

syscap[®]



Corporate Identity Application and Management Guidelines

A company's brand is its second most valuable and sensitive asset after its people. It expresses the company's face, style and character. The rapidity with which it is recognised and the immediate impression it conveys in those first few seconds will establish its position in a manner that is difficult to change. It follows that this singular expression must be treated with the utmost care, never vary in the messages it carries and should convey friendship, reassurance and promise in a single instant.

The new corporate branding does this and more. It is modern, open and has technological thrust. These attributes are the attributes of the Syscap group and this brochure demonstrates how you can help to promote this message.

Darryl Mitchell
CHAIRMAN



The elements

The Syscap brand identity is made up of the following elements:
 1. The specially styled lettering. 2. The outline. 3. The colours
 4. The registration mark. Whenever the brand logo appears and subject to the variation listed below, element 4 must always appear.

The whole ensemble is designed to sit on a white background. If the substrate is coloured, it must be of a pale shade, not more than 30% density.

If a dark background is unavoidable, the brand identity must sit on a light coloured panel in such a way that the panel itself should not be construed as part of the brand identity design.

Maintenance of a coherent and consistent presentation of this brand identity enhances the perception of the organisation as a whole and assists in its easy recognition.

Furthermore, repetitive presentations of the same imagery in many media will reinforce its mnemonic value. 6

- 1 The lettering style must not be changed
- 2 The outline is in Pantone® Silver 8002c
- 3 The basic colour is Pantone® Reflex blue.
- 4 Always keep the ® in the position indicated
- 5 Background colour is always white
- 6 The corporate type family is Gill Sans

To distinguish the body text of letters and other desktop correspondence matter from the letterheadings, the body text should be typed in LUCIDA SANS. This will make for a uniform presentation across all Syscap correspondence.

The accompanying five diagrams illustrate the limits of the flexibility built into the new Brand Identity. The rendering becomes progressively simplified as the overall size becomes smaller, until finally a single colour solid version is shown. Do not use the simplified versions for sizes other than those indicated.

 <p><i>OPTIMUM DISPLAY (Full Colour.) Make from process colour set. Make from composite artwork supplied on disk. All displays up to a minimum of 20mm wide.</i></p>	
 <p><i>OPTIMUM DISPLAY (2 colours.) Pantone Reflex blue centres Pantone Silver 8002c outlines All displays up to a minimum of 20 mm wide.</i></p>	 <p><i>OUTLINE DISPLAY (one colour.) One colour version for sizes between 50-30mm. Where possible, use Pantone Reflex blue or black. Otherwise use your discretion. Avoid unsuitable colours such as red or yellow.</i></p>
 <p><i>ONE COLOUR DISPLAY Wherever possible print in Pantone Reflex blue. Otherwise use a dark colour at your discretion. Avoid unsuitable colours such as red or yellow Minimum width: 50mm.</i></p>	 <p><i>ONE COLOUR SOLID Use only when logo appears less than 30mm wide. Use Pantone Reflex blue or black. Otherwise use your discretion. Avoid unsuitable colours such as red or yellow.</i></p>

The brand identity has been designed to use white as an integral part of its visual proposition. Dark backgrounds degrade this impression and should be avoided unless they conform to the rules established here. Unacceptable renditions of the brand identity are shown in the accompanying diagrams. Proximity rules are also demonstrated.



Do not use panels that may look part of the brand identity
If in doubt do not use panels of any kind.



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Do not reverse the design, light out of dark.



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Do not use halos, glows or gradations behind the brand identity. However, in cases of animation or on the Internet and web, these effects are permissible but only to a limited degree.



Syscap

Do not use another typeface for the brand identity unless the brand identity appears as part of the general text.



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Do not italicise the brand identity.



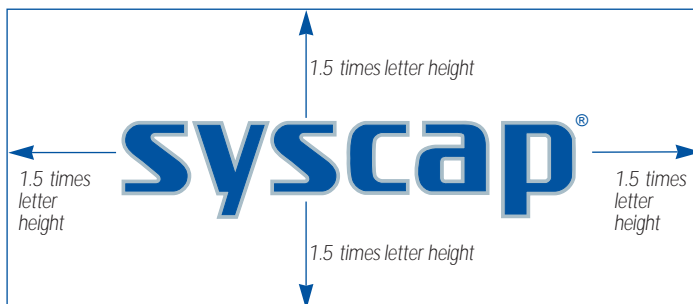
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Do not tamper with the display



value

There are only limited instances where the special typeface can be used. The specially designed letterstyle is for branding only. Details of these instances are listed overleaf.



Proximity rules

In order to preserve the impression of a white background without suggesting a panel (see above) any surrounding colours should not approach closer than 1.5 times the height of the brand identity letters all round.

The brand identity in action



In the further development of the display, the corporate typeface GILL SANS has been specified. For stationery, two weights are available. These are: Gill Sans light (Roman or Upright) for the address line and Gill Sans Bold Condensed for the subtitles such as Systems Capital plc or Syscap Computer Rentals plc, where "Syscap" is repeated. This display is shown in the example to the left, where the subtitle 2 is shown in Gill Sans Bold Condensed and the subsidiary matter 3 is shown in Gill Sans light. A fine hairline rule in red 4 is also included and forms part of the total display. Some typefounders use a different name for these fonts and an enquiry will reveal the proprietary titles. Eg. The Gill Sans family is sometimes known as Humanist 521. However it is the identical typeface.

The unique Syscap hand lettered alphabet



Use only as directed below

Developing the syscap family

It is possible to display other titles using the unique syscap alphabet. However it is vital that when this is done, the syscap brand identity is not used simultaneously within the display. Syscap in the unique typeface must always be seen alone and not in conjunction with any other title. This strategy preserves the integrity of the syscap brand identity.

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For more details on any of these subjects, contact:

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