



# ALL-ENERGY

EXHIBITION & CONFERENCE

## INTRODUCTION

This document contains guidelines for the use of the All-Energy Identity and how it should be used when creating and producing materials for communication, initiatives and events.

If you have any questions regarding the usage of the Identity, please email [info@hamptonassociates](mailto:info@hamptonassociates)



1.



2.

## THE IDENTITY (1)

There are two versions of the All-Energy identity - one with the year and one without.

Wherever possible the date version should be used, but in instances where the logo is used on media with a long shelf-life (eg. signage panels that will be reused the following year) the version with no date should be used.

The Identity comprises 3 graphic elements, the 'swirl' device, the wordmark, and the strapline. These three elements must always appear together, and must NEVER be separated or moved.



1.

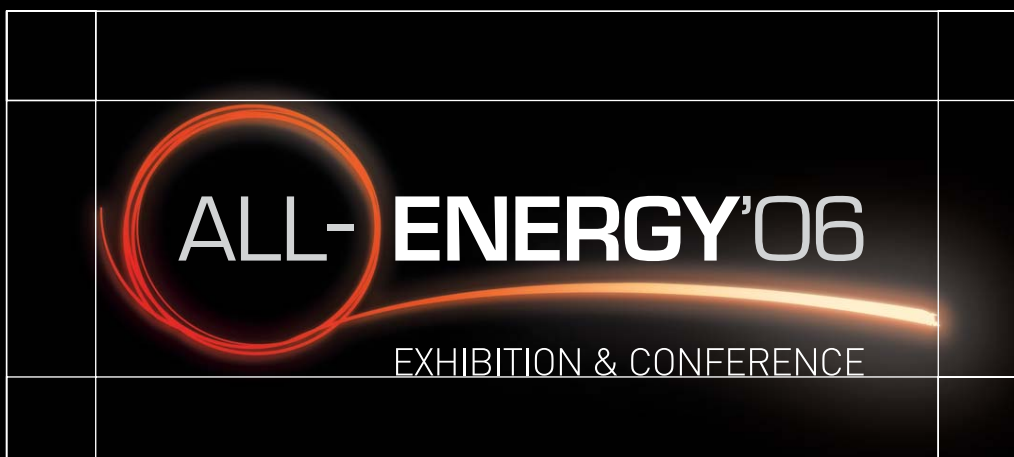


2.

## THE IDENTITY (2)

A mono version (1) of the Identity has been created for instances where 4 colour print can not be used.

In instances where reproduction of the logo may be prohibitive to the use of the full colour version of the Identity (eg. embroidery, engraving etc), a simplified line version of the Identity has been created (2). This version should only be used where reproduction may be a problem; wherever possible the full colour version should always be used.



1.



2.

## THE 'SAFE AREA'

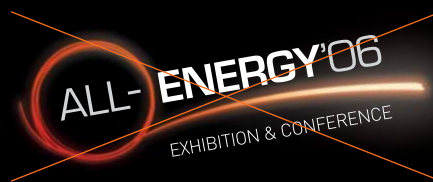
The Identity has a 'safe area' around it (1), where no other graphic elements can be placed.

When the Identity appears on a background other than black, it should appear in a black box with this safe area in place (2).

It is important that no object, or text should EVER encroach within these safe areas.



1.



2.



3.



4.



5.



6.

## IDENTITY 'DONT'S'

Some examples showing what **NOT** to do when working with the All-Energy identity.

1. The identity has been stretched
2. The identity has been rotated
3. The name style is in the wrong colour
4. The strapline has been removed
5. The strapline has been resized
6. The Identity has a graphic element positioned within the 'safe area'

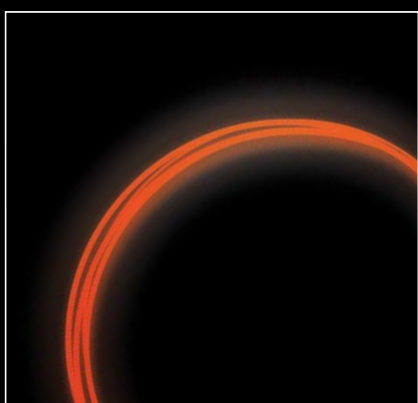
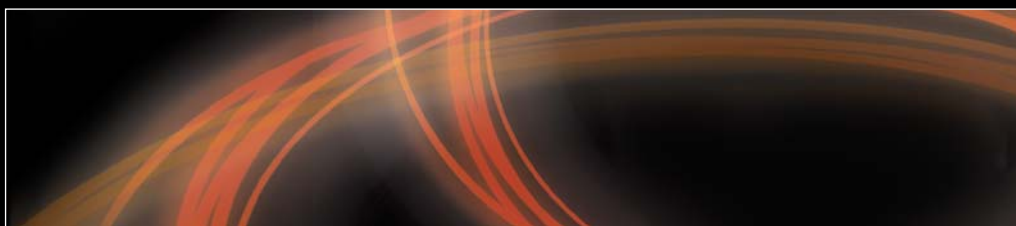
<b>Pantone 151C</b>	<b>Black</b>
<hr/>	<hr/>
<b>C: 0</b>	<b>C: 50</b>
<b>M: 43</b>	<b>M: 50</b>
<b>Y: 87</b>	<b>Y: 50</b>
<b>K: 0</b>	<b>K: 100</b>
<hr/>	<hr/>
<b>R: 248</b>	<b>R: 17</b>
<b>G: 89</b>	<b>G: 15</b>
<b>B: 0</b>	<b>B: 12</b>
<hr/>	<hr/>
<b>Web: FF9900</b>	<b>Web: 000000</b>

## THE COLOUR PALETTE

A bold, dynamic orange has been used to work in conjunction with the primary black and All-Energy logo. Wherever possible this orange should be reproduced as a spot Pantone colour (151), but in instances where Print is restricted to 4 colours, the CMYK split detailed above should be used.

**IMPORTANT:** The black used in 4-colour process print materials should be made up of the CMYK split detailed above, NOT the black from the default colour palette. It is recommended that where the logo appears on a large area of black, this area of black should be created, with the logo in place, as an EPS in Photoshop and then placed into the final artwork file.

If you have any queries concerning the use of black within any printed documentation, please email [info@hamptonassociates.com](mailto:info@hamptonassociates.com)



## THE SUPPORT GRAPHICS

Examples of support graphics have been created utilising the 'swirl' graphic from the Identity are shown above. A simple line version (3) has also been created.

These support graphics can be sized and cropped to the user's discretion. Please note that these graphics can be overlaid within Photoshop to create new support graphics, but any new imagery **MUST** be approved by All-Energy before being used.

# THE RENEWABLES SHOW IN THE ENERGY CITY ABERDEEN 24/25 MAY 2006

THE RENEWABLES SHOW IN THE ENERGY CITY  
ABERDEEN 24/25 MAY 2006

## THE STRAPLINE

The strapline is an important part of the All-Energy branding, and should always appear on communication material where the Identity appears.

The layout can be adapted to best fit the area available and is up to the user's discretion; however, it should ALWAYS appear in the primary heading typeface (Eurostile - see next page), with the same weighting (ie Bold on 'The' and 'Aberdeen'), and in the same running order.

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1.

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
2.

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
3.

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
4.

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
5.

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
6.

## THE TYPEFACE

The typestyle within the Identity is Eurostile (1) and Eurostile Bold (2). This typeface can also be used for headlines, primary statements etc.

A Secondary typeface, FF Din (3-6), has been introduced for body copy on all printed All-Energy communication materials.

For web and screen based applications (eg Word, Powerpoint, HTML text), Arial and Arial Bold should be used.