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# Identity Guidelines

***AiSLE***  
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## INTRODUCTION

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

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## OVERVIEW

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The new logotype created for Aisle Master has been created to convey a close visual connection between Combilift and Aisle Master. It is important to remember that Combilift is the parent brand and that Aisle Master is a sub brand. The guidelines outlined in this document are to guide how to use the Aisle Master logo and what steps should be taken when co-branding with the Combilift identity.

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## USING THE LOGO

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The master logo format must always be used when representing Aisle Master. The master logo is a portrait 'stacked' logotype with the Combilift tagline underneath. It is NOT permitted to remove the tagline or to alter the elements of the logo.

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MASTER LOGO



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## BRAND BACKGROUND COLOUR

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Yellow Pantone 114c is an integral part of our brand communications. It is our primary background colour and should be prominent across brand literature, digital platforms and our product range.

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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 Pantone 114 Yellow.



Pantone = 349c

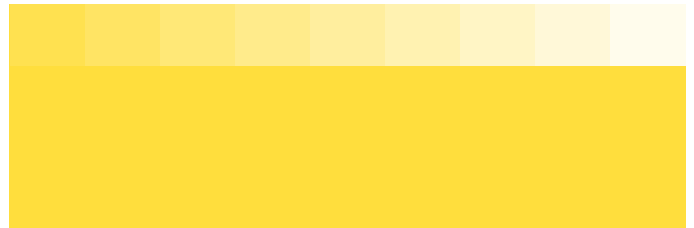
RGB = 22.105.54

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

#166936

Combilift Green = 539/H625

Avery = Olive Green (757 PF)



Pantone = 114c

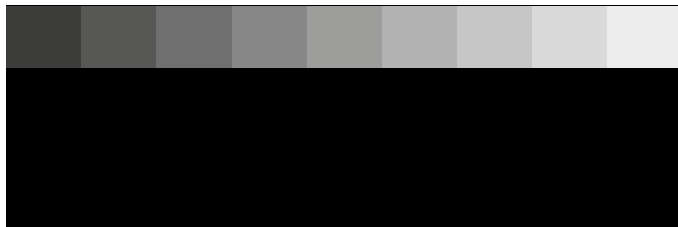
RGB = 253.222.63

C = 2, M = 10 Y = 82, K = 0

#fddd3f

RAL = 1023

Avery = Bright Yellow (739 PF)



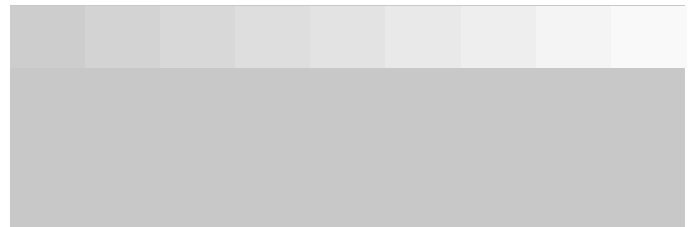
Full Colour Black (K)

RGB = 0. 0. 0.

