

QUADRICS

Corporate Identity Guidelines

INTRODUCTION

These guidelines attempt to show the key elements of the Quadrics identity, logo usage, colours, typeface usage, typography guidelines, and templates etc.

The aim is not to be too prescriptive and to allow variety and creativity but within a definite Quadrics style.

The overriding objective of this exercise is to create a graphic look and feel for Quadrics, which is extremely simple and flexible. This will allow Quadrics the freedom to produce communications frequently and efficiently both in print and digital format.

These communications will obviously take many forms, and require varying degrees of detail, emphasis and creative input. Nevertheless, whatever form these communications take, the following pages of this book hint at how we propose to incorporate imagery, which echoes the ethos of communicating difference both in terms of style and meaning.

Contact Information

Bristol Office: Quadrics Supercomputers World Ltd.
One Bridewell Street, Bristol, BS1 2AA, UK.
Tel: +44 (0)117 907 5375 Fax: +44 (0)117 907 5395

Rome Office: Quadrics Supercomputers World Ltd.
Via Marcellina 11, 00131 Roma, Italy.
Tel: +39 06 4123 8615 Fax: +39 06 4191 694

Web: www.quadrics.com
e-mail: sales@quadrics.com

DISK CONTENTS

- PDF version of this document
- Internal document template (MS Word)
- Digital letterhead template - portrait - no address (MS Word)
- Digital letterhead template - landscape - no address (MS Word)
- Digital letterhead template - portrait - with address (MS Word)
- Digital letterhead template - landscape - with address (MS Word)
- Fax template (MS Word)
- Powerpoint template
- Letterhead template - portrait - no background images, for use on pre-printed stationery (MS Word)
- Logos - blue on white, black on white and blue on black (in both tiff and jpeg format)
- Vector logos - blue on white, black on white and blue on black. (EPS format)

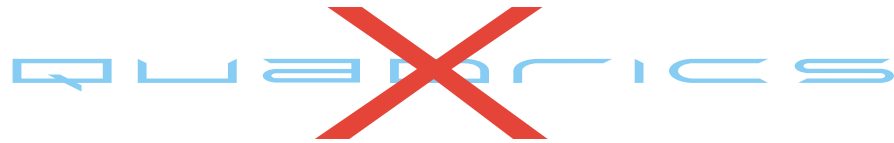
LOGO USAGE

Exclusion Zones



Stretching

The logo should not be distorted in any way.
It should always be used within the correct constraints.



Colour Ways



QUADRICS

The black logo will be used on a white background



QUADRICS

The blue logo will be used on a white background



QUADRICS

The blue logo will also be used on a black background



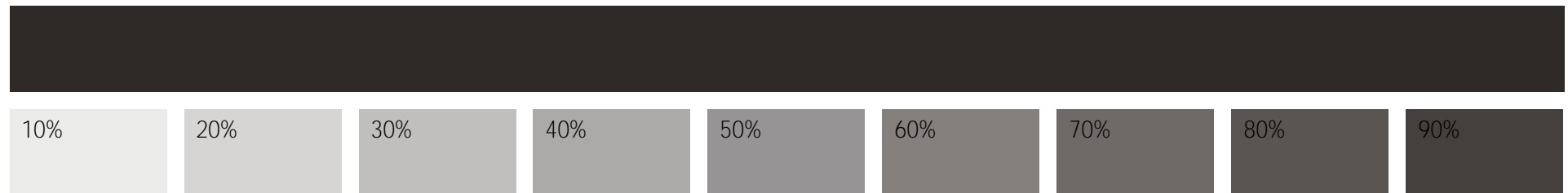
QUADRICS

NEVER USE the black logo on blue background

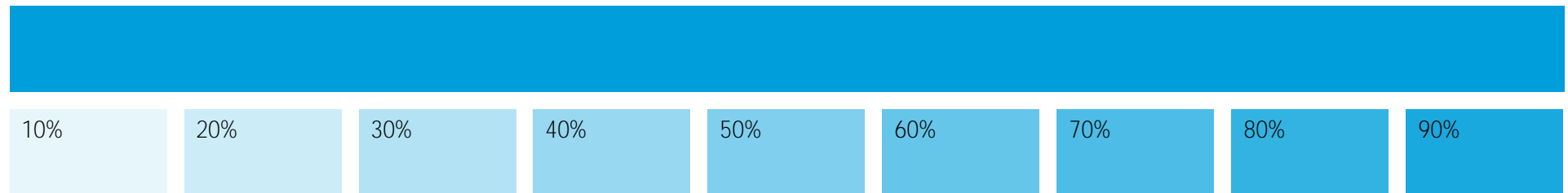
CORPORATE COLOURS

Please note the colours reproduced here may not be 100% accurate, always match to the Pantone reference chip (each colour is labelled with its reference number).

