

BRANDBOOK

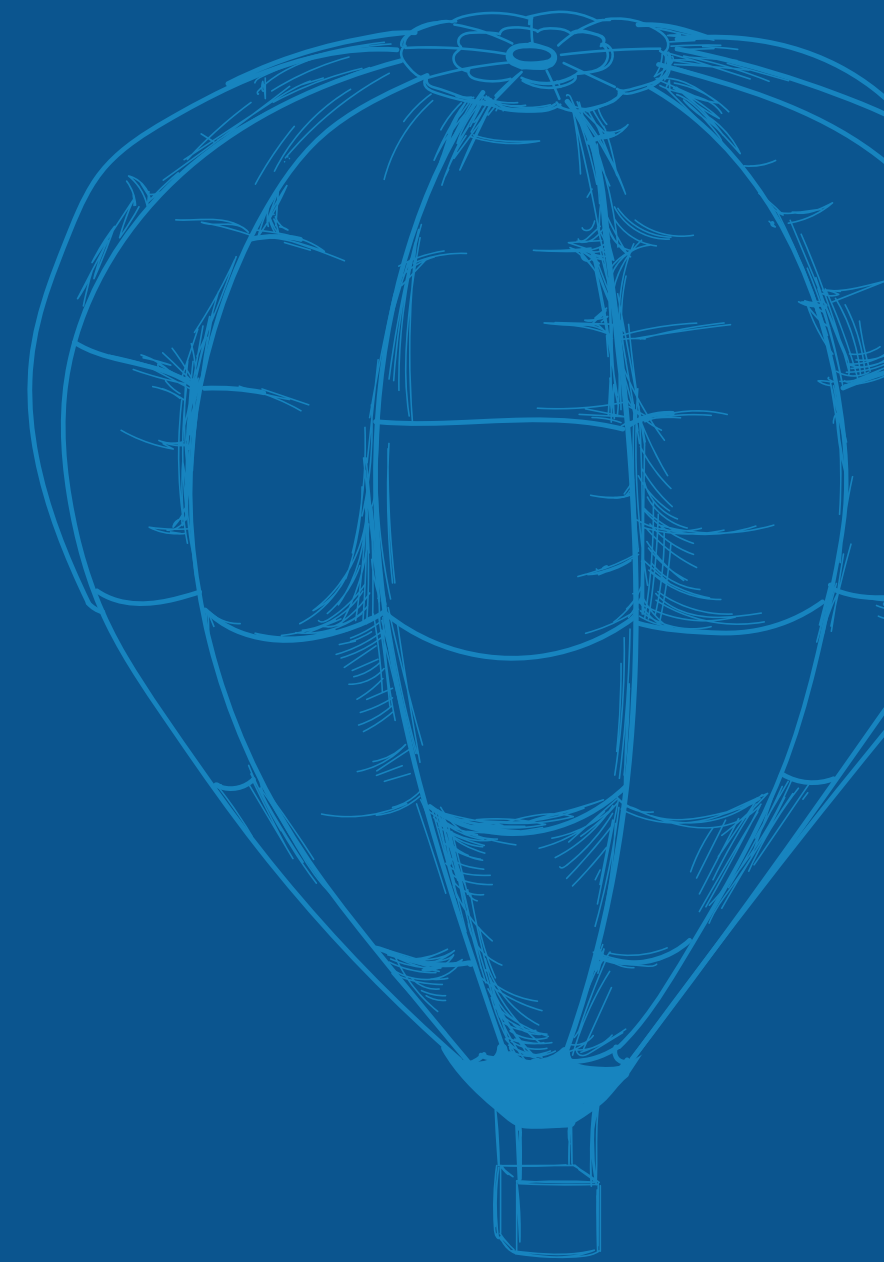


Calibre
MARKETING

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Calibre Flies High

Calibre is a full-service marketing agency that has been established for over 20 years, providing consultation, direction and implementation of marketing and marketing communication activities.