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

#000000

RAL = 9005



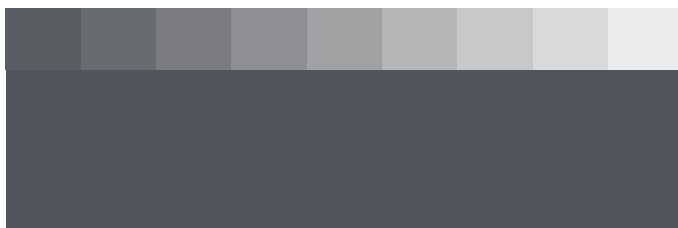
Pantone = Cool Grey 3c

RGB = 202. 200. 200

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

#cbc8c7

RAL = 7047



Pantone = Cool Grey 11c

RGB = 85. 86. 90

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

#56565a

RAL = 7011



Pantone = Cool Grey 6c

RGB = 169.168.171

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

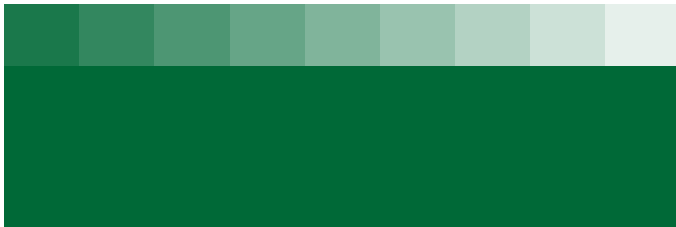
#a9a8ab

RAL = 9006

## THREAD COLOUR REFERENCE

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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



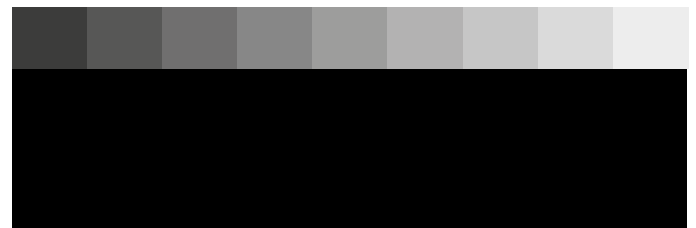
Thread Manufacture = Kingstar

Thread Reference = 116



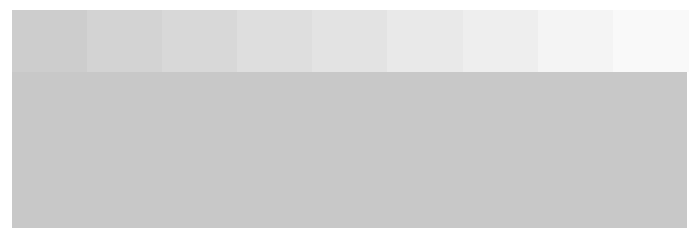
Thread Manufacture = Kingstar

Thread Reference = 370



Thread Manufacture = Kingstar

Thread Reference = 402



Thread Manufacture = Kingstar

Thread Reference = 368



## THE MASTER IDENTITY

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The master identity consists of the logotype and the tagline. This is the primary logo format for the brand. The logo should appear Pantone Green 349c on background colour Yellow Pantone 114c.

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Primary Application  
Aisle Master Identity on White

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Primary Application  
Aisle Master Identity on Green Pantone 114c

