

EC HARRIS
BUILT ASSET
CONSULTANCY

VISUAL IDENTITY STARTER KIT FOR
ENSURING OUR COMMUNICATIONS ARE
COHESIVE, CONSISTENT AND ENGAGING

23 OCTOBER 2008



- 1 **Logo colourways and artworks:** Colour combinations for use on different background colours
- 2 **Primary colour palette:** Including references for print, onscreen and signage
- 3 **Curved lines device:** Four-line and two-line versions, with example page positions
- 4 **Curved lines device:** Colourways for use on different background colours and applications
- 5 **Typography:** Typefaces for printed and on-screen applications
- 6 **Typography:** Setting the Amasis headline style on standard A4 brochures
- 7 **Typography:** Setting the Amasis headline style on A4 talent brochures
- 8 **Logo usage:** Exclusion zone
- 9 **Logo usage:** Size and position
- 10 **Typesetting:** Initial guidance for styles in pre-printed materials

EC HARRIS BUILT ASSET CONSULTANCY

ech_red_grey: for letterheads, business cards, the web and main corporate applications which have a white background



ech_white_lime: for use on a red background, for example a corporate brochure



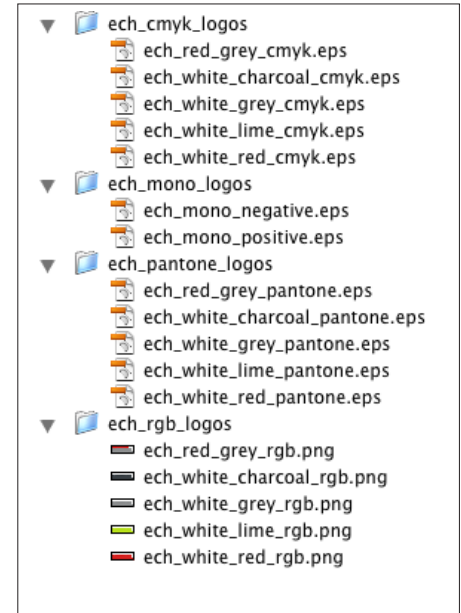
ech_white_red and **ech_white_charcoal:** for use on a lime background, for example a corporate brochure



ech_white_grey and **ech_white_lime:** for use on a charcoal background, for example a major bid document cover




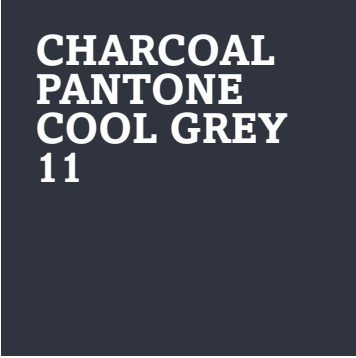

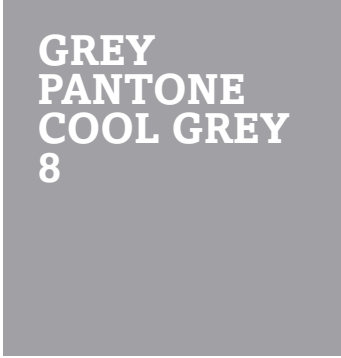
ech_mono_positive and **ech_mono_negative:** for use on mono applications for example faxes, and black and white press ads



Master logo files are supplied as RGB, Pantone, Mono and CMYK versions for each colourway as above.