Our crew of pilots and navigators, plus specialist flight crew (experienced in all aspects of the marketing mix) provide an elite outsourced marketing service for the complete development, implementation and analysis of strategic marketing activities and marketing communication campaigns.

We exist to help our clients take off, fly high and reach their objectives. The hot air balloon has always been part of our identity and if you look carefully you will see that the Calibre logo represents the parachute vent at the very top of the balloon.

This brand guide determines how our logo and associated imagery, principally the hot air balloon in its various forms, should be utilised. If you have any questions, please contact a member of our talented team.



Our brand identity focus is professional yet fun, bold and bright. We wanted all of the colours to reflect the various people and their creative personalities, within the Calibre crew.

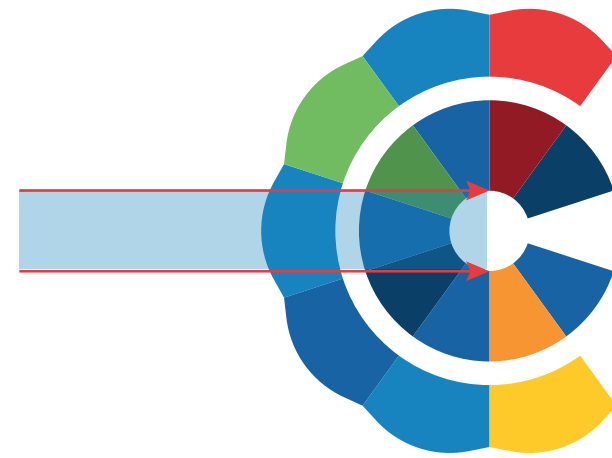
We have worked hard to ensure our branding portrays our professionalism and dedication to the customer experience. Our brand ties our website and other customer-facing collateral together, displaying the consistency and attention to detail that we work hard to provide.

OUR LOGO

Our logo is the cornerstone of our brand and therefore it is important that correct and consistent usage is maintained.

There should be the correct amount of white space surrounding the logo. This is known as the exclusion zone.

Our exclusion zone has been defined as the same distance as the diameter of the middle circle in the icon, as shown.



Calibre
M A R K E T I N G



LOGO BACKGROUNDS

The correct way to show the Calibre logo is against a white or coloured background with sufficient contrast.

The logo can appear as either a positive or reversed-out version.



LOGO USAGE

The correct way to show the Calibre logo is on a background with enough contrast to maintain its easy readability.

The logo should always be shown in its correct ratio and should never be squashed.

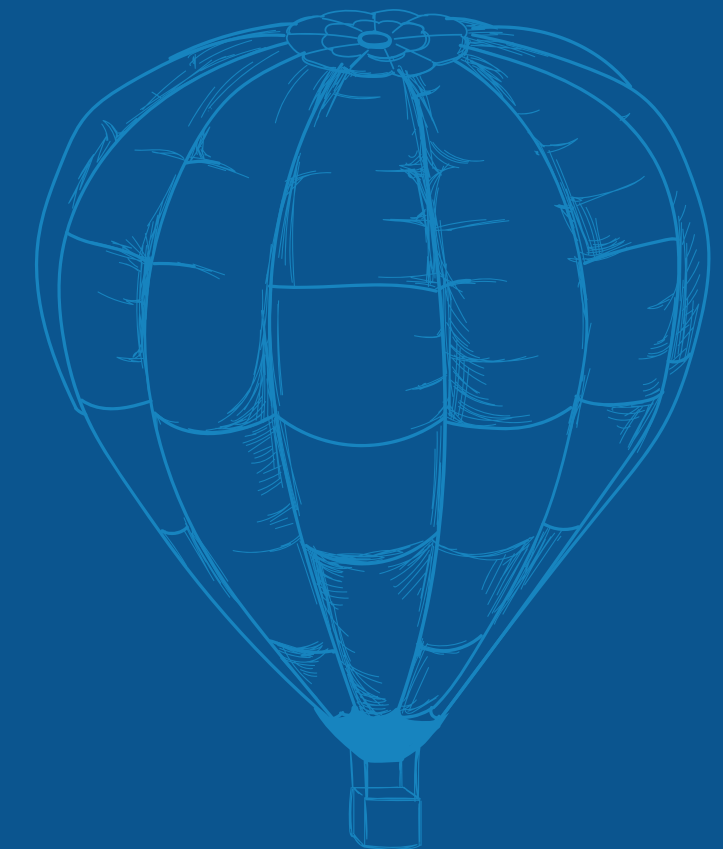
Please observe the white space around the logo. Nothing should intrude on or crowd the logo.



