

# STYLE GUIDE OVERVIEW

The following style guide outlines the usage of Inox<sup>®</sup>'s visual elements.

## ***ALL VISUAL COMPONENTS OF INOX<sup>®</sup> MUST ALIGN WITH THESE KEY POINTS:***

### **Consistency is key:**

Inox<sup>®</sup>'s products give customers fantastic results every single time, therefore the overall brand should maintain a consistent and visually appealing look.

### **Top quality is the aim of the game:**

Inox<sup>®</sup> must be presented in every aspect as a top-quality brand that prides itself on top-performing products.

### **An approachable mate:**

While Inox<sup>®</sup> is an industry expert, the brand is to remain friendly, trustworthy and approachable.

# LOGO USAGE



## Usage

- The logo must be reproduced from high-resolution digital artwork.
- As the primary graphic identity for Inox®, the logo must appear on all communications, including brochures, stationery, business cards and websites.

## Improper Treatment

- The logo may not be reconstructed or altered in any way.
- Do not crop or remove any part of the logo.
- Do not distort the logo.
- Do not tilt the logo in any direction.
- Do not add any shadows, effects or other elements to the logo.
- Do not alter the proportions of the logo.
- Do not recreate the type or substitute another typeface.
- Do not surround logo with other competing shapes.

# LOGO COLOUR OPTIONS



**inox**<sup>®</sup>



**inox**<sup>®</sup>



**The logo should always be used in the colours specified.**

- The logo may be used in two different colors: Inox<sup>®</sup> red or black (for greyscale printing only).
- Where the logo is placed on a background colour, it may be used in Inox<sup>®</sup> red or white.
- The logo may be placed on three background colours: Inox<sup>®</sup> red, Inox<sup>®</sup> blue or black (greyscale printing only)

# LOGO SIZE & POSITIONING



**The logo must be resized proportionally and in its entirety; therefore, measurements for all elements in the logo are relative to each other.**

- When the logo is used in printing, the minimum width for the logo is 30 mm.
- Where possible the logo should be placed above an element angled at 13.5° - the same as the logo itself.
- Spacing above angled element should be 8%.

# CORE BRAND COLOURS

## INOX RED

**PMS:** 185 C  
**CMYK:** C0 M100 Y92 K0  
**RGB:** R234 G0 B41  
**HEX:** #EA0029

## INOX BLUE

**PMS:** 2757 C  
**CMYK:** C100 M92 Y30 K31  
**RGB:** R0 G31 B96  
**HEX:** #001F60

## INOX GREY

**PMS:** 7540 C  
**CMYK:** C69 M59 Y52 K33  
**RGB:** R74 G79 B84  
**HEX:** #4A4E54

## **Tried, tested and true blue.**

The Inox® core brand colours have been selected to represent an Australian company that can be easily recognised and relied upon. This is achieved with a vibrant red to catch the eye and a strong, deep blue that anyone can turn to.

PMS and CMYK values are to be used for print, RGB and HEX values are to be used for digital. These colours are to be used across all Inox® collateral and applications that refer to the entire brand.