Introduction

This manual sets out guidelines and specifications for the successful reproduction of the visual identity of Broadgun Software and Pdf Machine. These guidelines apply to all communication applications. Our corporate identity is a vital tool in an effort to present ourselves in the marketplace, enabling customers to recognise our products and our services. The corporate identity is our public face, therefore it is imperative that we maintain its integrity at all times.

This manual aims to lay down clear guidelines showing how our corporate identity can be consistently presented to the public through all aspects of our operation.

Under no circumstances should any work be undertaken without knowing or understanding the guidelines set out in this document. The value of a consistently applied visual identity should never be underestimated. First impressions may often be lasting ones. This logo plays an important communication role in assisting brand recall.

The Broadgun Software, Pdf Machine logo comprises two elements
> Broadgun Software logo type
> Pdf Machine logo type

A minimum size has been determined for the logo. The logo should never appear any smaller than 30mm in width. If the logo is scaled any smaller there may be legibility problems. The logo must never be redrawn or modified in any way. Digital files of the logo are available on request.

To maximise brand recognition and recall it is important that the logo is always produced consistently. Never create your own logo. Always used the logo supplied.

Logo Colours

Colour is an integral part of the corporate identity. 032 PMS red and black are the two colours making up our corporate colours. To maintain the integrity of the corporate identity it is essential that these colours are matched visually to these PMS colours.
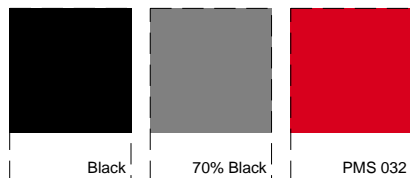
Black   70% Black   PMS 032

Whenever possible, the logo should be used in 2 colours and appear on a white background

When it is not possible or practical to use the logo in the corporate colours, it is permissible to present it in a single colour. This must be black. Whenever possible, the logo should be used in 2 colours and appear on a white background
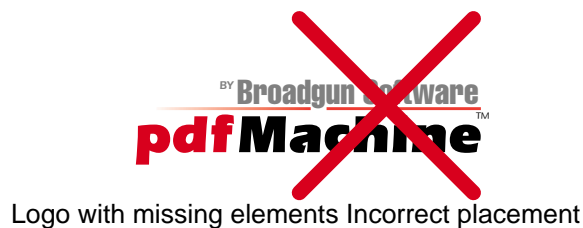
When it is not possible or practical to use the logo in the corporate colours, it is permissible to present it in a single colour. This must be black.

pdfMachine™
BY **Broadgun Software**

Logo and Name Variations
Below are examples of what not to do with the logo.

Different type faces

Bad reproductions

Altered proportions

Logo with missing elements Incorrect placement

Incorrect or reversed colours

Stippled/Tint

Corporate Typeface

The corporate typefaces and supporting files for the Broadgun Software and Pdf Machine brand is Helvetica Compressed, Helvetica and Eras. No other type face can be used for the corporate typeface. Careful consideration needs to exercise to use the right weight for a particular application.

Eras Ultra

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Eras Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Helvetica Compressed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Helvetica

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Glossary of Terms

Visual Identity Guidelines
Guidelines which govern the use of the basic elements through a range of applications to ensure a unified and consistent identity.

Brand Identity
A brand is a combination of attributes, tangible and intangible, that drives perception.

Icon
A symbol identifying with a brand or identity.

Logotype
A group of words or letters designed especially to represent or be associated with the company.

PMS Colour
PMS stands for 'Pantone Matching System' which is an internationally recognised system of colour specification in print.

Reversed
White letters or graphics over a coloured background/photograph.

Stipple
A percentage of a colour

Corporate Typeface
A typeface which is exclusively used in Broadgun's brand communications.

Point
A unit of measurement relating to size of type. One point equals 1/72 of an inch.

Kerning
Kerning is where individual/or paragraphs are manually spaced.