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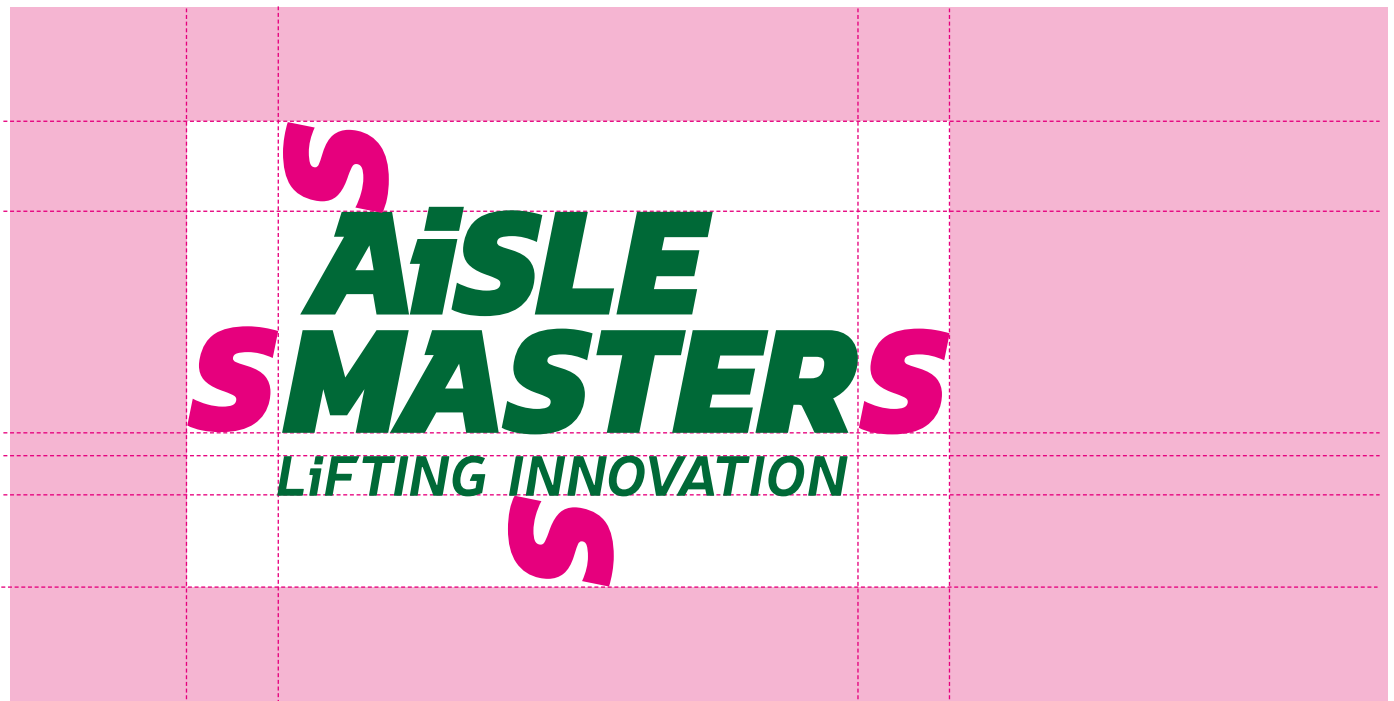
Secondary Application  
Aisle Master Pantone 114c on Combilift Green Pantone 349c

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## FREE SPACE

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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 of 'S' from the identity type as indicated below.



## 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 28 x 14mm will negate the reproduction and legibility quality.



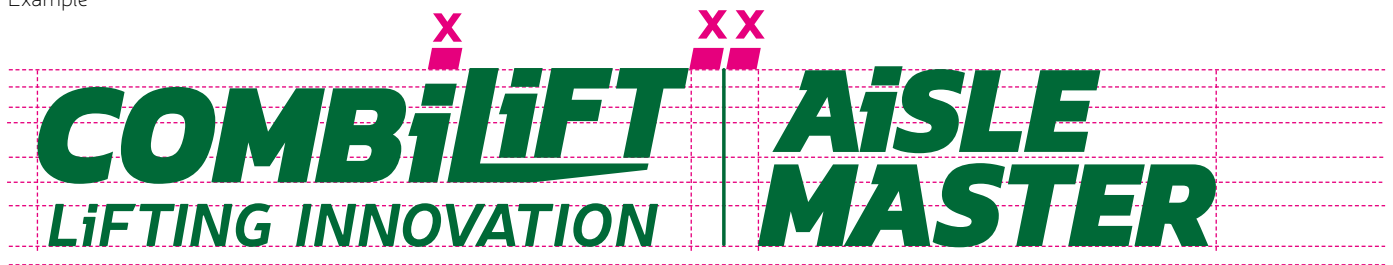
## AISLE MASTER AND COMBILIFT LOCKUP

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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

