



**SHINE GROUP**

# Shine Group Corporate Guidelines

Version 2 12.11

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# Introduction

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These guidelines are important to us. Our identity is crucial to the ongoing success of **Shine Group**.

We need to create the right impression and build recognition quickly. The best way to do this is to be consistent with all communication. So please take a quick look through this document and follow the appropriate guidelines. We've kept them as simple as possible.

If you have any questions or problems relating to these guidelines please contact our Brand Guardian:

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# Logo sizes & clear area

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## Minimum size logotype

The logotype should not appear with a cap height (Y) smaller than 4mm

## Maximum size logotype

There is no maximum logotype size.



## Clear area

The logotype clear area is necessary to give some breathing space and increase the opportunity for the logotype stand out.

The area indicated is the equivalent of the cap height (Y) and should be considered a minimum. The more space around the logotype the better.

No other information or other logotype should feature in this clear area.

# Logo positioning

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## Logotype positioning

Where possible the logo should be positioned to the right and aligned on any layout. If necessary the logotype may feature right-aligned at the top or bottom.



Where possible the logo should be positioned to the right on any layout, or if that is not possible, centre aligned. The logo should be at least Y distance from the edge.

# File names for litho/digital print

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## For professional printing

These are the file names for the logo artwork versions for lithographic or digital printing. Photoshop, eps and pdf files are also available.

For print, the 60% cyan version should be used.



**SHINE GROUP**

## Full colour CMYK: Positive

ShineGroup\_Master\_60CMYK.ai  
ShineGroup\_Master\_60CMYK.jpg



**SHINE GROUP**

## Full colour CMYK: Negative

ShineGroup\_Master\_60OBCMYK.ai  
ShineGroup\_Master\_60OBCMYK.jpg



**SHINE GROUP**

## Greyscale: On White

ShineGroup\_Master\_GreyscaleCMYK.ai  
ShineGroup\_Master\_GreyscaleCMYK.jpg



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## Greyscale: On Black

ShineGroup\_Master\_GreyscaleOBCMYK.ai  
ShineGroup\_Master\_GreyscaleOBCMYK.jpg

**Note:** Never open a CMYK logo and save it as an RGB for on screen use or place a CMYK logo into an RGB pixel format. Always use the appropriate format.

# File names for on-screen

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## Logos for on-screen

These are the file names for all of the logo artwork versions for use on film, television and online. Jpg, eps and pdf file formats are also available.



## Full colour RGB on White

ShineGroup\_MasterRGB.psd  
ShineGroup\_MasterRGB.jpg  
ShineGroup\_MasterRGB.png

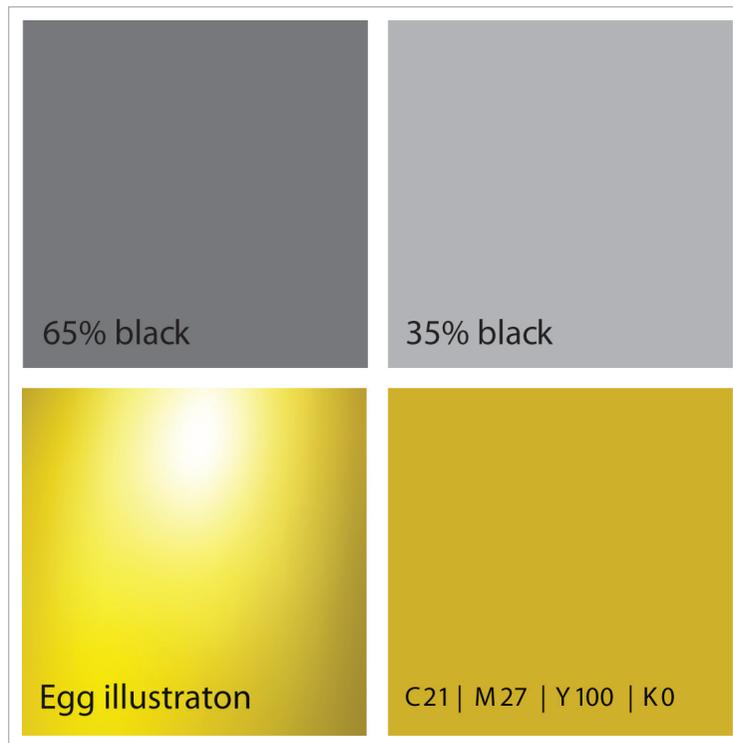
## Full colour RGB on Black

ShineGroup\_MasterOBRGB.psd  
ShineGroup\_MasterOBRGB.jpg  
ShineGroup\_MasterOBRGB.png

**Note:** Never open an RGB logo and save it as CMYK for printing or place an RGB logo into a CMYK pixel format. Always use the appropriate format.

