WOODSIDE LOGISTICS GROUP

BRAND & STYLE GUIDE

VISUAL IDENTITY

LOGOTYPE

This is the primary logotype for **Woodside Logistics Group**, shown here in the corporate colours. The two elements that make up the logo are the typography and "W" icon.

The logotype should never be re-created and the "W" should always appear on the left-hand side of any collateral.

Below are the primary logotypes for the other **Woodside Logistics Group** businesses.

WOODSIDE LOGISTICS GROUP

WOODSIDE HAULAGE

WOODSIDE GLOBAL

WOODSIDE DISTRIBUTION

WOODSIDE MOTORFREIGHT

WOODSIDE TANKFREIGHT

VISUAL IDENTITY

LOGO VARIATIONS

Where possible, the primary logotype should be used. An extended version should be used on vehicle livery where there is extended width that needs to be covered but restricted height.

Again no alternations should be made to the logo in any way and only the colours shown here should be used.

Examples of extended versions for the other **Woodside Logistics Group** businesses are shown opposite.

The "W" icon may also be used in instances where there is not enough space to fit the full logotype or the extended version.

Full Colour Extended Version

WOODSIDE LOGISTICS GROUP

WOODSIDE HAULAGE

WOODSIDE GLOBAL

WOODSIDE DISTRIBUTION

WOODSIDE MOTORFREIGHT

WOODSIDE TANKFREIGHT

VISUAL IDENTITY

LOGO VARIATIONS

When using the logo on dark colours or imagery, it is preferable to use the reverse version.

You should make sure that sufficient contrast between logo and background is achieved to allow for legible viewing.

These guidelines apply to all other logotypes for the other **Woodside Logistics Group** businesses.

Reverse Version

WOODSIDE LOGISTICS GROUP

WOODSIDE LOGISTICS GROUP

VISUAL IDENTITY

CLEARANCE AREA

The **Woodsides** logos should always be surrounded by a minimum area of space.

The area of isolation ensures that headlines, text or other visual elements do not encroach on the logo. This area is defined by using the width of the upper-case 'W' as shown.

To ensure legibility, a minimum width has been set for the logo.

Minimum size for print width 35 mm

VISUAL IDENTITY

VEHICLE LIVERY

Vehicle livery has been stripped down, keeping text to a minimum so that it can be scaled up in size and have more impact.

The word "Limited" or "Ltd" has been removed to allow more space for the company name. Fax numbers have also been removed from the back doors. This new look aims for a fresh, minimalist approach to livery rather than overcrowding with unnecessary detail. For cabs the removal of the word "Limited" also features allowing for more proportionate spacing.

Trailer colour is ICI DH68. Volvo trucks – this is a specific Volvo colour – due care should be taken when selecting or signing off on paint colour.

These small changes will make the corporate Woodsides livery more impactful.

Any questions regarding livery should be raised with your Director.
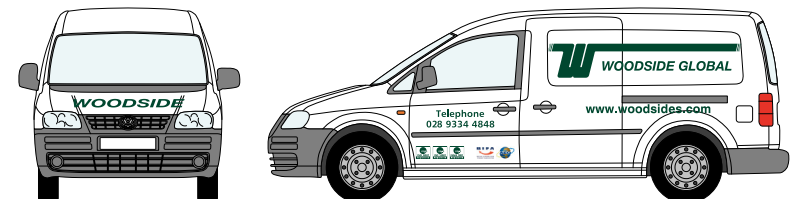
VISUAL IDENTITY

CLOTHING

The following rules should be followed regarding branded company clothing.

Woodside Global polos are to be **white only**; Woodside Distribution, Woodside Motorfreight, Woodside Haulage and Woodside Logistics Group are to be **green only**.

Polo shirts should state the company that the employee works for and for office based staff working for the Group then clothing should be branded Woodside Logistics Group.

Company logos are to go on right breast (as we look at it) with those requiring job title on the left breast as we look at it. This applies mainly to Driver Trainers and Warehouse Manager.

Logo to be used for jackets, t-shirts etc. Minimum width 40 mm.

VISUAL IDENTITY

PHOTOGRAPHY

To view approved photography available for use, please contact the **Marketing & Communications Manager**.

All photos on these sites are for use for Woodside Logistic Group publications, website and other outreach (flyers, posters, adverts, etc). If you wish to share any image with a third party such as a magazine/journal then please speak to the Marketing Department.

Photos are available as hi-res or low-res. High resolution is required for printed materials and large scale printing such as banners, vehicle livery etc. Low resolution will be acceptable for on-screen use such as PowerPoint presentations and websiate.

Before using any photo please contact Marketing Department to ensure that it can be used freely and that consent has been granted by any employees featured within.

If you require a stock photography image please speak to the Marketing Department. **Do not** lift images from an internet search and assume that they can be used for commercial use. The Marketing Department will source an image for you ensuring that we do not breach copyright.