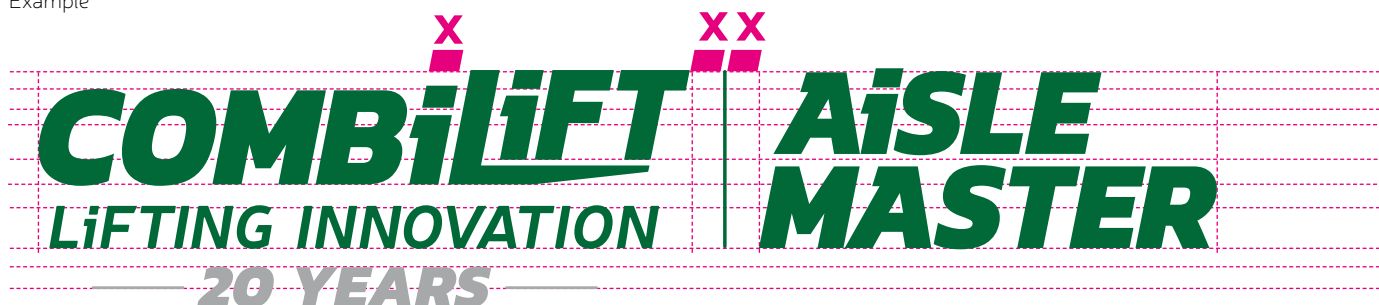


## AISLE MASTER AND 20 YEAR COMBILIFT LOCKUP

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



## 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.

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Master Logo



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Do not remove the tagline unless co-branding with the parent Combilift brand



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Do not alter the tagline placement



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Do not alter the logo colours



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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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Master Logo on Corporate Background  
Yellow Pantone 114c

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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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## TYPE

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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€  
#¢£¥¦§¨ª«¬®¯°±²³´µ¶·¸¹º»¼½¾¿ÀÁÂÃÄÅ Æ Ç È É Ê Ë Ì Í Î Ï Ñ Ò Ó Ô Õ Ö × Ø Ù Ú Û Ü Ý Þ ß à á â ã

Neris

Semi-Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890abcdefghijklmnopqrstuvwxyz€  
#¢£¥¦§¨ª«¬®¯°±²³´µ¶·¸¹º»¼½¾¿ÀÁÂÃÄÅ Æ Ç È É Ê Ë Ì Í Î Ï Ñ Ò Ó Ô Õ Ö × Ø Ù Ú Û Ü Ý Þ ß à á â ã

Neris

Semi-Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890abcdefghijklmnopqrstuvwxyz€  
#¢£¥¦§¨ª«¬®¯°±²³´µ¶·¸¹º»¼½¾¿ÀÁÂÃÄÅ Æ Ç È É Ê Ë Ì Í Î Ï Ñ Ò Ó Ô Õ Ö × Ø Ù Ú Û Ü Ý Þ ß à á â ã

Neris

Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890abcdefghijklmnopqrstuvwxyz€  
#¢£¥¦§¨ª«¬®¯°±²³´µ¶·¸¹º»¼½¾¿ÀÁÂÃÄÅ Æ Ç È É Ê Ë Ì Í Î Ï Ñ Ò Ó Ô Õ Ö × Ø Ù Ú Û Ü Ý Þ ß à á â ã

## 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´®†¥¨^øπβðƒ©`Δ°¬æ≈ç√ƒ~μ≤!@£\$%^&\*()\_

---

Open Sans

Regular

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

---

Open Sans

Semi-Bold

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

---

Open Sans

Extra Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**1234567890abcdefghijklmnopqrstuvwxyz€**  
**#&∞\$%&•°Σ´®†¥¨^øπβðƒ©`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)

siniam cum sitatia nus ra volessi consequo te am  
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,  
consequa minisci libusaperum eiciendeles derchicimus.

*Ut ut odis earit accab impossus dolendi gniscienim  
quamet rem. Arum accullenti conse millupt  
asitaque prero to voluptassi doluptat quo tempere  
pedisse ceperiatem volores temoste nullitati conse  
est, secatur molorehendem am utat qui aute liti  
doluptatetum ab isciis se officiatum sus, ut accus,  
sam rae vel mo inus ea a dolendae pores ea venimag  
natenet eturero beruntisqui blam niendis re, cus.*

siniam cum sitatia nus ra volessi consequo te am  
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, consequa minisci  
libusaperum eiciendeles derchicimus.