Quadrics Black – Pantone Black 7 (CMYK split – 85% black)



Quadrics Blue – Pantone 2915 (CMYK split – 60% cyan)



TYPEFACES

Gill Sans – Light

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

1 2 3 4 5 6 7 8 9 0

Gill Sans

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

1 2 3 4 5 6 7 8 9 0

Gill Sans – Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

1 2 3 4 5 6 7 8 9 0

– Gill Sans is to be used in all professionally printed collateral.

Verdana

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

1 2 3 4 5 6 7 8 9 0

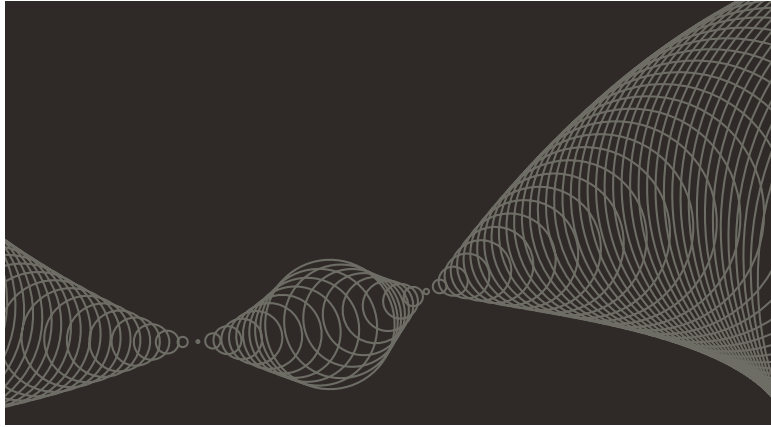
Verdana – Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

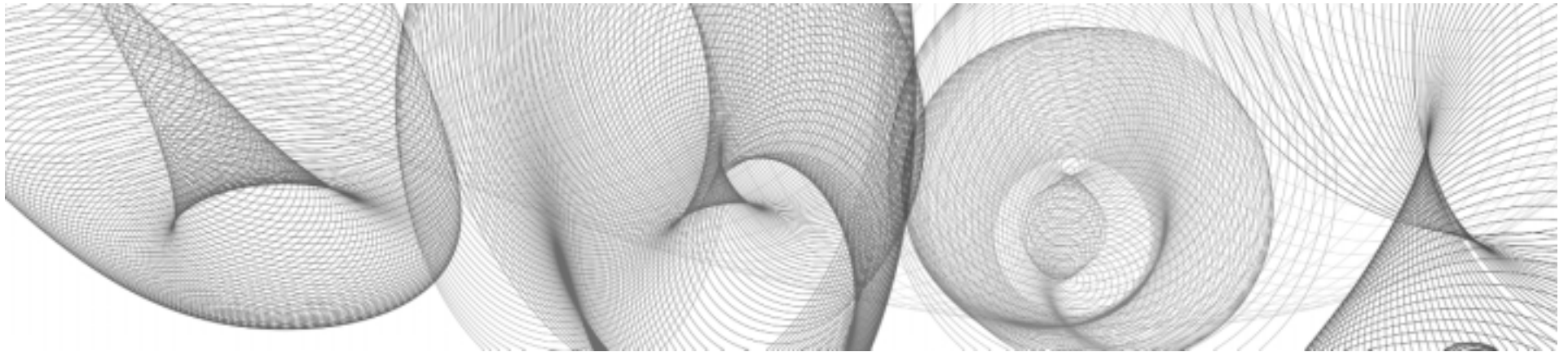
1 2 3 4 5 6 7 8 9 0

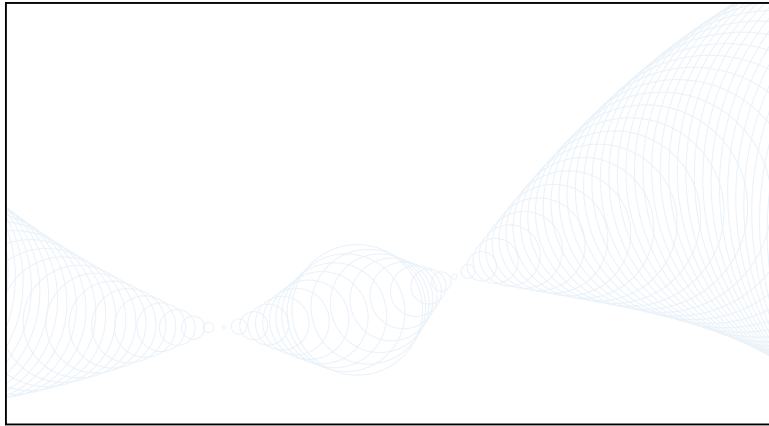
– Verdana is to be used in all digital and internally produced material (due to cross platform font compatibility).

