



LEADING THE WORLD IN ENERGY ABSORPTION

BRAND IDENTITY

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Minimum logo size

The minimum application size for the Oleo International logo is 25mm. The length is measured from the left side of the first O to the right side of the second O.

Logo colour options

You have four basic options from which to choose. The first three should only reproduce on white backgrounds:

- 1 Blue, purple and grey, three colour version.
- 2 Tinted, mono version.
- 3 All black version.
- 4 Reversed version, in which the entire logo reproduces white against a dark background.

The only permitted colours are Oleo Blue, Oleo Purple and black.

In no circumstances should this logo be used on images or patterned backgrounds.

Logo artwork

Files with .eps extensions should be used for printed materials. Those with .jpg extensions should be used primarily for on-screen viewing.

Two width versions of the logo have been created, one if the logo reproduces over 50mm in width and one if it reproduces below 50mm in width. Please ensure that the correct version is used as appropriate.

All versions of these can be supplied by Oleo International upon request (see contact page).

MINIMUM LOGO SIZE



COLOUR OPTIONS



Our corporate colours

The Oleo International colour palette has been developed to provide a recognisable brand personality within its markets throughout the world.

Consistent use of the colour palette helps build and reinforce brand recognition.



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CORPORATE COLOURS

OLEO BLUE PMS 321				
C	M	Y	K	
100	0	31	25	
R		G	B	
0		139	149	
WEB SAFE #008B95				

OLEO PURPLE PMS 259				
C	M	Y	K	
70	100	0	15	
R		G	B	
110		38	123	
WEB SAFE #6E267B				

OLEO GREY PMS Cool Grey 7				
C	M	Y	K	
2	0	0	46	
R		G	B	
154		155	158	
WEB SAFE #9A9B9C				

Logo exclusion zone

The Oleo International logo should always occupy its own space. Always maintain a generous exclusion zone equal to half the height of the O in the logo on all sides of the logo. This is a minimum requirement, extra space can be used where applicable.



Our corporate strapline

Two versions of the logo with the strapline are permitted. The first where the strapline is in one line horizontally centered on the O in the logo.

Where width is restricted the strapline can be split into two lines as shown, again horizontally centered on the O in the logo.

In both cases for the spacing between the logo and strapline the exclusion zone details should be followed.

The relationship between logo size and strapline typesize should also be adhered to. Versions of the logo with strapline can be supplied by Oleo International upon request (see contact page).

The strapline can also be used in isolation away from the logo, but must always be in capital letters with letter spacing as shown opposite and preferably in one line.



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Alternative logos

Occasionally, alternative versions of the logo may be needed for certain applications. Two such versions are shown here.

The first shows the logo in black with the bars in colour and with INTERNATIONAL deleted (Test Tower).

The second is a vertical version which was used as a label on a High Speed Lift product.

If you require assistance or guidance on developing the logo to suit a special requirement please contact Oleo International (see contact page), who will be happy to assist you.



Typography

Consistency in the use of typography enhances communications effectiveness, builds customer familiarity and strengthens the Oleo International brand.

The primary typeface is called Gill Sans Regular. Gill Sans Bold can be used sparingly to emphasise some words, but use of different font colours should be a first option.

As a secondary typeface, for use on brochure headings and sub headings for example, Poppl Laudatio Light can be used.

Din Pro Medium is the font to be used for all annotations on diagrams, graphs etc. This is also to be used when the words 1D, 2D and MBD are used in body copy. Poppl Laudatio Light is used when they are written as headings or sub headings, always in capital letters (see page 8).

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

PRIMARY TYPEFACE – GILL SANS REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

PRIMARY TYPEFACE – GILL SANS BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

SECONDARY TYPEFACE – POPPL-LAUDATIO LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

TYPEFACE FOR ANNOTATIONS – DIN PRO MEDIUM
ALSO FOR ONE OFF WORDS (SEE PAGE 8) – DIN PRO MEDIUM AND BLACK, UPPER CASE ONLY

Sector icons

Oleo International has also created a set of icons to depict each sector of their core business.

They were designed to be used on most stationery and marketing items as a point of quick reference.

On a brochure for example the appropriate icon is used to depict the brochures sector, but all icons are shown together on the back cover to show the range of Oleo International's business interests.

When an item is sector specific the main icon is highlighted by reproducing the sector name black and the other icons are knocked back in strength. With the mono version of this, the main icon is kept black and the other icons are reproduced in grey.

The icons can be reproduced either vertically or horizontally, as shown, but must have at least half an icons circle width space between each icon.

The icons must always appear in alphabetical order as shown opposite.

All versions of these icons can be supplied by Oleo International upon request (see contact page).



ELEVATOR



END STOPS



INDUSTRIAL



RAIL

VERTICAL VERSION



ELEVATOR



END STOPS



INDUSTRIAL



RAIL

HORIZONTAL VERSION



ELEVATOR



END STOPS



INDUSTRIAL



RAIL

MONO VERSION – AVAILABLE IN BOTH VERTICAL AND HORIZONTAL FORMATS



ELEVATOR



END STOPS



INDUSTRIAL



RAIL

VERSION WITH THE APPROPRIATE SECTOR HIGHLIGHTED WITH THE SECTOR NAME IN BLACK AND OTHER ICONS KNOCKED BACK

Oleo 1D, 2D and MBD

Poppl Laudatio Light is used when this is written as a heading or sub heading, always in upper case.

When used in body copy only the words 1D, 2D and MBD are in Din Pro Medium, all upper case, with all others in Gill Sans Regular.

If Gill Sans Bold is used the words 1D, 2D and MBD are in Din Pro Black, all upper case.

OLEO 1D, 2D AND MBD

WHEN USED AS A HEADING OR SUB HEADING – POPPL LAUDATIO LIGHT, UPPER CASE

Oleo 1D, 2D and MBD

WHEN USED IN GILL SANS REGULAR BODY COPY – THE WORDS 1D, 2D AND MBD ARE IN DIN PRO MEDIUM, ALL UPPER CASE

Oleo 1D, 2D and MBD

WHEN USED IN GILL SANS BOLD BODY COPY – THE WORDS 1D, 2D AND MBD ARE IN DIN PRO BLACK, ALL UPPER CASE

CONTACT

If you have any questions regarding the use of the Oleo International brand, or would like digital versions of the logo please contact:

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