attention to detail and precision.

Example
Un-formatted



Ovit aadam verum alite autectio eosae pe prerero dus id modia sum delluptiont consecui aut volorro reperum eostibus accuptae accum et harum facerunto dolum lant explabo. Pa volorem autem erum si unt.

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Example
Structured



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TYPE

SETTING

Do not over-populate a page with text content. Allowing a greater area of free space means that the logo can be more prominent and important introduction paragraphs can be increased to bring interest to the type structure.

Example
Formatted Copy

Ovit audam verum alite autectio eosae pe prerero dus id modia sum delluptincto consequi aut volorro reperum eostibus accuptae accum et harum facerunto dolum lant explabo. Pa volorem autem erum si unt.

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COMBiLiFT
LiFTING INNOVATION

Example
Prominent Intro - Increased Footer Space

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TYPE

SETTING

Avoid introducing too many font styles to documents and using the corporate green (Pantone 349c) to distinguish areas of type as this becomes distracting and takes away from the brand identity.

Example

Prominent Intro - Increased Footer

**Ovit audam verum alite autectio eosae pe prerero
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Avoid

Too many font styles



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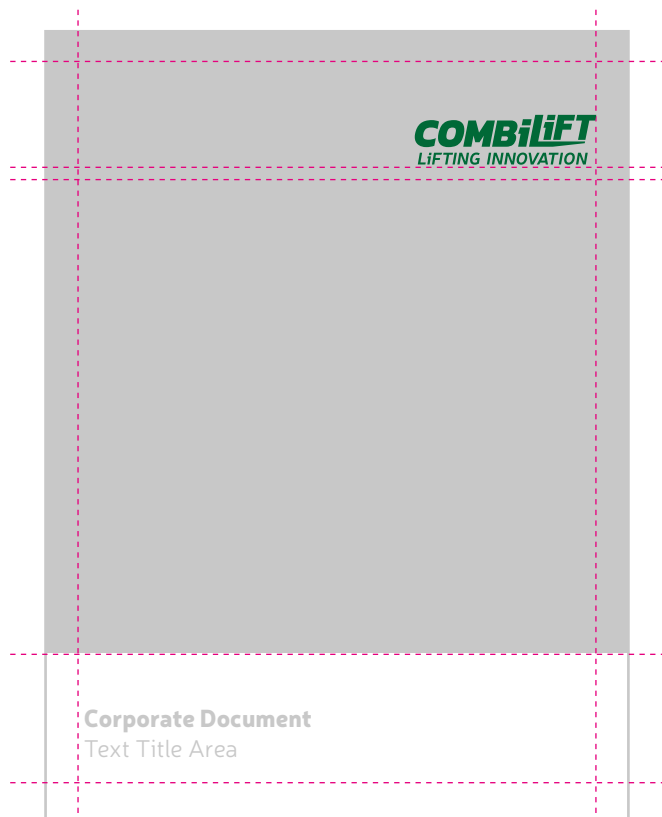
IDENTITY PLACEMENT

Consistent placement of the master identity and the subsidiary regional identities is an important component when representing the brand.

PLACEMENT CORPORATE PLATFORM

When creating corporate communications the logotype should be positioned top right of the page. See illustrative example below. For current artwork files contact Combilift's marketing department.