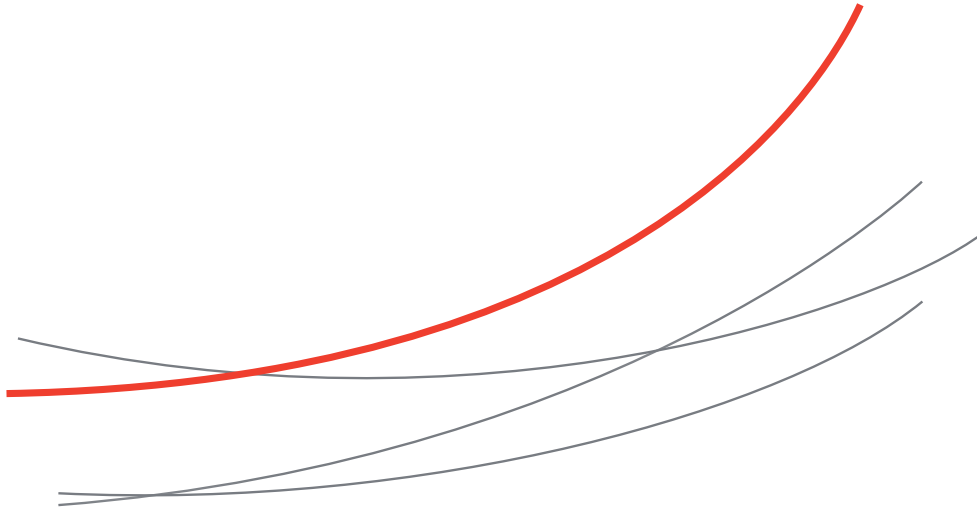
Primary colour palette

Including references for print, onscreen and signage

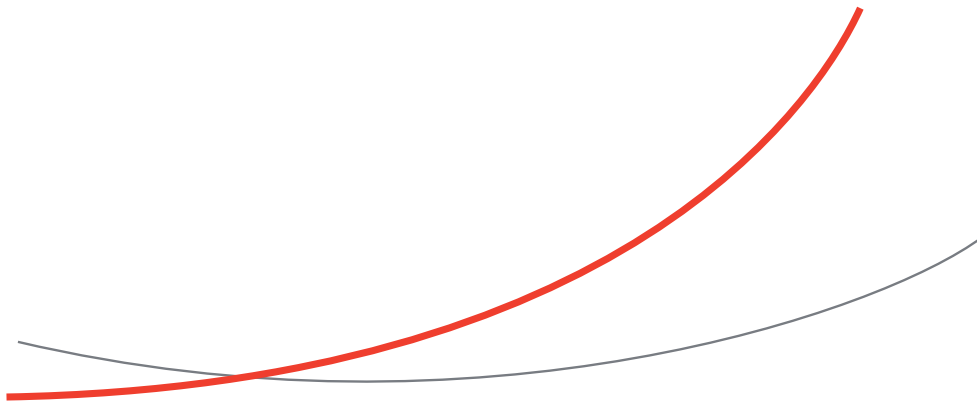
			
RED PANTONE 485	CHARCOAL PANTONE COOL GREY 11	LIME PANTONE 382	GREY PANTONE COOL GREY 8
CMYK 0.100.100.0 RGB 213.32.30 HTML D5201E	CMYK 44.34.22.78 RGB 56.63.68 HTML 383F44	CMYK 34.0.100.0 RGB 182.223.26 HTML B7DF1A	CMYK 23.17.13.46 RGB 139.141.142 HTML 8B8D8E
3M SCOTCHCAL 100-13 RAL TBC	3M SCOTCHCAL 100-012 RAL TBC	3M SCOTCHCAL 100-449 RAL TBC	3M SCOTCHCAL 100-038 RAL TBC

Curved lines device

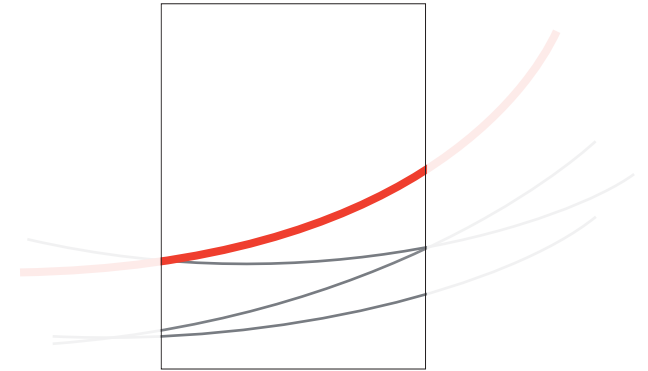
Four-line and two-line versions, with example page positions



