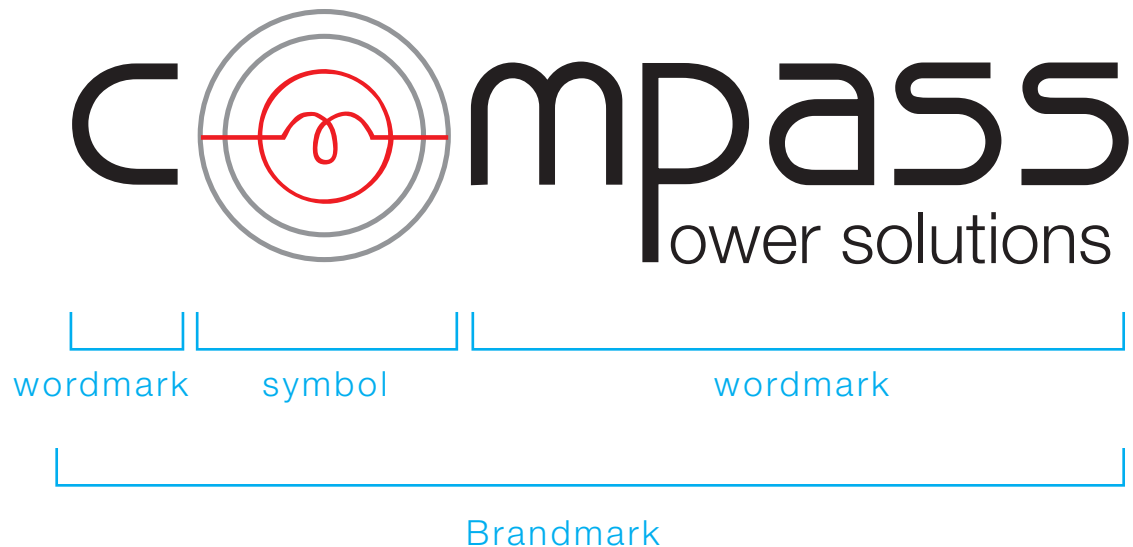# compass
ower solutions

BRAND GUIDELINES

THE IDENTITY

The Compass Power Solutions Identity is composed of two elements - the symbol and the wordmark.
these two elements combined form the brandmark.
it is not allowed to use the wordmark without the symbol nor put the letter "O" instead of the symbol
at any time.

wordmark   symbol   wordmark

Brandmark

# CLEAR SPACE & MINIMUM SIZE

Clear Space

To ensure prominence and legibility, the brandmark is always surrounded by an area of clear space which remains free of other components, such as type or graphic elements.
The minimum area of clear space is shown here by the letter C.
the minimum clear space is equal to the height of the letter C (as shown below).
The clear space around the brandmark is a minimum and can be increased whenver needed
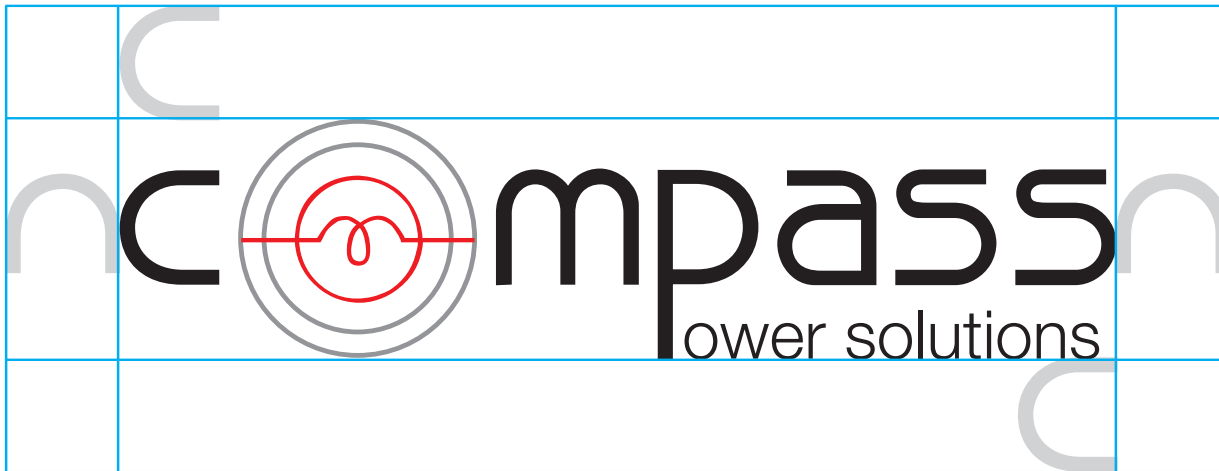
these rules apply for all variations of the compass identity

Minimum Size

The minimum size of compass identity is 3.5 cm in order for the small writing (power solution) to be legible at all times

3.5 cm

COLOUR PALETTE

When applying the colour palette, please use the spectrum below as a guide to the coverage of each colour. Gradients of these colours can be used in 10% to 90% tints on graphics and tables when more than one colour variation is required.

