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**BROOKVENT**<sup>TM</sup>

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**BRAND  
GUIDELINES**

*Visual Identity and Product Trees*

2017

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## Some Dos



## Product Dimensions

To ensure legibility the logo should be surrounded by a minimum white space equal to the character size of the initial letter 'B'.

## Logo Size

While there is no specified minimum display size for the logo, the designer should ensure the logo will be discernible and legible in all instances.

## Some Don'ts



# LOGO USAGE

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## Usage on White Background

**BROOKVENT**<sup>TM</sup>

**BROOKVENT**<sup>TM</sup>  
Energy Saving Ventilation Systems

Consisting of the namestyle rendered in the typeface Fruitger Ultra Black, our logo has been designed to be clearly read in reproduction at any size. The logo should never be rendered in any other typeface or weight, or with any alterations to kerning or character proportions. Where possible the logo should be reproduced on a white background as illustrated above.

Where the logo is to be displayed on a solid colour it should be rendered in solid white against the coloured background. The logo should only be displayed against the specified corporate colours.

Where the logo is to be used against a background image, again the logo should be solid white. Care should be taken that the image does not interfere with the logo's legibility.

## Usage on Dark Background



# PRODUCT LOGOS

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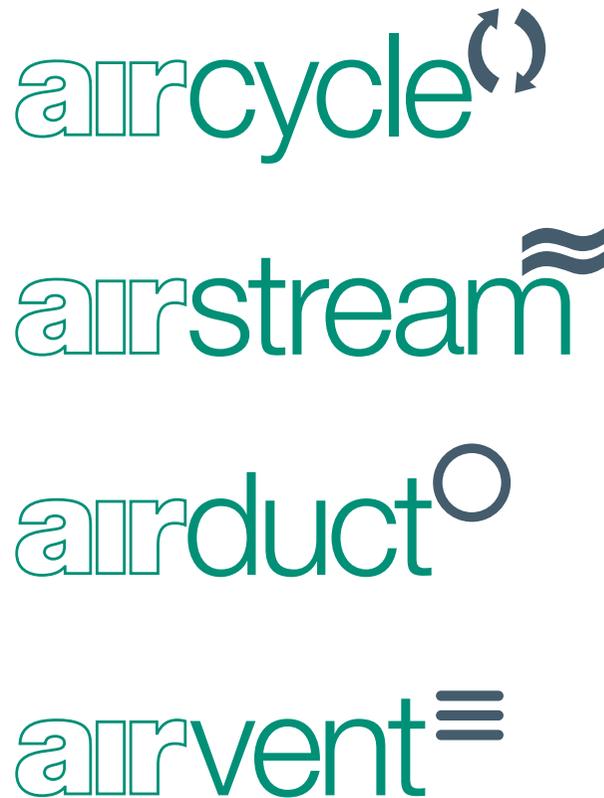
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## Usage on White Background



The Brookvent product logos have been developed for the various products within the Brookvent brand. These are styled in the same colours as the Brookvent logo with the namestyle rendered in a complimentary font. Each of the product icons have been developed to enhance the product logo and add to its overall presence. In certain circumstances it is acceptable to use the icon on its own or as a grouping of icons.

## Usage on Dark Background



Where possible the product logos should be displayed on a white background as illustrated. Where they are to be displayed on a coloured background they are to be rendered in solid white with care taken to maintain the scaling of the lines/stroke around the (air) namestyle. When there is more than one of the product logos used in a document care should also be taken to scale each logo in relation to the (air) namestyle. (See above)

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## Usage on White Background

**BROOKVENT**  
aircycle

**BROOKVENT**  
airstream

**BROOKVENT**  
airduct

**BROOKVENT**  
airvent

## Usage on Dark Background

**BROOKVENT**  
aircycle

**BROOKVENT**  
airstream

**BROOKVENT**  
airduct

**BROOKVENT**  
airvent

Align (air) to insure correct scaling of logo

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## Usage on White Background

**aircycle**   
HEAT RECOVERY  
VENTILATION

**airstream**   
CENTRAL EXTRACT  
VENTILATION

**airduct**   
DUCTING AND  
ANCILLARIES

**airvent**   
SURFACE MOUNTED  
WINDOW VENTS

## Usage on Dark Background

**aircycle**   
HEAT RECOVERY  
VENTILATION

**airstream**   
CENTRAL EXTRACT  
VENTILATION

**airduct**   
DUCTING AND  
ANCILLARIES

**airvent**   
SURFACE MOUNTED  
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## Usage on White Background

airvent   
SM TIP VENT

airvent   
SM ACOUSTIC

airvent   
SM 1000+

aircycle   
3.1

## Usage on Dark Background

airvent   
SM TIP VENT

airvent   
SM ACOUSTIC

airvent   
SM 1000+

aircycle   
3.1

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## A Note on Colour

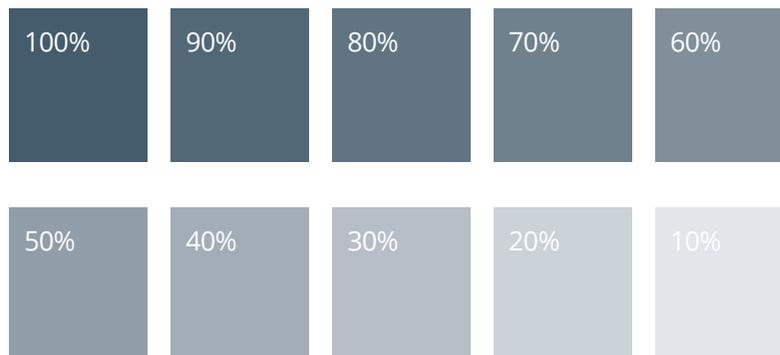
To give our brand distinction we have specified two corporate colours, these are Pantone 569 U and Pantone 7546 U. These colours should be used throughout all colour communications. Where spot colours cannot be used the CMYK breakdown detailed here should be employed.

### Pantone 7546 U

C	55	R	81
M	30	G	100
Y	20	B	115
K	50		

### Pantone 569 U

C	94	R	0
M	0	G	136
Y	60	B	112
K	20		



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## Primary Typeface: Open Sans

Open Sans Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789  
abcdefghijklmnopqrstuvwxyz/£\$&@

Open Sans Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789  
abcdefghijklmnopqrstuvwxyz/£\$&@

Open Sans Semi Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789  
abcdefghijklmnopqrstuvwxyz/£\$&@

Open Sans Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789  
abcdefghijklmnopqrstuvwxyz/£\$&@

Open Sans Extra Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789  
abcdefghijklmnopqrstuvwxyz/£\$&@

## Secondary Typeface: Calibri (where Open Sans is not available)

Calibri

ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789  
abcdefghijklmnopqrstuvwxyz/£\$&@

Calibri Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789  
abcdefghijklmnopqrstuvwxyz/£\$&@

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## Surface Mounted Window Vents

airvent   
SM 1000

airvent   
SM 1000+

airvent   
SM 1200

airvent   
SM 1200+

airvent   
SM 1400

airvent   
SM TIP VENT

airvent   
SM ACOUSTIC

## Glazed In Window Vents

airvent   
DG 1500

airvent   
DG Standard

airvent   
Thermal Break

airvent   
PD

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## Heat Recovery Ventilation

aircycle   
1.1

aircycle   
1.2

aircycle   
3.1

## Central Extract Ventilation

airstream   
1.1 E

airstream   
1.1 EH