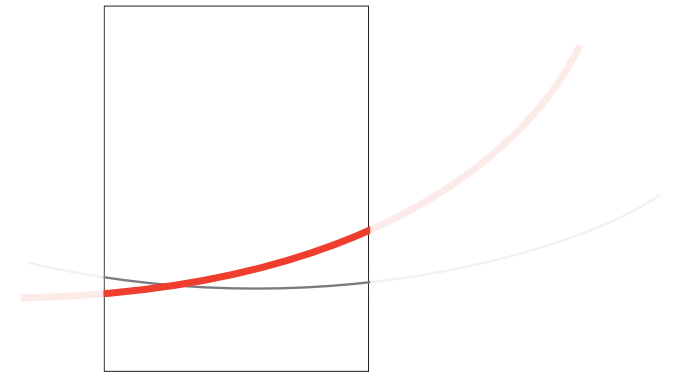
Four line version



Two line version



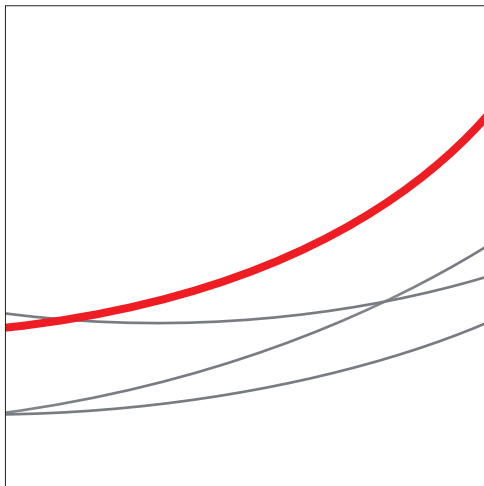
Example page position for A4 brochure/document covers.



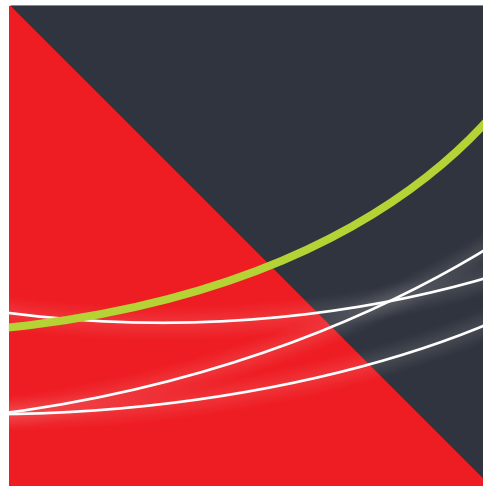
Example page position for A4 brochure/document covers.

Curved lines device

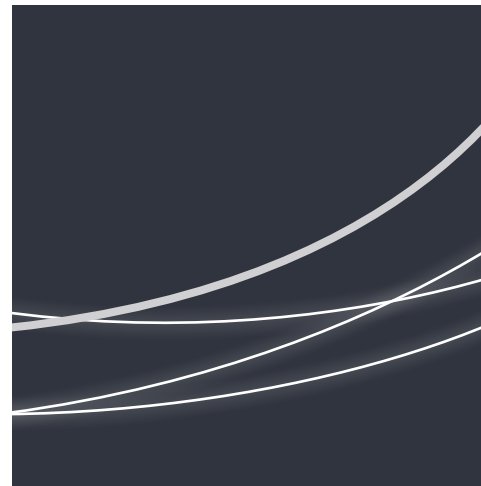
Colourways for use on different background colours and applications



