GOODRIDGE BRAND GUIDELINES
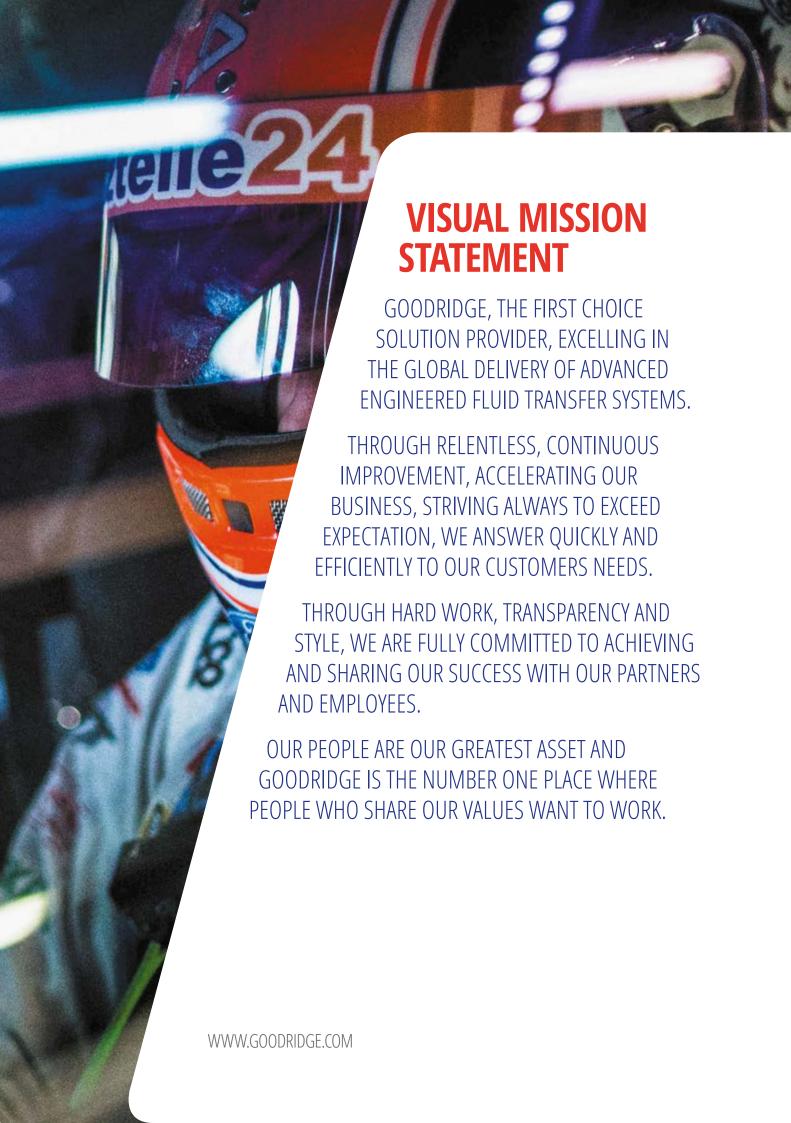
GOODRIDGE

GOODRIDGE
BRAND
GUIDELINES

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WWW.GOODRIDGE.COM

THE GOODRIDGE BRAND

GOODRIDGE IS THE WORLD'S LEADING MANUFACTURER OF PERFORMANCE FLUID TRANSFER SYSTEMS. THIS DOCUMENT HAS BEEN CREATED TO HELP MAINTAIN THIS HIGH STANDARD.

The guidelines explain the use of the brand style and reinforce consistent application of the visual elements in all communications. This includes publications, presentations, and all other marketing materials both online and offline.

VISUAL MISSION STATEMENT

GOODRIDGE, THE FIRST CHOICE SOLUTION PROVIDER, EXCELLING IN THE GLOBAL DELIVERY OF ADVANCED ENGINEERED FLUID TRANSFER SYSTEMS.

THROUGH RELENTLESS, CONTINUOUS IMPROVEMENT, ACCELERATING OUR BUSINESS, STRIVING ALWAYS TO EXCEED EXPECTATION, WE ANSWER QUICKLY AND EFFICIENTLY TO OUR CUSTOMERS NEEDS.

THROUGH HARD WORK, TRANSPARENCY AND STYLE, WE ARE FULLY COMMITTED TO ACHIEVING AND SHARING OUR SUCCESS WITH OUR PARTNERS AND EMPLOYEES.

OUR PEOPLE ARE OUR GREATEST ASSET AND GOODRIDGE IS THE NUMBER ONE PLACE WHERE PEOPLE WHO SHARE OUR VALUES WANT TO WORK.

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THE CORPORATE MARK

THE LOGO

The company logo is an important and valued graphic element and must be used consistently and appropriately, even minor variations will undermine and compromise the image of the branding.

GOODRIDGE

GOODRIDGE

GOODRIDGE

GOODRIDGE

THE BRAND COLOURS

Accurate reproduction of the brand colour scheme is essential in communicating a clear and consistent message about the company image.

The Pantone colours should be used wherever possible, with CMYK / RGB being matched as closely as possible depending on the materials and print process.

Black, white and grey are acceptable as accent colours and copy, in addition to the colours within the assigned scheme.

PRIMARY BRAND COLOUR

PANTONE RED 032 C

CMYK
C 0
M 90
Y 86
K 0

RGB
R 239
G 69
B 53

GREY

BLACK

50% TINT

BLACK

CMYK
C 0
M 0
Y 0
K 100

RGB
R 35
G 31
B 32

SECONDARY BRAND COLOUR

PANTONE BLUE 072 C

CMYK

C 100
M 88
Y 0
K 5

RGB

R 28
G 63
B 148

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BRAND
APPLICATION

RIGHT FROM WRONG

Always use master artwork when reproducing any logo design. It should never be recreated under any circumstances. Always ensure you are using the correct artwork for the application.

When reproducing any logo elements, only the original high resolution or vector graphic files shall be used - logos should not be taken from this document.

EXCLUSION ZONE

Make sure that text or other design elements do not encroach upon the logo.
The marked space should always be given to let the logo 'breathe', free from distraction.

MAIN LOGO

FLYING G LOGO

MINIMUM SIZE

In the primary logo format a minimum size must be adhered to so that legibility is retained.

In exceptional circumstances where space is below the recommended size, adjustments may have to be made to balance the shape and visibility.

 > 5MM HEIGHT

IMAGE TINTS

To create a recognisable relationship between the images and the sub brand a tint or multiply effect should be applied using the brand colour *(See opposite page for example)*

EXAMPLES

Some basic examples of how the brand should & shouldn't be shown.

CORRECT √   WRONG X

TYPOGRAPHY

The primary typeface is OPEN SANS with a preference to OPEN SANS CONDENSED. This has been carefully selected to best represent the brand image, and must be used to retain consistency - especially within the printed collateral.

Replacing fonts with alternatives should not be done under any circumstances.

OPEN SANS CONDENSED

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

OPEN SANS

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

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