# Colour palette when on white

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## Shine Group Colour Usage

When used on white, the corporate colours are dark grey (65% Black), light grey (35% Black), Gold (C21%/M27%/Y100%/K0%) and the egg illustration. These colours are featured in the logotype design and should be 65% black 35% black used in all corporate communication.

# Colour palette when on black

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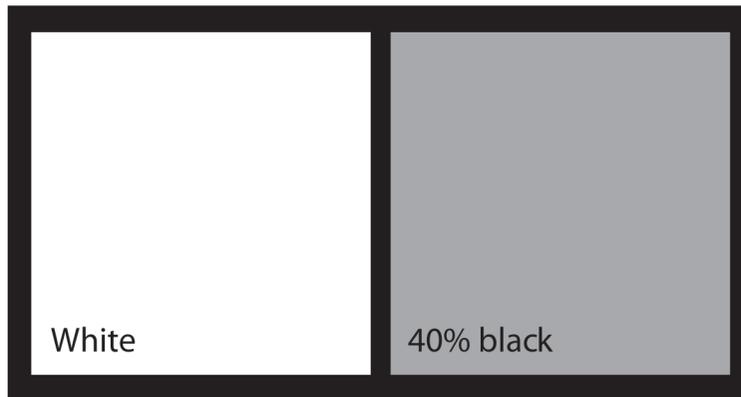


## Shine Group Colour Usage

When used on black, the corporate colours are white, grey (40% Black), Gold (C21%/M27%/Y100%/K0%) and the egg illustration. These colours are featured in the logotype design and should be used in all corporate White 40% black communication.

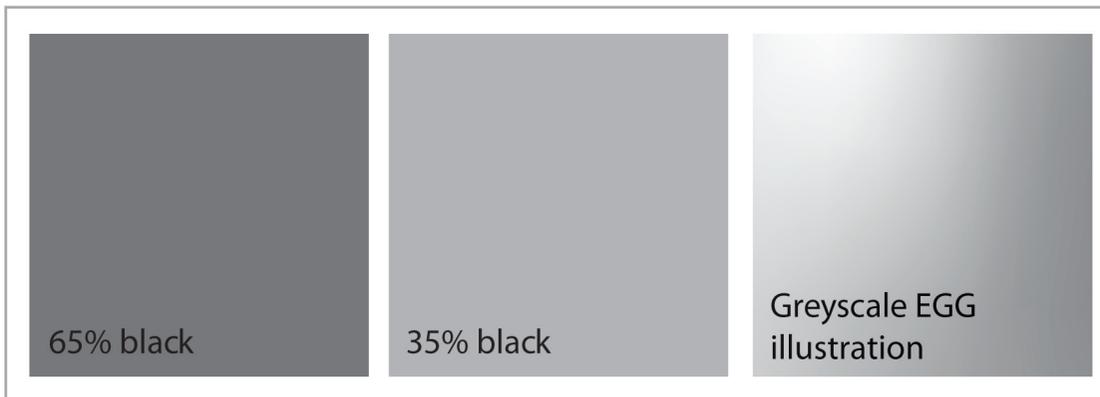
# Greyscale colour palette

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## Shine Group Greyscale colours

When used on black, the corporate colours are white, grey (40% Black). When used on white, the corporate colours are Dark grey (65% Black) and light grey (35% Black). The greyscale egg illustration can be used as well. These colours are featured in the logotype design and should be used in all corporate communication.



# Secondary Colour Palette

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For use in presentations and complimentary to corporate identity. For use in additional elements only.