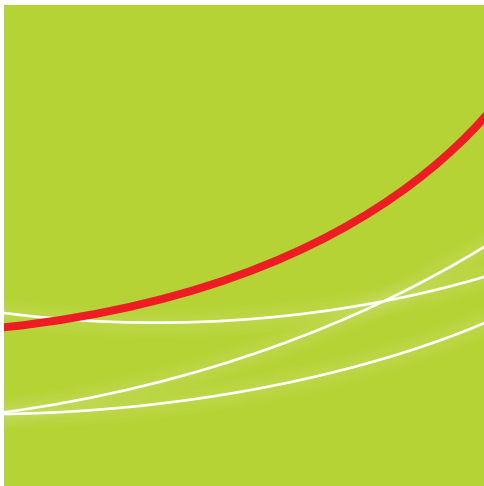
curves_red_grey: use on white



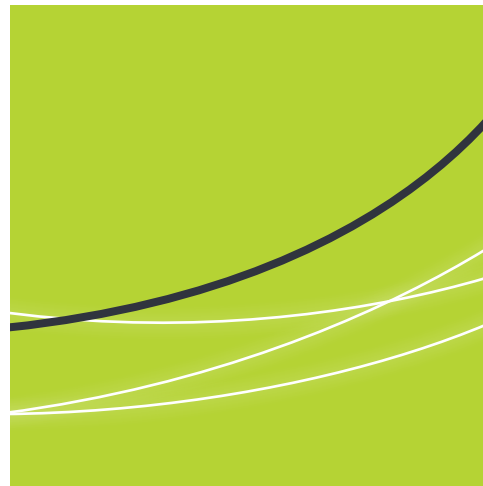
curves_lime_white: use on red and charcoal



