



Brand identity guidelines

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Introduction

These Brand Identity Guidelines have been produced to provide guidance about how to work with the Celebrity Access brand. They aim to help us keep our visual style and key messages as consistent as possible across all applications. This consistent appearance will help us build a strong brand and increase awareness and recognition of Celebrity Access. In these guidelines you will find specifications for our logo along with basic do's and don'ts, our typefaces, colour palette, and graphic elements.

If you have any questions about this style guide or any items relating to the Celebrity Access brand, please contact our creative team MelbDesign via email info@melbdesign.com.au

About us

Celebrity Access is a full service public relations company specialising in celebrity tour management. Our global experience gives us a unique edge in securing the biggest names for your event. From Hollywood A List celebrities to elite sports stars we will deliver who you want and manage the entire tour for your high profile event or corporate function. Our strong relationships with local and global media ensure your brand the most comprehensive coverage. From beginning to the completion of each project our team of highly trained PR specialists will have a hands-on involvement giving you the personal service you expect from an elite public relations company.



An overview of our brand elements

Our brand has four core elements to help communicate who we are and how we want to be perceived. These core elements are the foundation of our identity.

Logo

- The most commonly used logo is set on black gradient
- Other versions are outlined further within this document



Colour palette

- primary colour: Black (Gradient from 100% to 80% Black)
- primary colour: Aqua (C53 M0 Y30 K0)



Graphic element

- The star graphic always displayed in white



Typeface

- The main logo typeface: BauerBodoni Black
- The rx typeface: Minima bold Expanded SSI
- Accompanying text typeface: Helvetica Neue Thin Extended (Helvetica Neue Roman/Regular if unavailable)

BauerBodoni Regular
BauerBodoni Black

Helvetica Neue Thin Extended
Helvetica Neue Roman/Regular



Logo authorisation

To ensure accurate and consistent representation of the Celebrity Access brand, authorisation for external use of our logo and graphic elements must be given by Celebrity Access or MelbDesign.

Logos and graphic elements are available in the following formats.

PDF - for regular use

Illustrator Ai - for external design use

EPS - for external design use

JPEG - for use on screen and web multimedia applications

Logo suite



CA_logo



CA_mono_logo



Logo placement

The preferred placement of the logo is either:

- Top centre of the document
- Bottom centre of the document
- Bottom right hand corner of the document

The logo should never be used on the left side of a page

The logo must always appear as a horizontal axis and never be used vertically

Minimum size

Minimum size has been determined in order to protect the legibility of our logos.

The logo must be a minimum of 11mm in height and 35mm in width



Clear space

Clear space allows our logo to have maximum impact on the page and ensures that it does not get obstructed. Clear space is measured from the point of the star. Please see image on the right.



Resizing

To ensure the logo is displayed at its correct proportions, hold the shift key down when scaling.



Incorrect usage

Do not alter, change or replace any type within the logo



Do not reduce or enlarge the size of any element of the logo



Do not remove any element of the logo, be it graphic or writing.



Do not add any elements to the logo



Incorrect usage

Do not distort the logo or use it on a vertical axis



Do not place the logo on any photographic or patterned backgrounds



Do not change the logo colour in any way



Colour palette

Primary Colour: Aqua



PMS 3258

C=53 M=0 Y=30 K=0

R=115 G=202 B=191

Primary Colour: Black



PMS 433

C=0 M=0 Y=0 K=90

R=64 G=64 B=66

Contacts

Please note: this style guide will be further developed and updated, please make sure you have the latest version. Contact Celebrity Access or MelbDesign if you have any questions about co-branding, our other brands or key messages.

Thank you.

To obtain the Celebrity Access logo suite and/or graphic elements, please contact:

Celebrity Access
e. info@celebrityaccess.com.au

MelbDesign
e. info@melbdesign.com.au