Using existing photography:

1. Images may be cropped.
2. Do not reduce image size to such an extent as to minimize impact.
3. Allow plenty of white space around the images.
4. Do not colour-correct the images.
5. If the photo requires editing beyond the basic resizing then please speak to the Marketing Department who have access to photography software and may be able to adjust the image to meet your requirements.
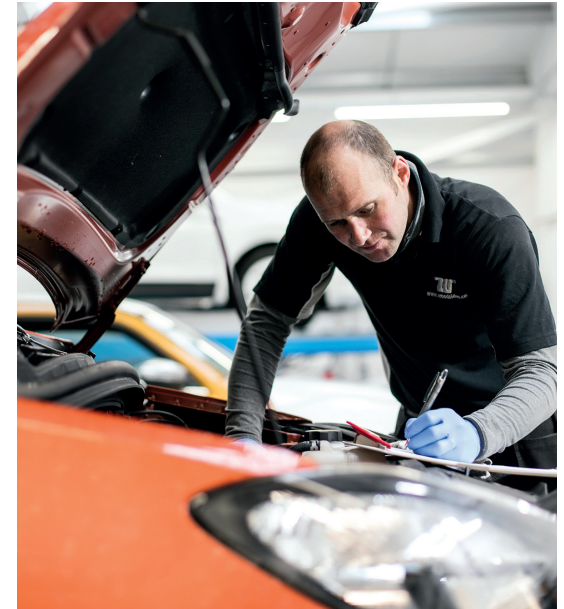
VISUAL IDENTITY

PROHIBITED USAGE

The **Woodsides** logos should be placed were possible in their primary colour option and ideally in a vector (.eps, .ai) file format.

The logo should be placed horizontally and should not be altered, skewed, stretched or manipulated in anyway.

CORRECT

INCORRECT

BRANDING ELEMENTS

TYPOGRAPHY

Helvetica Neue LT Std is our primary headline typeface. It has been chosen because of its versatility and distinctive character.

In cases where Helvetica Neue Lt Std is not available, Arial Bold Italic should be used for headline text.

Leading
As a general rule the leading for headlines should be set the same as the text point size. For example, if the text is '30pt', the leading should also be '30pt'.

Tracking
Headline tracking should be set to '0' when using Helvetica Neue LT Std.

Arial Regular has been chosen as the accompanying body copy typeface because of its flexibility and usability. Arial is also a universal typeface that is widely available on all computer systems.

HELVETICA NEUE LT STD BOLD ITALIC - LOGO FONT

abcdefghijklm
nopqrstuvwxyz

ABCDEFGHIJKLM
NOPQRSTUVWXYZ

ARIAL REGULAR - ACCOMPANYING BODY COPY

abcdefghijklm
nopqrstuvwxyz

ABCDEFGHIJKLM
NOPQRSTUVWXYZ

BRANDING ELEMENTS

COLOUR PALETTE

The primary colour for the **Woodside Logistics Group** is a rich green. Where possible the logo should always be used in it's primary colour of green. Base colours are white, charcoal and charcoal 40% tint which gives a lighter variation.

Paragraph text should be displayed in these base colours as default.

The secondary colours are yellow, blue and red and should be used to highlight and/or differentiate within marketing collateral and communications, but not as part of the core corporate palette.

RGB - Should be used for output to screen only. Emails, PowerPoints, ebooks etc.

CMYK - Should be used for output to print only. Stationary, booklets, flyers etc.

Pantone - Should only be used by professional creatives and printers etc.

Additional colours should not be used.

PRIMARY COLOUR

PANTONE 349 C   HEX - #046A38
C 90 M 12 Y 95 K 40
R 4 G 106 B 56

BASE COLOURS

WHITE	CHARCOAL	40% TINT
C 0 M 0 Y 0 K 0	C 31 M 0 Y 0 K 88	C 12 M 0 Y 0 K 35
R 255 G 255 B 255	R 45 G 58 B 64	R 169 G 180 B 187
HEX #FFFFFF	HEX #2D3A40	HEX #A9B4BA

SECONDARY COLOURS

YELLOW	BLUE	RED
C 23 M 4 Y 96 K 0	C 100 M 82 Y 40 K 0	C 29 M 95 Y 56 K 35
R 215 G 213 B 2	R 31 G 76 B 119	R 137 G 33 B 58
HEX #D7D502	HEX #1F4C77	HEX #89213A

THANK YOU FOR CONSIDERING THE *WOODSIDE LOGISTICS GROUP* BRAND & STYLE GUIDE.

We would ask that you follow these guidelines closely.

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Should you need further guidance of the use or implementation of the **Woodside Logistics Group** brand please contact Stef Foster (Marketing & Communications Manager).

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