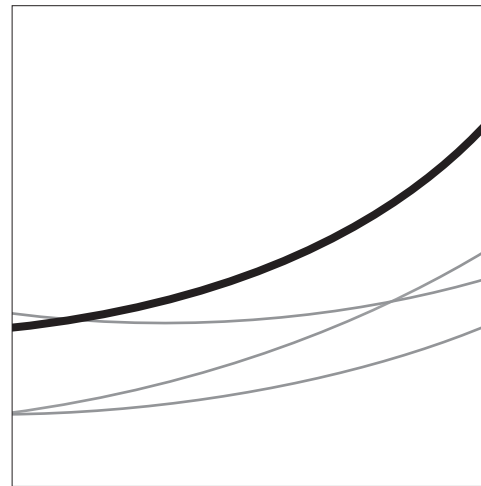
curves_grey_white: use on charcoal



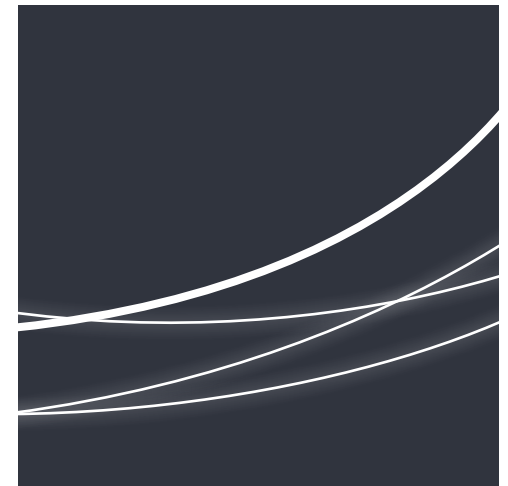
curves_red_white: use on lime



curves_charcoal_white: use on lime



curves_mono_positive



curves_mono_negative

- ▼ A4_portrait_curves
 - ▼ A4 2 line curves
 - ▼ A4_P_2L_CMYK
 - A4_P_2L_curves_charcoal_white_cmyk.eps
 - A4_P_2L_curves_grey_white_cmyk.eps
 - A4_P_2L_curves_lime_white_cmyk.eps
 - A4_P_2L_curves_red_grey_cmyk.eps
 - A4_P_2L_curves_red_white_cmyk.eps
 - ▼ A4_P_2L_Mono
 - A4_P_2L_curves_mono_negative.eps
 - A4_P_2L_curves_mono_positive.eps
 - ▼ A4_P_2L_Pantone
 - A4_P_2L_curves_charcoal_white_Pantone.eps
 - A4_P_2L_curves_grey_white_Pantone.eps
 - A4_P_2L_curves_lime_white_Pantone.eps
 - A4_P_2L_curves_red_grey_Pantone.eps
 - A4_P_2L_curves_red_white_Pantone.eps
 - ▼ A4 4 line curves
 - ▼ A4_P_4L_CMYK
 - A4_P_4L_curves_charcoal_white_cmyk.eps
 - A4_P_4L_curves_grey_white_cmyk.eps
 - A4_P_4L_curves_lime_white_cmyk.eps
 - A4_P_4L_curves_red_grey_cmyk.eps
 - A4_P_4L_curves_red_white_cmyk.eps
 - ▼ A4_P_4L_Mono
 - A4_P_4L_curves_mono_negative.eps
 - A4_P_4L_curves_mono_positive.eps
 - ▼ A4_P_4L_Pantone
 - A4_P_4L_curves_charcoal_white_Pantone.eps
 - A4_P_4L_curves_grey_white_Pantone.eps
 - A4_P_4L_curves_lime_white_Pantone.eps
 - A4_P_4L_curves_red_grey_Pantone.eps
 - A4_P_4L_curves_red_white_Pantone.eps

The curves are supplied as Pantone and CMYK vector eps files. They are designed for use on A4 portrait covers. Other formats will follow. RGB png versions will be provided depending on the sizes required once the implementation phase is complete.

**SALES MESSAGES
DOCUMENT TITLES
ADVERTISING HEADLINES**

**AMASIS BOLD CAPS
-15 TRACKING, ADDITIONAL
LETTERSPACING MAY BE
NEEDED AT DISPLAY SIZES**

In printed, brochures, body text set in Amasis Light and Amasis Medium, in charcoal, rather than black

To live up to our claim to be the leading built asset consultancy, the things that we say about ourselves need to demonstrate original thinking, authority and expertise, and a clear idea of the value we can add to our clients' businesses. We need to explain what built asset consultancy is, how it complements our technical service provision, and how it draws on the range and depth of knowledge, experience, insight, systems and synergy we have within EC Harris. We need to make the work that we do sound fascinating, relevant, worthwhile, well-managed and profitable to the people we are talking to.

On the web, text set in Lucida Regular and Bold, in charcoal

To live up to our claim to be the leading built asset consultancy, the things that we say about ourselves need to demonstrate original thinking, authority and expertise, and a clear idea of the value we can add to our clients' businesses. We need to explain what built asset consultancy is, how it complements our technical service provision, and how it draws on the range and depth of knowledge, experience, insight, systems and synergy we have within EC Harris. We need to make the work that we do sound fascinating, relevant, worthwhile, well-managed and profitable to the people we are talking to.back on insider jargon.

In internally-produced documents, text set in Arial Regular and Bold, in black

To live up to our claim to be the leading built asset consultancy, the things that we say about ourselves need to demonstrate original thinking, authority and expertise, and a clear idea of the value we can add to our clients' businesses. We need to explain what built asset consultancy is, how it complements our technical service provision, and how it draws on the range and depth of knowledge, experience, insight, systems and synergy we have within EC Harris. We need to make the work that we do sound fascinating, relevant, worthwhile, well-managed and profitable to the people we are talking to.back on insider jargon.

EC HARRIS
BUILT ASSET
CONSULTANCY
LINESPACE
ON A4 BROCHURE COVERS
USE A 60MM WIDE LOGO
WITH 24PT AMASIS BOLD
ON 22PT LEADING FOR
HEADLINES

EC HARRIS

**BUILT ASSET
CONSULTANCY**

LINESPACE

**ON A4 TALENT BROCHURE
COVERS USE A 120MM WIDE
LOGO WITH 48PT AMASIS
BOLD ON 44PT LEADING FOR
HEADLINES**



Use the E to create the exclusion zone for
print and online



Standard size and position on
A4 brochure covers
60mm wide
22pt / 7.761mm from top and left margins



