Ciliberto Retail Branding & Graphic Design Guidelines

C-Direct



Fusion Telecom



Clubs Direct



C-Direct

Retail Branding & Graphic Design Guidelines

The C-Direct Retail Branding and Graphic Design Guidelines are composed of standard elements that form a visual vocabulary giving C-Direct literature its distinctive look. These elements include the Bonsai logo, typefaces, colours, and graphic elements.

ADDRESS

243a Lower Heidelberg Rd, East Ivanhoe, VIC 3079

PO Box 2074 East Ivanhoe, VIC 3079

ABN: 62 056 429 504

P: 1300 785 506 F: 1300 785 505

E: info@c-direct.com.au

WESITE ADDRESS

www.c-direct.com.au

THE C-DIRECT LOGO



TYPEFACES

Times New Roman (logo) Trebuchet MS (text)

COLOR PALETTE



COLOR PALETTE SPECIFICATIONS

R – 0	G – 174	B – 237		
C – 70	M – 14	Y – 0	K – 0	
HTML - #00aeed				

R – 256	G – 138	B – 39	
C – 0	M – 56	Y – 96	K – 0
HTML - #f68a27			

THE C-DIRECT LOGO (LARGE VERSON)



Clubs Direct

Retail Branding & Graphic Design Guidelines

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ADDRESS

243a Lower Heidelberg Rd, East Ivanhoe VIC 3079

PO Box 2074 East Ivanhoe, VIC 3079

ABN: 30 056 632 681

P: 9490 0490 F: 03 9499 7993

WESITE ADDRESS

www.clubsdirect.com.au

THE CLUBS DIRECT LOGO



TYPEFACES

Times New Roman (logo) Trebuchet MS (text)

COLOR PALETTE

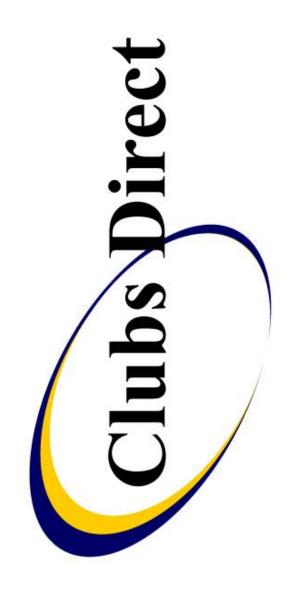


COLOR PALETTE SPECIFICATIONS

R - 1	G –0	B – 102	
C - 100	M – 98	Y – 21	K – 31
HTML - #000066			

R - 254	G –204	B – 1		
C – 1	M – 19	Y – 99	K – 0	
HTML - #d5d5d5				

THE CLUBS DIRECT LOGO (LARGE VERSON)



Fusion Telecom

Retail Branding & Graphic Design Guidelines

The Fusion Telecom Retail Branding and Graphic Design Guidelines are composed of standard elements that form a visual vocabulary giving Fusion Telecom literature its distinctive look. These elements include the Bonsai logo, typefaces, colours, and graphic elements.

ADRESS

241 Lower Heidelberg Rd, East Ivanhoe, VIC 3079

PO Box 2074 East Ivanhoe, VIC 3079

ABN: 67 006 784 685

P: 03 9490 0418 F: 03 9499 7993

WEBSITE ADDRESS

www.fusiontelecom.com.au

THE FUSION TELECOM LOGO





TYPEFACES

Futura Medium (logo) Futura Family (text)

COLOR PALETTE



COLOR PALETTE SPECIFICATIONS

R - 255	G – 102	B – 0	
C – 0	M – 74	Y – 100	K – 0
HTML - #FF6600			

R – 178	G – 177	B – 177	
C -31	M – 25	Y – 26	K – 0
HTML - #b2b1b1			

FUSION TELECOM RETAIL BRANDING & GRAPHIC DESIGN GUIDELINES