Brand Overview

ALUMASC ROOFING

Our Logo

Building Our Brand

Our logo is the most visible aspect of the Alumasc Roofing brand, acting as the face of the business through a variety of communication methods.

It has been designed to represent strength, structure and our process.

Logo Colours

Colour Formats

The primary full-colour logo must always be used in the first instance.

It is available in the following colour formats for use in the relative applications:

- In four-colour CMYK process for standard digital or litho printing
- In Pantone® colour for specialist printing
- In RGB for digital and screen use

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PANTONE® 3405 C
C75 M0 Y75 K0
R46 G172 B102

PANTONE® 447 C
C70 M60 Y55 K65
R50 G50 B50

PANTONE® 422 C
C40 M30 Y30 K10
R160 G160 B160

Logo Sizing

Exclusion Zone

For clarity, and to protect the logo, a clear exclusion zone around the logo has been developed.

No other graphic element should appear in this area. Always reproduce the logotype from the master artwork. It should never be altered in any way.

Minimum Size

A minimum size logo is illustrated here for use in both print and digital communications.

Print
10 mm

Screen
50 px

Logo Usage

On Various Backgrounds

The primary full-colour logo must always be used in the first instance.

However, the logo has been developed so it can be placed against a variety of different backgrounds.

Some examples of possible applications are shown opposite:

- Against light coloured backgrounds
- Against dark coloured backgrounds
- Against backgrounds in brand colours
- Against image backgrounds

It is always essential to ensure that the logo is legible and reproduced from the master artwork at all times.

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Colours

Primary Palette

Our primary colour palette should always be used as the lead colour on all items of marketing communications, whether printed or online.

PANTONE 3405 C
C75 M0 Y75 K0 / R46 G172 B102

PANTONE 632 C
C80 M20 Y25 K5 / R0 G147 B174

PANTONE 227 C
C25 M100 Y25 K15 / R171 G16 B95

PANTONE 422 C
C40 M30 Y30 K10 / R160 G160 B160

PANTONE 447 C
C70 M60 Y55 K65 / R50 G50 B50

Typography

Our Font Family

Our chosen font family is called Century Gothic and is to be used at all times.

Please use Century Gothic Bold for headlines and Century Gothic Regular for body copy.

Our font family is Century Gothic

A contemporary geometric sans serif font family

Use bold for headlines
& regular for body copy
Italics also available

Alumasc Building Products Ltd
White House Works
Bold Road, Sutton
St Helens, Merseyside WA9 4JG

+44 (0)1744 648400
contact@alumascroofing.com

alumascroofing.com