BALLOON ILLUSTRATION

This illustration of the Calibre hot air balloon was created to accompany our logo in the printed materials and online presentations.

Blueprint should appear in a limited colour palette as shown, so it doesn't have an overpowering effect on the logo icon.

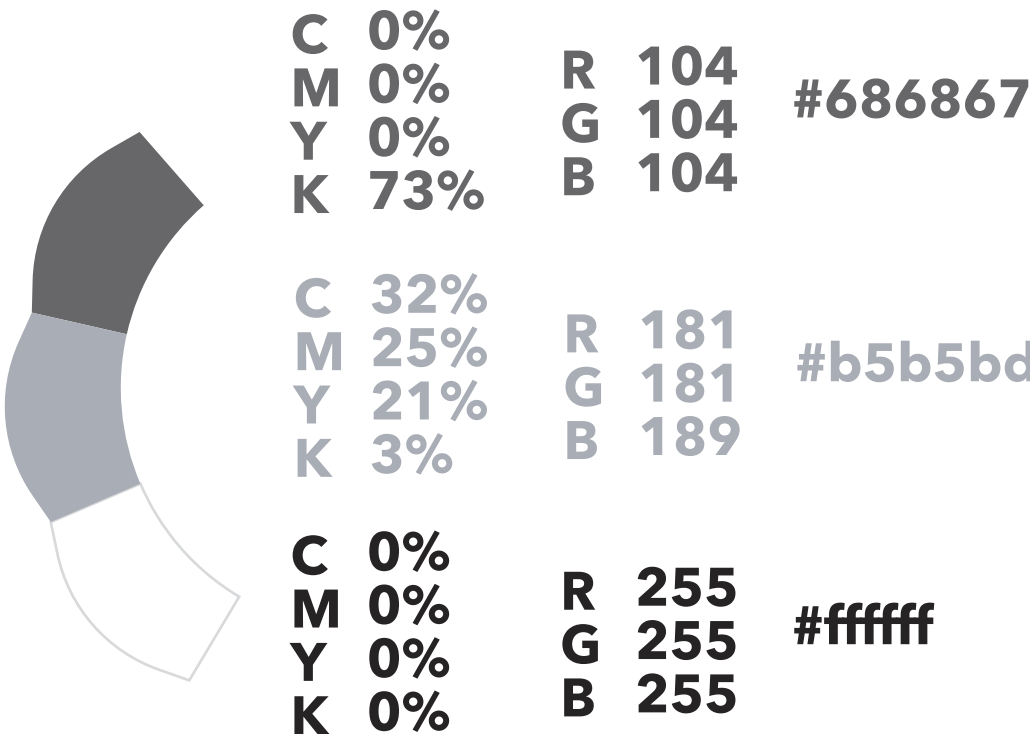
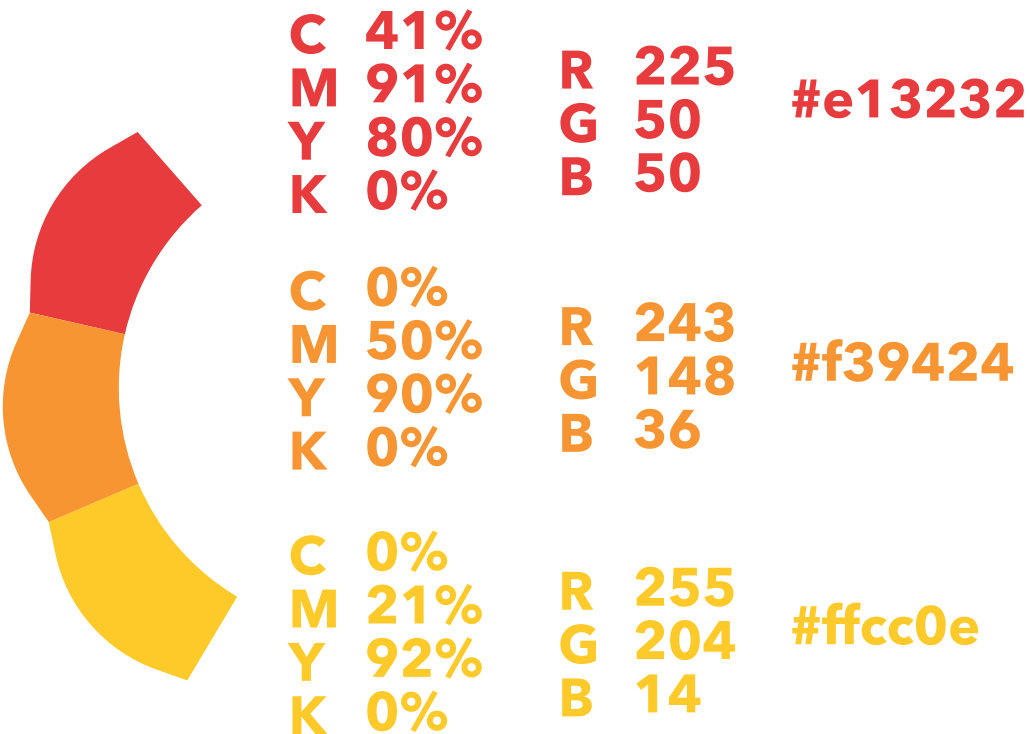
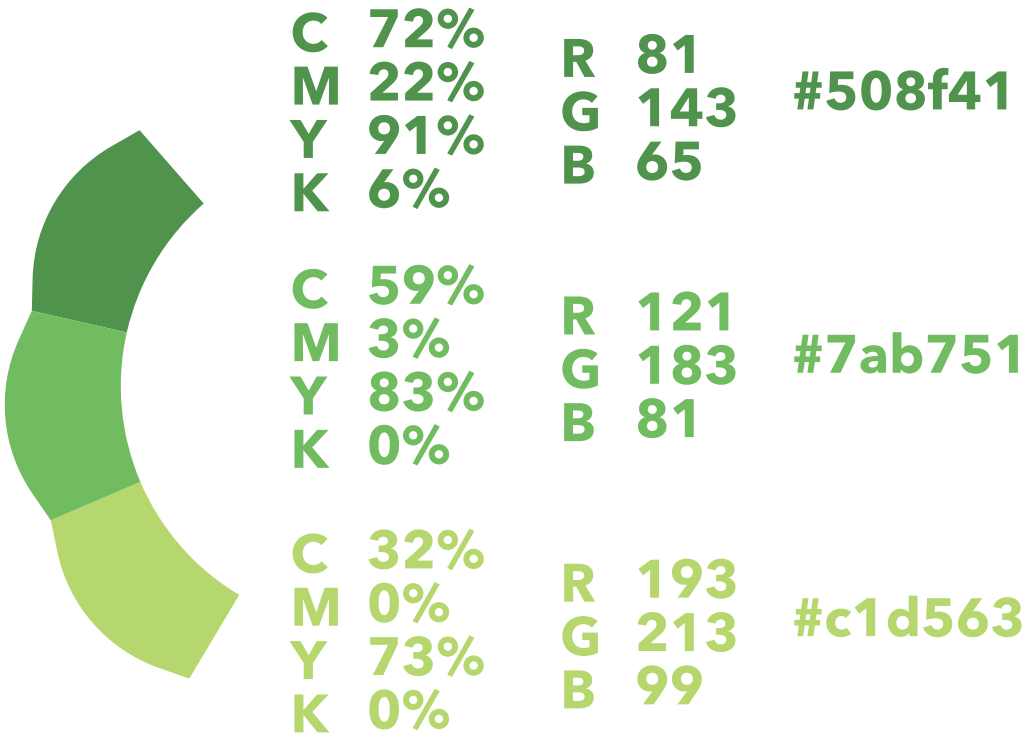
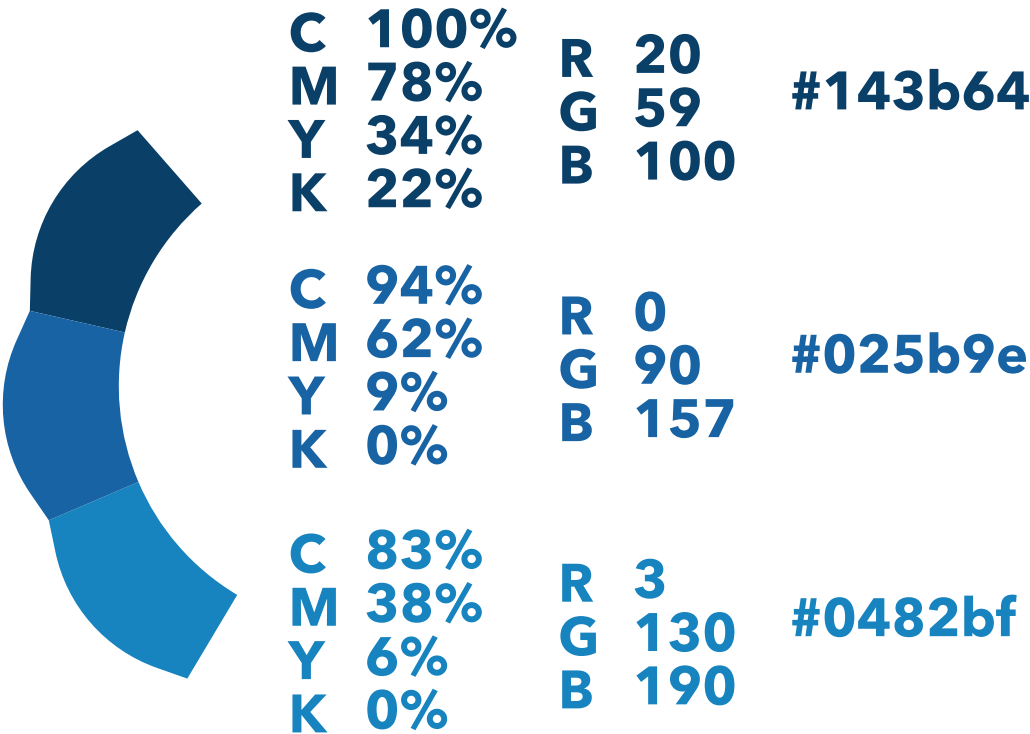


COLOURS

These are our logo colours.
They are bold, intense and rich.

Our colours should always be
shown at their full intensity.

RGB, CMYK and Hex Codes are
provided to ensure correct selection
for print and online use.



A specific font and typography is a key element to communicate a unified personality across web and print media.

We have selected Avenir Next Bold as our headers font.

Noto Sans should be used for secondary and navigation text.

Avenir Next Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0

Noto Sans Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0

Noto Sans

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0

The Calibre logo should always be displayed on the top left hand side unless a template indicates otherwise.

All documents should be set to A4 size. Portrait and landscape orientation may be used as required.



BUSINESS CARDS

Print Specification:
Business cards should be
standard size 85mm x 55mm
(91mm x 61mm with 3mm
bleed)

Cards should be printed on
400gsm silk, CMYK. Gloss lamination
both sides.





Calibre

M A R K E T I N G

CALIBRE Brandbook 1.0

This document is for internal use only. However the relevant pages may be passed on to printers or designers so that they have the correct specifications.

