



*QUALITY SERVICE . NO COMPROMISE*

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Brandbook

# usage

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# logo elements

logotype [01]



**ORANGE**<sup>TM</sup>  
OPERATIONS

logo icon



text only

**ORANGE**<sup>TM</sup>  
OPERATIONS

slogan

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logotype



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logotype [02]



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OPERATIONS

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01 monotone colours



**ORANGE**<sup>TM</sup>  
OPERATIONS

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02 logo applied to colour background

# colours



**ORANGE**<sup>TM</sup>  
OPERATIONS



C:0 M:60 Y:100 K:0  
R:244 G:134 B:52



C:0 M:0 Y:0 K:70  
R:114 G:115 B:118

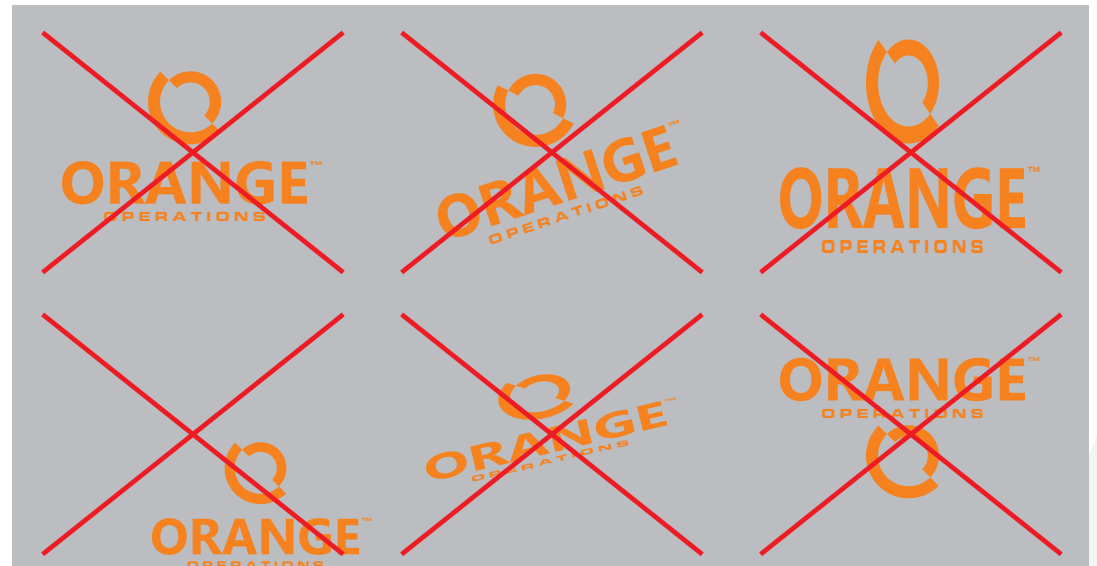
# spacing



# usage



- [01] On white background
- [02] Two-tone on colour background
- [03] Tonal on grey application
- [04] Tonal on colour application



- [01] Contrasting Colours
- [02] Rotating Logo
- [03] Stretching Logo
- [04] Logo needs equal spacing
- [05] Out of proportion resizing
- [06] Changing the logo positioning

# additional logos





# typefaces/fonts

## Segoe UI

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ

abcdefghijklm  
nopqrstuvwxyz

1234567890  
!@#\$%^&\*(){}:"

## Eurostile Extended

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ

abcdefghijklm  
nopqrstuvwxyz

1234567890  
!@#\$%^&\*(){}:"

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