

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

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P: 1300 785 506
F: 1300 785 505
E: info@c-direct.com.au

WEBSITE 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 VERSION)



Clubs Direct

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ABN: 30 056 632 681

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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 VERSION)



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.

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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			

THE FUSION TELECOM LOGO (LARGE VERSION)

