

Brand Manual Guidelines

Logo application

anselluk.com



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Master Brand Logo

This is our main logo in our main brand colours, and this is the version that should be used wherever possible.



While our main logo should be used wherever possible, there are times when it won't be the right choice. In those cases, choose the secondary brand..



MAIN BRAND



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SECONDARY BRAND ONLY USED WHEN THE ANSELL LEAF CANNOT BE USED



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The full Logotype

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FONT - ITC AVANT GARDE GOTHIC - DEMI 270 - TRACKING

SPOT	CMYK	RGB
PANTONE 208C	C29.16 M96.16 Y48.05 K33.78	R-138 G-30 B-65
SPOT	CMYK	RGB
PANTONE 443C	C47.1 M28.65 Y32.92 K8.85	R-142 G-156 B-156



Logo Icon



Logo Title



Full Logo

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- To be used on:
- Packaging / product
 - Social profile pictures

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Logo lock-up Safe area

Logo application



The Ansell 'A' defines the safe area to apply the master brand:

Ungroup the logo

Drag or copy 'A' at 100%



Rotate and copy 'A' on all 4 sides



Box area to confirm safe area at the top of each 'A', then apply the master brand and delete box

EXAMPLE OF APPLICATION



EXAMPLE OF APPLICATION



Safe clear area,
please do not
encroach on
this space



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Master Ansell Brands

The Ansell leaf encapsulates many forms of expertise:

This year we celebrate 30 years of Ansell Lighting and where possible we should use this primary lock-up.

Where the Brand needs to have a permanent fascia please use the master brand.

ALL CLEARANCE AREAS ARE THE SAME AS THE MASTER BRAND GUIDELINES, reference: Logo lock-up Safe area

30 YEARS



MAIN BRAND



SECONDARY BRAND



MARK OF QUALITY



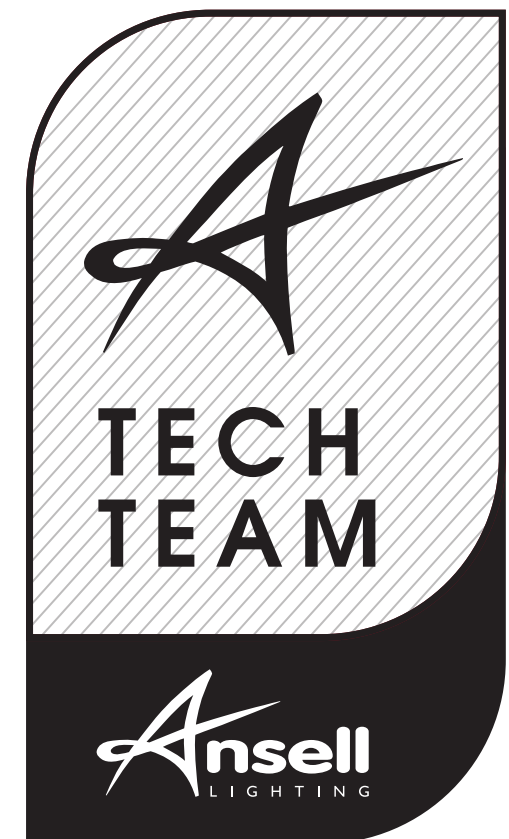
PRODUCT KNOWLEDGE & EXPERTISE



WARRANTY



SHARED THROUGH SOCIAL MEDIA



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Master Ansell Brands

Minimum size logo application

The Ansell brands have a minimum application for legibility through media

THE BRAND LOGO SIZE IS A SAFE MINIMAL GUIDELINE
DO NOT REDUCE THE BRANDS BELOW THIS POINT DUE
TO LEGIBILITY

All brand logos are based on a minimal point size
for "LIGHTING" - set at 5 point, the Ansell Lighting
logo is the same size within each brand, below
are the minimum sizes for use



✓
38 mm



✓
30 mm



✓
15 mm



TECH TEAM FULL LOGO

✓
Minimum height
for legibility 80mm

LIGHTING
IS 5PT

TECH TEAM SECONDARY LOGO

THIS LOGO IS ONLY TO BE USED
WHEN THE MINIMUM HEIGHT OF THE
FULL LOGO CANNOT BE USED.

EXAMPLE: SOCIAL MEDIA

✓
Minimum height
for legibility 20mm



✓
10 mm

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Our Family Brands Guidelines

Logo application

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