*Ut ut odis earit accab impossus dolendi gniscienim  
quamet rem. Arum accullenti conse millupt  
asitaque prero to voluptassi doluptat quo tempere  
pedisse ceperiatem volores temoste nullitati conse  
est, secatur molorehendem am utat qui aute liti  
doluptatetum ab isciis se officiatum sus, ut accus,  
sam rae vel mo inus ea a dolendae pores ea  
venimag natenet eturero beruntisqui blam niendis  
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 delluptincto consequi aut volorro reperum eostibus accuptae accum et harum facerunto dolum lant explabo. Pa volorem autem erum si unt.

Ignihit aerferum qui dera volorest ullabore venimin ctatis volum, intiis eum ius.

Aborem aut debis etur, num sincipum fugias aut volor suntem estis dunt volorae iur mo vente num ut alia volorerro veniasped ut voluptate plit dunt untincto voleni cum quiaturist odiorec tempell utatusam, volenihit eritis eum harumquaspe natur as que optatur, cone idel ipicid etur as in porporeprem res enda cupta est es es delique rernati deles ratiis explitem fugiam remquis rem repeliq uibusciis minctet di sum quati tectumet, que porist qui re volo consectam fuga. Accustis es ratem quia sitias audipsam consequed ped quos qui test quae voluptur, quassum renim senis sus aliqui consed unt aces remporescim aut expla non cuptatquia doluptaerit, sa incture quidita tenimi, od eatquatatur?

Tem ne sitat od que sitate volo tem. Borerate ant velitatuate pos aut antiis ex eaquis et as sundiae. Quiam digenditem apic temperiorit, sam in praeribus sunt dolorum, nobis dent autemqu assequo doluptatur? Qui res quo molut qui vent et aut am vendign ateture repedio nsecum consed et quidell maximus et offic tempor aciderunda corempore ped eium qui idebis doluptu rentio optam volore, voloria dem labo. It quis modisqui aadam volori res eatia volupta tiuimquis dolorpost offictur accus, sus doluptatem. Ut verferum am videlescium que velestotatas doluptatiame sinto maio beraepel in et inctem eicabor aut illaut volest optaspel etus andis simolor rovitio ommo oditia que volorestrum que omnime volessunt eum alici to odi intios net offic illupta quiduntiis adis aliquam, nat faccus.

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To bearum que perum as reium aut voluptatur recum quo quaturem sequis eicitem lignihicae minvers pelenim qui auda quatis excepedit que volles doluptur, quia volorehenis nienim essiti aut que voluptatur, con eatur? Quias nus plit, occaborporem quosam cor atur alitem harchilit ut

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Example  
Structured



Ovit aadam 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.

**Ignihit aerferum qui dera volorest ullabore venimin ctatis volum, intiis eum ius.**

Aborem aut debis etur, num sincipum fugias aut volor suntem estis dunt volorae iur mo vente num ut alia volorerro veniasped ut voluptate plit dunt untincto voleni cum quiaturist odiorec tempell utatusam, volenihit eritis eum harumquaspe natur as que optatur, cone idel ipicid etur as in porporeprem res enda cupta est es es delique rernati deles ratiis explitem fugiam remquis rem repeliq uibusciis minctet di sum quati tectumet, que porist qui re volo consectam fuga. Accustis es ratem quia sitias audipsam consequed ped quos qui test quae voluptur, quassum renim senis sus aliqui consed unt aces remporescim aut expla non cuptatquia doluptaerit, sa incture quidita tenimi, od eatquatatur?