Layout
Structure



Master Logotype

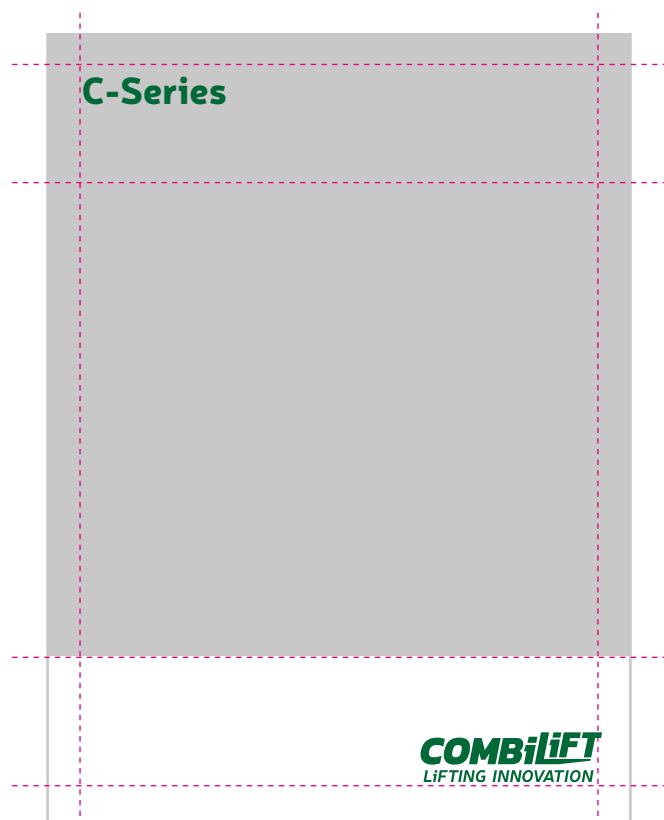


Product
Photography

PLACEMENT PRODUCT PLATFORM

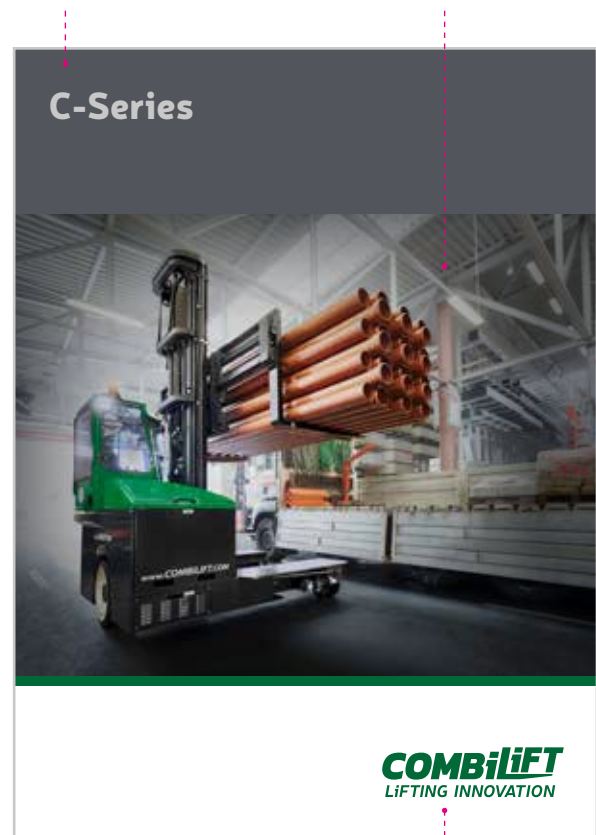
The inverted structure below positions the product details in the prominent position towards the top of the page. The layouts below demonstrate the recommended header and copy placement, however, this placement is a guideline only and not final artwork. Contact Combilift's marketing department for current marketing files.

Layout
Structure



Prominent Product
Placement

Product
Photography



Lockup to bottom
right margin

PLACEMENT CONSISTENCY

It is important to create consistent artworks when producing brand communications.

Design Structure
Layout



C-Series

COMBilIFT
LIFTING INNOVATION

Design Structure
Layout



CB-Series

COMBilIFT
LIFTING INNOVATION

Design Structure
Layout



WR-Series

COMBilIFT
LIFTING INNOVATION

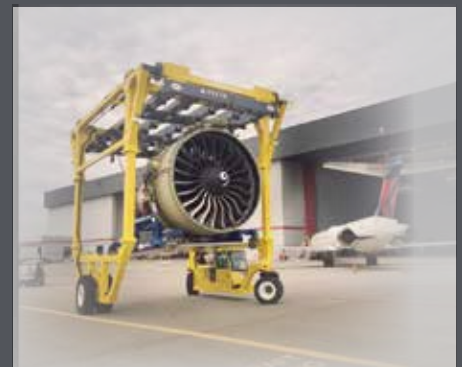
Design Structure
Layout



MG-Series

COMBilIFT
LIFTING INNOVATION

Design Structure
Layout



SC-Series

COMBilIFT
LIFTING INNOVATION

PLACEMENT CONSISTENCY

By creating different visual styles we affect the brand and introduce confusion to the marketing material.

Design Structure
Layout



C-Series

COMBiLiFT
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Design Structure
Layout



CB-Series

COMBiLiFT
LIFTING INNOVATION

Design Structure
Layout



WR-Series

COMBiLiFT
LIFTING INNOVATION

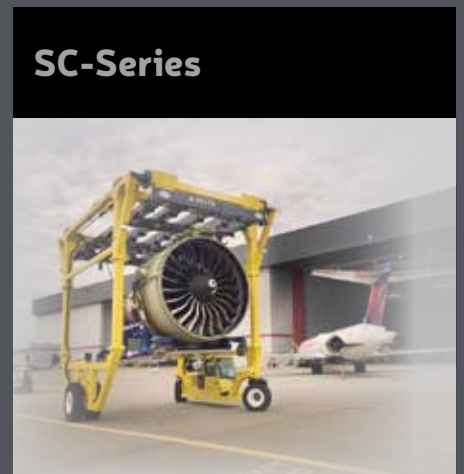
Design Structure
Layout



MG-Series

COMBiLiFT
LIFTING INNOVATION

Design Structure
Layout



SC-Series

COMBiLiFT
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USING COLOUR

Pantone Green 349c is the primary colour for the brand identity. It is important to use the corporate colour correctly. In the following pages we will outline how to communicate with our brand colours.

COLOUR

CONSIDERATION

Selective and thoughtful use of colour reinforces our brand and creates a distinctive visual identity. It is important to consider the amount of the corporate green that is used on brand communications. Green product paint imagery with the corporate green background colour could overwhelm the logotype.

Reverse
Corporate Green



Positive
Corporate Green



COLOUR

USAGE

The primary application for the brand is reverse on Pantone 349c or Positive (Pantone 349c) on white.