Standard size and position on other
A4 document covers
60mm wide
22pt / 7.761mm from bottom and left margins



Standard size and position
on web pages
181px wide
26px from top and left margins

EC HARRIS
BUILT ASSET
CONSULTANCY

Logo minimum size for print
35mm wide

EC HARRIS
BUILT ASSET
CONSULTANCY

Logo minimum size for on screen
144px wide

Header Amasis Bold 12pt

MAIN TITLE TEXT AMASIS BOLD CAPS 38/36PT AT TOP OF PAGE ON CASE STUDIES AND OTHER DOCUMENTS

Introductory paragraph Amasis Light 14/17pt. Tet risus scelerisque bibendum. Fusce sit amet enim. Curabitur posuere purus nec nulla. Phasellus velit arcu, elementum et, facilisis at, elementum quis, mi. Phasellus malesuada tempor eros. Fusce lectus. Sed iaculis. Etiam bibendum mauris at nisi et risus scelerisque bibendum.

Heading 2 style Amasis Light 14/16pt

Body text style Amasis Light 10/12pt, 1mm space before, 2mm space after. Mauris at nisi et risus scelerisque bibendum. Fusce sit amet enim. Curabitur posuere purus nec nulla. Phasellus velit arcu, elementum et, facilisis at, elementum quis, mi. Phasellus malesuada tempor eros. Fusce lectus. Sed iaculis. Etiam bibendum. Nam fringilla sagittis purus. Sed non leo.

Nulla nec erat et nisi pretium tincidunt. Nam vel mi. Maecenas feugiat, purus sed fermentum luctus, turpis lacus posuere orci, at facilisis est leo dapibus libero. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. In lacus libero, convallis eget, varius vitae, consectetur a, leo. Integer tempus. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos. Donec ultricies magna nec magna. Quisque eget mauris id eros porttitor viverra. Donec facilisis tincidunt ligula. Nunc placerat semper odio.

Heading 2

Cras dignissim neque. Proin eu velit nec nunc molestie scelerisque. Quisque egestas, sem nec pretium eleifend, nunc magna tristique ipsum, non rhoncus quam leo pretium lorem. Ut id nulla. Cras venenatis tempus nulla. Suspendisse ac magna non libero volutpat posuere. Ut eu augue. Vivamus id lectus. Phasellus malesuada fermentum felis. Nulla libero purus, bibendum non, luctus ut, congue sed, massa. Aenean rhoncus leo vel eros aenean faucibus sapien eget felis.

Morbi ultricies lorem eu nibh. Vestibulum leo tortor, ullamcorper et, placerat non, molestie eget, elit. In hac habitasse platea dictumst. Proin dictum aliquam massa. Quisque id justo. Vestibulum eget justo et nibh pellentesque facilisis. Aliquam aliquet.

Heading 3 style Amasis Bold 10/12pt

In at leo. Donec dapibus nisi interdum lacus. Fusce velit eros, tempus a, fermentum eu, tincidunt id, lacus. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos. Phasellus lobortis, est nec mattis consectetur, diam orci rutrum libero.

- Bullets tabbed at 3mm
- 0.5mm space before, 0.5mm space after
- Tortor placerat tristique. Ut neque elit, viverra
- Semper, sollicitudin ut, scelerisque nec
- Ante vitae lectus. Donec malesuada lorem
- Tortor placerat tristique. Ut neque elit, viverra
- Semper, sollicitudin ut, scelerisque nec
- Ante vitae lectus. Donec malesuada lorem
- Semper, sollicitudin ut, scelerisque nec
- Last bullet 0.5mm space before, 3mm after

In at leo. Donec dapibus nisi interdum lacus. Fusce velit eros, tempus a, fermentum eu, tincidunt id, lacus. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Mauris at nisi et risus scelerisque bibendum Fusce sit amet enim.

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File name: Amasis Light 8/12pt