**Gold**  
**RGB:** 226, 183, 54  
**CMYK:** 12, 26, 92, 0  
**Web:** #E2B736

**Orange**  
**RGB:** 226, 103, 54  
**CMYK:** 7, 73, 90, 0  
**Web:** #E26736

**Pink**  
**RGB:** 202, 48, 95  
**CMYK:** 16, 95, 48, 2  
**Web:** #CA305F



**Green**  
**RGB:** 0, 157, 164  
**CMYK:** 80, 15, 36, 2  
**Web:** #009DA4

**Blue**  
**RGB:** 42, 100, 145  
**CMYK:** 88, 59, 23, 4  
**Web:** #2A6491

**Purple**  
**RGB:** 92, 47, 153  
**CMYK:** 79, 96, 0, 0  
**Web:** #5C2F99



# Typography

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Univers Light

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ  
0123456789

Univers Bold

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ  
0123456789

Arial Light

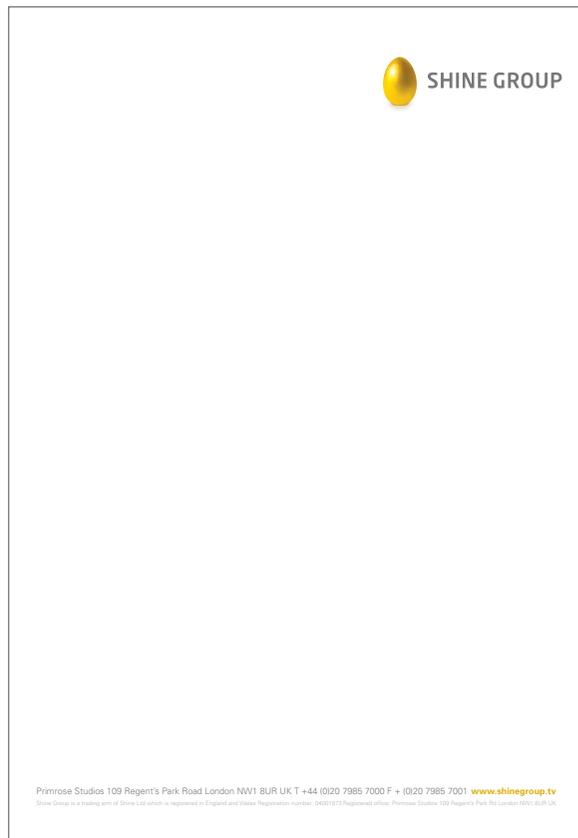
abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ  
0123456789

Arial Bold

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ  
0123456789

# Stationery designs and file names

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## Shine Group Letterhead

InDesign CS4 files:  
ShineGroupLetterhead\_Master\_v01.indd



## Business card front and back

InDesign CS4 file:  
ShineGroupBusCard\_Master\_v01.indd



## Compliment slip front

InDesign CS4 file:  
ShineGroupComSlip\_Master\_v01.indd

# Misuse of logo Changing the logo

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Do not add any type or graphics within the logo's clear area.



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Never create a new logo by changing the text of the logo.



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Never change the colours of the logo.



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Do not change the scale of the logo elements in relation to each other.

# Misuse of logo Changing the logo

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The  **SHINE GROUP** Awards

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Do not use the logo within a heading or sentence.

 **SHINE GROUP**

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Never change the greys on the logo. Shine Group is always 65% black when on white and white when on black.



**SHINE GROUP**

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Never change the positioning of each element of the logo.

 **SHINE GROUP**

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Never tilt or rotate the logo. Always place the logo horizontally.

# Misuse of logo Changing the logo

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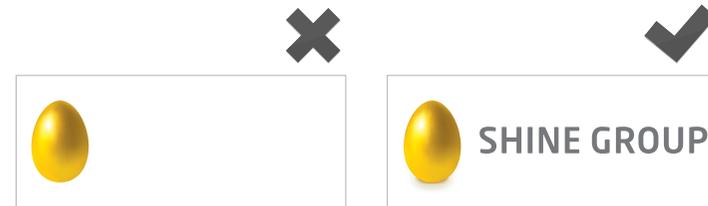
---

Never put a coloured logo version on a coloured background, photograph or busy graphics.



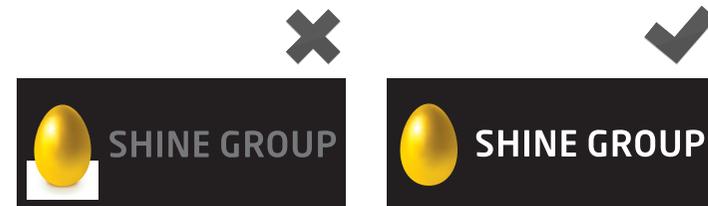
---

Never put a greyscale logo version on a coloured background, photograph or busy graphics.



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Never use the logo created for a black background and place it onto a white background.



---

Never use the logo created for a white background and place it onto a black background.

# Misuse of logo Abusing the Clear Area

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The area indicated is the clear area. No additional information or other logotype should feature within this area without permission from the Marketing team.



Never place a subtitle or strapline within the clear area



Never add a graphic or text onto the egg or type.



Never add a graphic around the egg or type.