The following values should be used with the following applications:
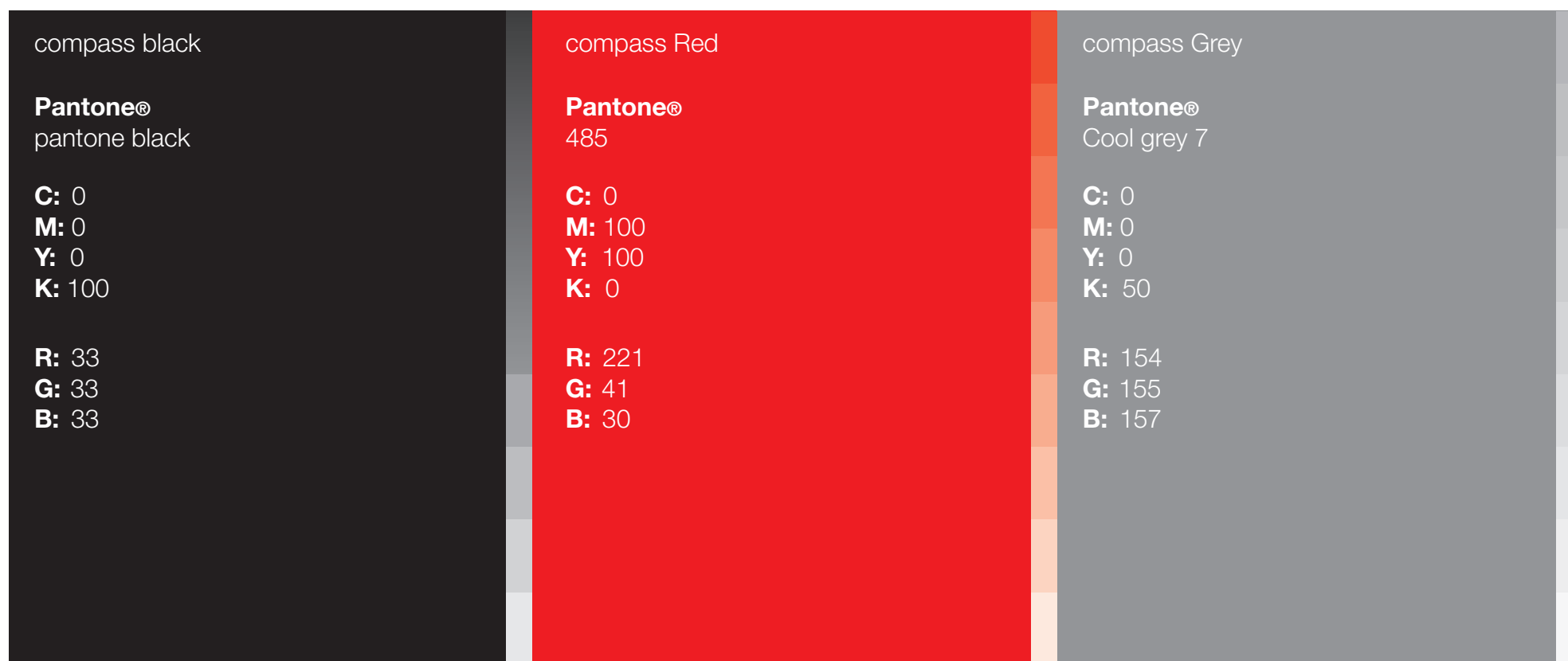**Pantone®** offset printing
CMYK   offset & digital printing
RGB   screen previews only

Pantone® standards are shown in the current editions of the Pantone Colour Publications.
The colours shown here are not intended to match the Pantone® colour standards exactly and are an indication only.
Pantone is a registered trademark of Pantone® Inc.

compass black	compass Red	compass Grey
Pantone®	**Pantone®**	**Pantone®**
pantone black	485	Cool grey 7
C: 0	**C:** 0	**C:** 0
M: 0	**M:** 100	**M:** 0
Y: 0	**Y:** 100	**Y:** 0
K: 100	**K:** 0	**K:** 50
R: 33	**R:** 221	**R:** 154
G: 33	**G:** 41	**G:** 155
B: 33	**B:** 30	**B:** 157

INCORRECT USAGE

Never alter the special relationship of any of the brand identity element

Never change the colour of the brand identity

Never change the proportions of the brand Identity

Never put a stroke line around the brand idenity

Never Place the Brand Identity on an image or colour which compromises legibility

Never set the brand identity at an angle

Full colour

at all times when no restrictions
of use of 1 colour exists

Black & White

when printing restrictions limit the use of the full-colour
brand identity. ex: a fax header
it is also used when making cliché for embossing
and debossing stamping

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TYPOGRAPHY

The english typeface to use for all design applications of compass is **Helvetica Neue** (light, regular and bold)

Helvetic Neue Light

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9

light for Body text

Helvetic Neue Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9

Regular for Subtitles

Helvetic Neue Bold

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9**

Bold for Titles and Heading