

DRAFT 1



SITEHOST

**THE BRAND
GUIDELINE
BOOK**

NOVEMBER 2015

THE LOGO PORTRAIT AND HORIZONTAL

Our logo is our Brand Signature. It identifies our organisation.

We love our brand. Here are some guidelines to make sure our beautiful mark is represented in the world the way we intended.

The logo must be reproduced in a consistent manner. This guide presents the approved specifications of the SiteHost logo and how it should be used in different situations. Consistent application of the logo will ensure the integrity of SiteHost's identity.



S I T E H O S T

S I T E H O S T 

REPRODUCTION OF THE SITEHOST LOGO SO IT LOOKS SWEET

OUR PREFERRED SITEHOST LOGO

Please use this logo where possible. The SiteHost logo must be reproduced in the approved colours.

The logo should preferably appear on a white background or pale coloured background.



S I T E H O S T

S I T E H O S T 



REPRODUCTION OF THE SITEHOST LOGO SO IT LOOKS SWEET

SITEHOST LOGO FOR DARK BACKGROUNDS

This version of the logo may be used on a dark or busy background.
The SiteHost text is 10% tint of the SiteHost Pantone 432.

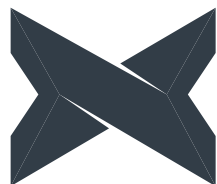


REPRODUCTION OF THE SITEHOST LOGO SO IT LOOKS SWEET

SITEHOST APPROVED MONO COLOURS

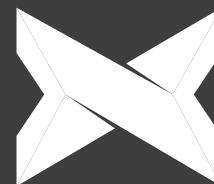
The SiteHost logo may be reproduced in a single colour of the SiteHost dark grey (please reference Pantone 432 for various colour breakdowns). This logo should appear on a white or pale coloured background.

The mono logo may also be used as a reversed white on a black or a dark colour.



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REPRODUCTION OF THE SITEHOST LOGO SO IT LOOKS SWEET

MINIMUM CLEAR SPACE

The SiteHost logo must be surrounded by adequate clear space to ensure its visual impact wherever it appears. This area is indicated by the diagram below and shows how the clear space area can be measured – the height of the 'T' at whatever size the logo appears defines the clear space. No other typography or imagery should appear within the clear space area.



REPRODUCTION OF THE SITEHOST LOGO SO IT LOOKS SWEET

MINIMUM SIZE

The SiteHost logo must never be reproduced smaller than the minimum size, unless in special circumstances, permission is granted by the Marketing team.

There are two minimum sizes for each horizontal and portrait logo when using full colour or mono.

CMYK & SPOT MINIMUM SIZE PORTRAIT



CMYK & SPOT MINIMUM SIZE HORIZONTAL



MONO MINIMUM SIZE PORTRAIT



MONO MINIMUM SIZE HORIZONTAL