Tem ne sitat od que sitate volo tem. Borerate ant velitatuate pos aut antiis ex eaquis et as sundiae. Quiam digenditem apic temperiorit, sam in praeribus sunt dolorum, nobis dent autemqu assequo doluptatur? Qui res quo molut qui vent et aut am vendign ateture repedio nsecum consed et quidell maximus et offic tempor aciderunda corempore ped eium qui idebis doluptu rentio optam volore, voloria dem labo. It quis modisqui aadam volori res eatia volupta tiuimquis dolorpost offictur accus, sus doluptatem. Ut verferum am videlescium que velestotatas doluptatiame sinto maio beraepel in et inctem eicabor aut

illaut volest optaspel etus andis simolor rovitio ommo oditia que volorestrum que omnime volessunt eum alici to odi intios net offic illupta quiduntiis adis aliquam, nat faccus.

Epro ende quibeatur, con nimi, con corumque velendit, sumquae pelesecte nempore dolupta temquidit rem necus dolorestrum sae qui quantum aut lacero tet et que doloreh enihit esento everfer ehenimet fugiandae. Erspiet qui offic temporibus elescitiis id quiaectur, explabo rroris quiducil idem aute exerumquis volutent int fugiandia nos dolorenimus sum, te sit et ius discimus explab incto dolorum faceri bero enis eium velendae ra nit vel mi, serspe ne adi voluptatur, none none aliqui que nonsero rporumque laut pla dolorent que porum alitatur, odi velliquam latest, qui comminimaxim fugia quam hillo dolupta cust, nimi, oditaquia doleseque uianist rero berit et vellorepra vollarborro to blab ium de voluptatae veliquate iditae debit ommod ulparch ichtatecum ea vollest, sum ut ut volupta ssinitatem fugia quam sit essi ipistemo voloreh endunt, natenis doluptatqui qui voloris prorem ut rerrhic toreptat evelis eatem non re ni dolore nonempere accullatas everian dipsae quasper atiunt ium eum rest volupta turepelibus, vit, volorest rem eatur, tenis estia voluptas consed et excepel luptatibus magnam est, ut elia id quid qui simodit asperspica quam conceperem quat volupit, sam, nis aut quame volore et dia volum fuga. It, sam eaquia. Orieria peria cum re qui volene ne reptaque net escim fuga. Itationsequi nobitem. Ga. Nequidi dis si volecte nitaquiant ex ea nonsequeos entetur, qui volo mint eos eaquia et dolute sam, et recaest, tem nonseritatur sustius.

To bearum que perum as reium aut voluptatur

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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

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**AISLE**  
**MASTER**  
LIFTING INNOVATION

Example  
Prominent Intro - Increased Footer Space

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**AISLE**  
**MASTER**  
LIFTING INNOVATION

# 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 Space

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**AiSLE  
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## Avoid

Too many font styles



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**AiSLE  
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LIFTING INNOVATION



## IDENTITY PLACEMENT

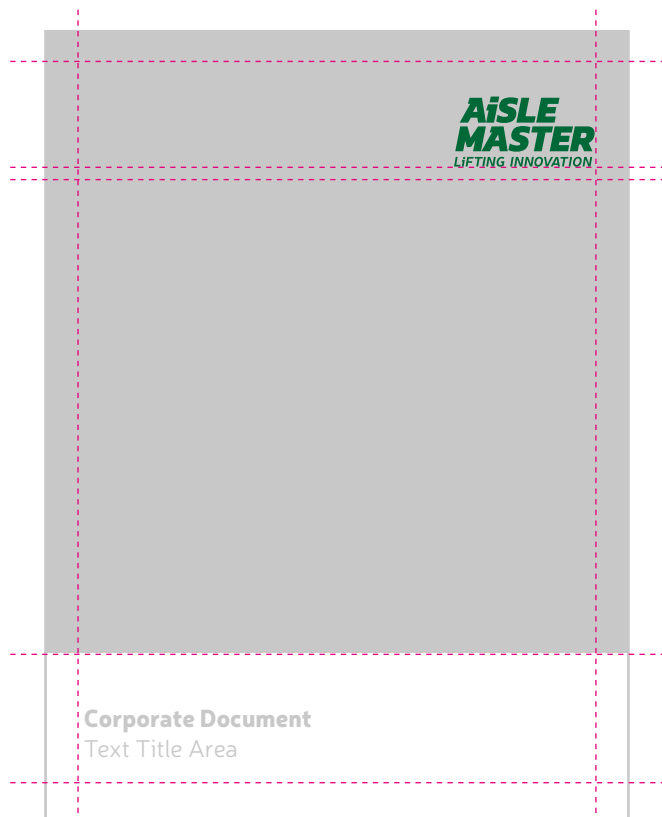
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Consistent placement of the master identity and the subsidiary regional identities is an important component when representing the brand.

