



EXEMPLAR  
GLOBAL

BRANDING  
STYLE GUIDE



BRAND MARK

# LOGO

The Exemplar Global logo combines the spiral diamond icon with the Exemplar Global word mark. The brand icon illustrates the letter E in a spiral wireframe forming a diamond shape, a visual element that relates to connection, community and quality. Rounding of the diamond icon edges have been completed to provide a modern and approachable feel while also introducing the brand teal colour, a revitalizing and rejuvenating color that also represents open communication and clarity of thought. The word mark is similarly paired with a more rounded font to compliment these themes.



# LOGO REVERSED

## Reversed Logo:

From time to time the logo will need to be used on a dark background. When such occasions arise the following logo options are to be used.



# LOGO BLACK & WHITE

## Black and White Logos:

Use these logos for media where the only available colour is black and print quality is compromised OR on the rare occasions that the logo needs to be reversed from one of the colours.



Please note that the use of the Black and White logo as above should be used sparingly under unusual circumstances only. It is not expected that there would be widespread use of this logo type or combination.

# LOGO CLEAR SPACE

Clear space ensures the impact of the logo mark is not diminished by being crowded by other design elements or logos. To establish enough clear space, using the height of the letter 'E' at 100% of logo size helps to establish the appropriate positive space. (Refer to example below)

## Maintaining the Logo Marque:

It is important that we protect the logo marque. The logo must never be altered, recreated or distorted in any way.



# LOGO MINIMUM SIZE

## Minimum Size:

Minimum size conditions ensure reproduction and appropriate scale of the logo mark.



# LOGO MISUSE

- Do NOT use the logo on a low contrast background.
- Do NOT use the logo over an image that makes the logo illegible or compromises the integrity of the brand mark.
- Do NOT change the logo type font.
- Do NOT Stretch/Skew/Rotate the logo.
- Do NOT apply effects to the logo. For example, a glow/bevel/drop shadow.





# LOGO ICON

The logo icons are to be used in special circumstances only, when the primary or reversed logo option is not suitable. Consult with the Exemplar Global Marketing Team prior to the use of these icons.





COLOURS

# SOLID COLOURS



## TEAL

CMYK 088C : 000M : 040Y : 000K  
Pantone 236C / 3262U  
RGB 000R : 177G : 173B  
Web #00B1AD



## NAVY BLUE

CMYK 099C : 082M : 038Y : 030K  
Pantone 534C / 281U  
RGB 022R : 054 : 091B  
Web #15355A



## DARK BLUE

CMYK 092C : 079M : 050Y : 059K  
Pantone 296C / 282U  
RGB 018R : 033G : 054B  
Web #122135



## GREY

CMYK 042C : 027M : 022Y : 000K  
Pantone 7543C / 7544U  
RGB 153R : 168G : 181B  
Web #98A7B4



## BLACK

CMYK 000C : 000M : 000Y : 100K  
Pantone Neutral Black C / Neutral Black U  
RGB 000R : 000G : 000B  
Web #000000