



SaniPod
Identity Guidelines

May 2011

Identity: Full colour logo

The SaniPod logo represents the brand for the company.

Applying the rules of the new identity uniformly and consistently across all media will ensure the brand is perceived effectively.



Logo in full.

SaniPod full colour logo.

Identity: Reversed logo

Wherever possible the full colour version of the logo should be used. If this is not possible the reversed version should be used.



Logo in full.

SaniPod reversed logo.

Identity: Mono logo

Wherever possible the full colour version of the logo should be used. If this is not possible the mono version here should be used.



Logo in full.

SaniPod mono logo.

Minimum Clearspace

When using the logo, allow it to “breathe” and have maximum impact by preserving a minimum clear space zone around it. The minimum clear space is equal to the width of the letter ‘o’, as illustrated.

Maintaining the clear space zone between the logo and other graphic elements such as type, images, other logos, and the edge of pages, helps to ensure that the logo retains a strong presence wherever it appears. Where possible, allow even more space around the logo.



Colours

Two swatches have been chosen for the SaniPod logo and these must be strictly adhered to throughout all media.

Swatch two is used for the tinted versions on the logo at 90%, 85%, 70%, 50% and 40% transparency.

CMYK is the print industry standards for colour match and RGB and Web (Hex) colours are included for digital and online work.

SWATCH 1

Web: #BCBEC0

RGB: R188 G190 B192

CMYK: C0 M0 Y0 K30



SWATCH 2

Web: #E0D7EB

RGB: R224 G215 B235

CMYK: C10 M14 Y0 K0