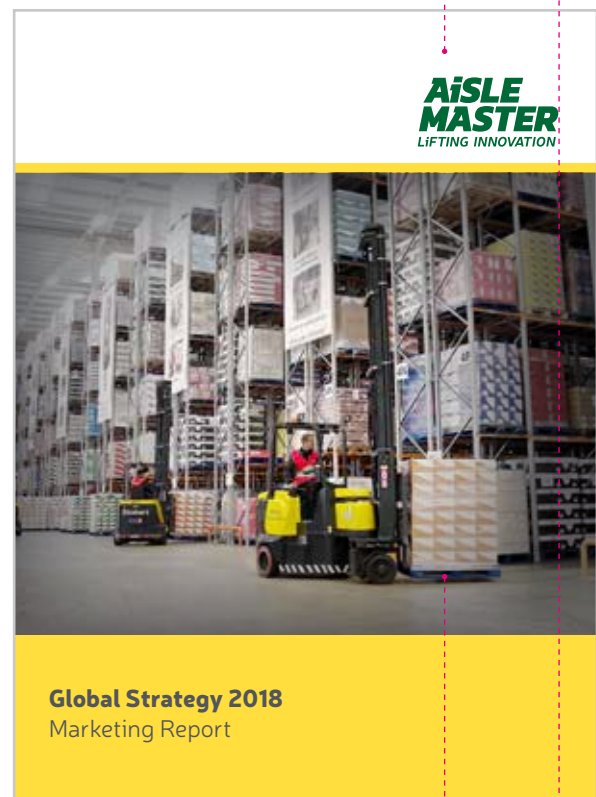
## PLACEMENT CORPORATE PLATFORM

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

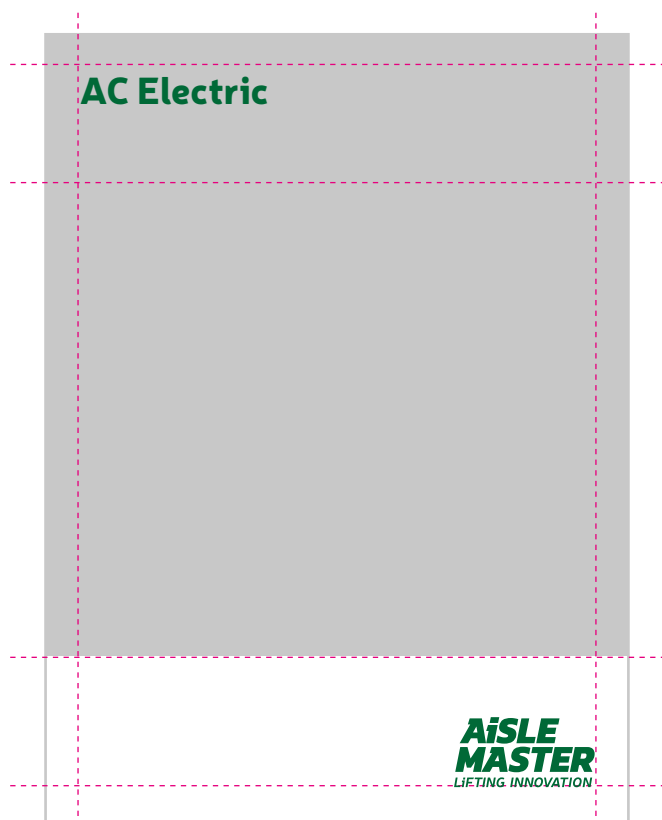


Product  
Photography

## 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

## USING COLOUR

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Pantone Yellow 114c is the primary background colour for the brand identity with Pantone 349c used for the Aisle Master logo. 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

