



— Ardent Consulting Engineers

# BRAND GUIDELINES 2022

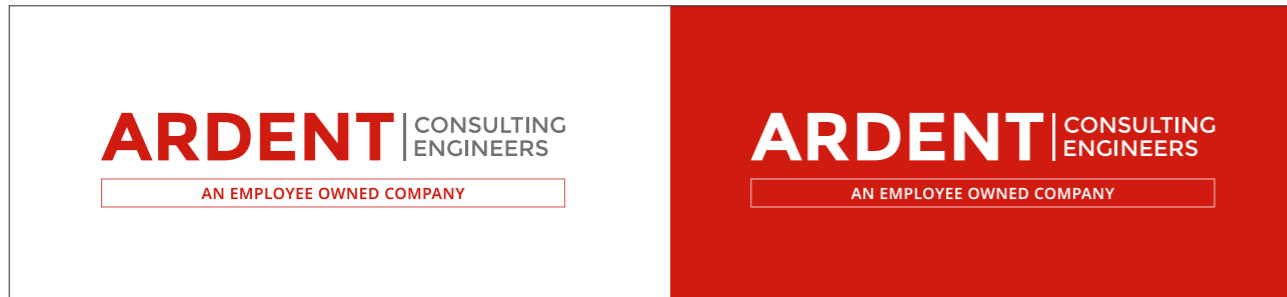
# LOGO

## PRIMARY LOGO



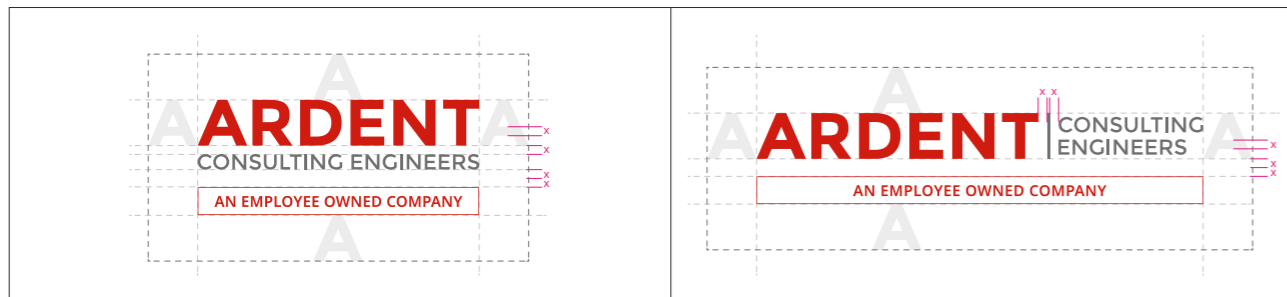
✔ **Primary use** - This logo should be the first logo looked to use at all times

## SECONDARY LOGO



✔ **Secondary use** - The secondary logo is only used when the primary logo dose not fit the space correctly

## LOGO SAFE ZONE



⚠ **Always use the safe zone** - The area marked in blue should at all times be kept clear. When using/placing either logo nothing should encroach into this space.

# LOGO

## LOGO SIZING - PRIMARY LOGO



⚠ **Lose 'EOC' on logo shorter than** - Screen: 45px - minimum height | Print: 16mm - minimum height

## LOGO SIZING - SECONDARY LOGO



⚠ **Lose 'EOC' on logo shorter than** - Screen: 35px - minimum height | Print: 12mm - minimum height

## HOW NOT TO USE OUR LOGO



✘ Do not rotate logo

✘ Do not recolour logo

✘ Do not amend logo structure

✘ Do not mix logo combinations

# COLOURS



**Black-ish**

HEX #222222  
 RGB 255, 255, 255  
 CMYK 0, 0, 0, 0  
 PANTONE N/A



**Midnight Blue**

HEX #05243B  
 RGB 31, 31, 32  
 CMYK 3, 3, 0, 87  
 PANTONE 6 C



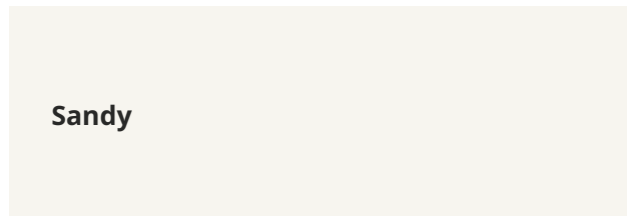
**Dark Red**

HEX #C11921  
 RGB 240, 93, 94  
 CMYK 0, 65, 64, 0  
 PANTONE 178 C



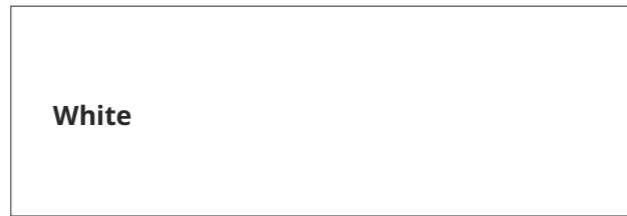
**Bright red**

HEX #DC0F03  
 RGB 240, 93, 94  
 CMYK 0, 65, 64, 0  
 PANTONE 178 C



**Sandy**

HEX #F7F5EF  
 RGB 31, 31, 32  
 CMYK 3, 3, 0, 87  
 PANTONE 6 C



**White**

HEX #FFFFFF  
 RGB 255, 255, 255  
 CMYK 0, 0, 0, 0  
 PANTONE N/A

# TINTS AND SHADES

	MIDNIGHT BLUE	DARK RED	LIGHT RED	SANDY
180%	✓ Ab	✓ Ab	✓ Ab	✓ Ab
160%	✓ Ab	✓ Ab	✓ Ab	✓ Ab
140%	✓ Ab	✓ Ab	✓ Ab	✓ Ab
120%	✓ Ab	✓ Ab	✓ Ab	✓ Ab
100%	✓ Ab	✓ Ab	✓ Ab	✓ Ab
80%	✓ Ab	✓ Ab	✓ Ab	✓ Ab
60%	✓ Ab	✓ Ab	✓ Ab	✓ Ab
40%	✓ Ab	✓ Ab	✓ Ab	✓ Ab
20%	✓ Ab	✓ Ab	✓ Ab	✓ Ab

# TYPOGRAPHY

# Aa

Noto Sans Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

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# Aa

Noto Sans Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

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**Quisque ante lacus, vulputate eu tortor ut, sodales tincidunt sapien. Integer luctus, sem in commodo mollis, eros sem consectetur diam, eget auctor urna tellus ac lacus.**



**Do you have a question regarding these guidelines?**

Get in contact with the team at Goggle Studio and we will endeavour to answer any and all questions you have as soon as we can.

e: [brand.enquiries@gogglestudio.co.uk](mailto:brand.enquiries@gogglestudio.co.uk)

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