Reverse on
Corporate Green



Positive
Corporate Green on Cool Grey 3c - 30% Tint



Reverse White
Cool Grey 11C



Positive
Corporate Green on Cool Grey 3c



Positive
Corporate Green on Cool Grey 3c - 30% Tint




Positive
Corporate Green on Black (K)



COLOUR TONE

Creating artworks using tints of Pantone 11 and 3c create provides a balanced look for corporate communications with the Pantone 349c green restricted to the logotype and highlighting graphic elements such as buttons as illustrated below.

Reverse on
Corporate Green

Select language 

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[PARTS & SERVICING](#)

[PRODUCT RANGE](#)

[SOLUTIONS](#)



SEARCH

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[Home](#) | [Product Range](#) | [CSeries](#)



COLOUR TONE

Saturating a design with the corporate Pantone 349c green colour affects the prominence of the logotype.

Reverse on
Corporate Green

Select language 

[ABOUT COMBILIFT](#)

[PARTS & SERVICING](#)

[PRODUCT RANGE](#)

[SOLUTIONS](#)



SEARCH

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[Home](#) | [Product Range](#) | [CSeries](#)



PHOTOGRAPHY

Product photography is an important component in the brand experience. High resolution imagery should only be used when displaying our products. Professional photography of our products in use in the real world bring vibrancy to the product range.

PHOTOGRAPHY

All marketing material photography should show products in use in real world environments. Global imagery show scale and our ability to export. Isolated products should be limited to technical data documents only.

Working Environment
Product Image



Photo Edit
Product Focus, Dark background



Photo Edit
Isolated Product, Pantone Grey 11 and 3c Background

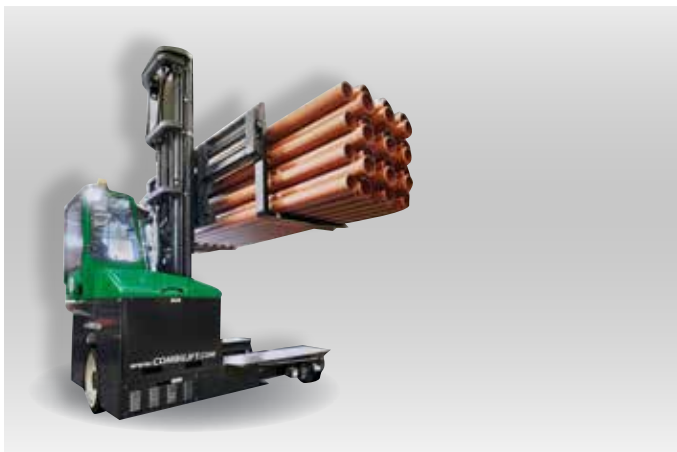


Photo Edit
Product Focus, Ghost background



PHOTOGRAPHY

Isolated product imagery should be applied to dark or light grey backgrounds on technical documents. White as a background colour should be avoided.

Technical
Pantone 11c Background



Technical
Pantone 3c (40% Tint)



Incorrect Application
Isolated on white



PHOTOGRAPHY – LOGOTYPE PLACEMENT

When placing the positive master logotype on full colour photography ensure the value is between 90-100% black equivalent backgrounds. This will ensure optimum performance for the logo in the corporate Pantone 349c on a photographic background.

Logotype Placement on Photography Background
Equivalent 90%



Logotype Placement on Photography Background
Equivalent 100%



Logotype Placement on Photography / Tint Background
Equivalent 60%



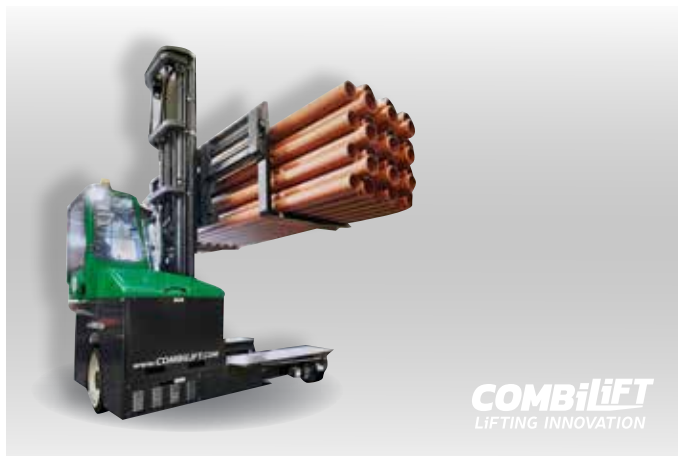
Logotype Placement on Photography Background
Equivalent 40%



PHOTOGRAPHY – LOGOTYPE PLACEMENT

When placing the master logotype on light full colour photography equivalent to between 30%-70% black backgrounds, ensure that the reverse version is used. On lighter photography backgrounds between white and equivalent to 30% black the positive Pantone 349c version should be applied as indicated below.

Logotype Placement on Photography / Tint Background
Equivalent 60%



Logotype Placement on Photography Background
Equivalent 40%



Logotype Placement on Photography / Tint Background
Equivalent 15%



Logotype Placement on Photography Background
Equivalent 20%