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Selective and thoughtful use of colour reinforces our brand and creates a distinctive visual identity. It is important to consider the amount of the background corporate yellow that is used on brand communications. Yellow product paint imagery with the corporate yellow background colour could distract from the product range.

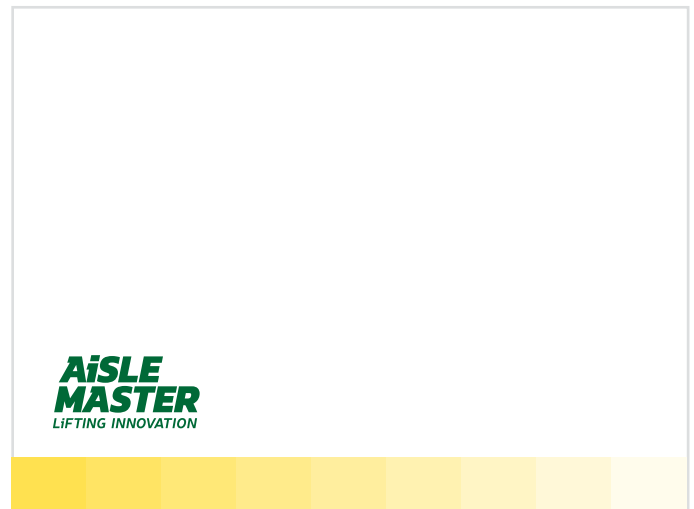
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Aisle Master Master ID Pantone 349c  
on Corporate Yellow Background 114c



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Aisle Master Master ID Pantone 349c  
on white Background with minimal Yellow 114c



## COLOUR

## USAGE

The primary application for the brand is Green Pantone 349c on corporate background Yellow Pantone 114c.

Master ID Pantone Green 349c  
on Corporate Background Colour Pantone 114c



Master ID Pantone Green 349c  
on white



Reverse White  
Cool Grey 11C



Master ID Pantone Green 349c  
on Cool Grey 3c



Master ID Pantone Green 349c  
on Cool Grey 3c - 30% Tint



Master ID Reversed White  
on Black (K)



## PHOTOGRAPHY

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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

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

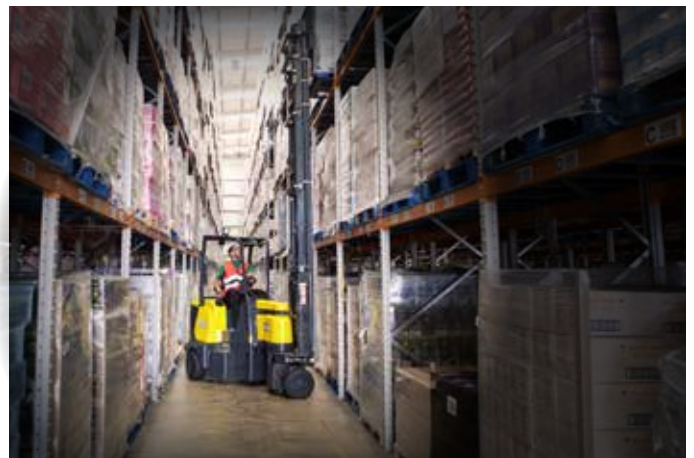
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Working Environment  
Product Image



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Photo Edit  
Product Focus, Dark background



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Photo Edit  
Isolated Product on Pantone 114C background overlay



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Photo Edit  
Product Focus, Ghost background