CORPORATE ICONS

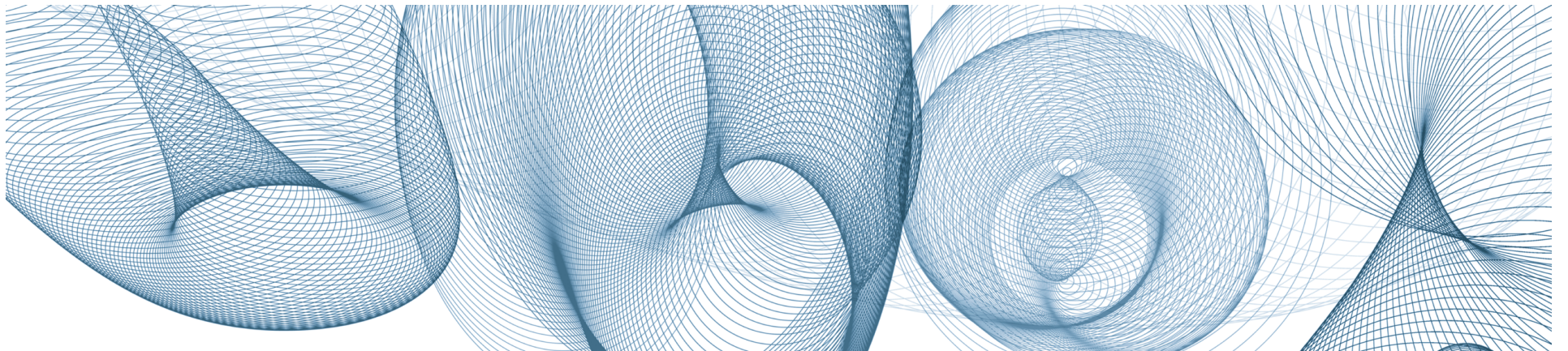


85% Pantone Black 7 spiro on 100% Pantone Black 7 background
or 72% CMYK black spiro on 85% CMYK black background

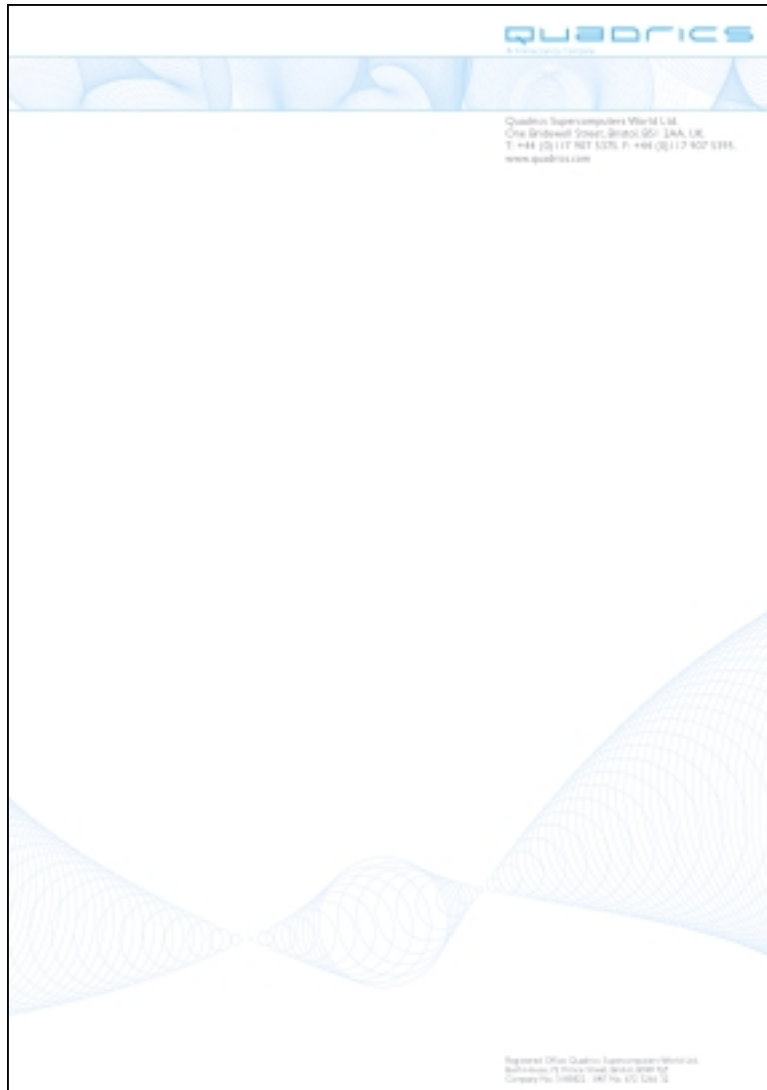




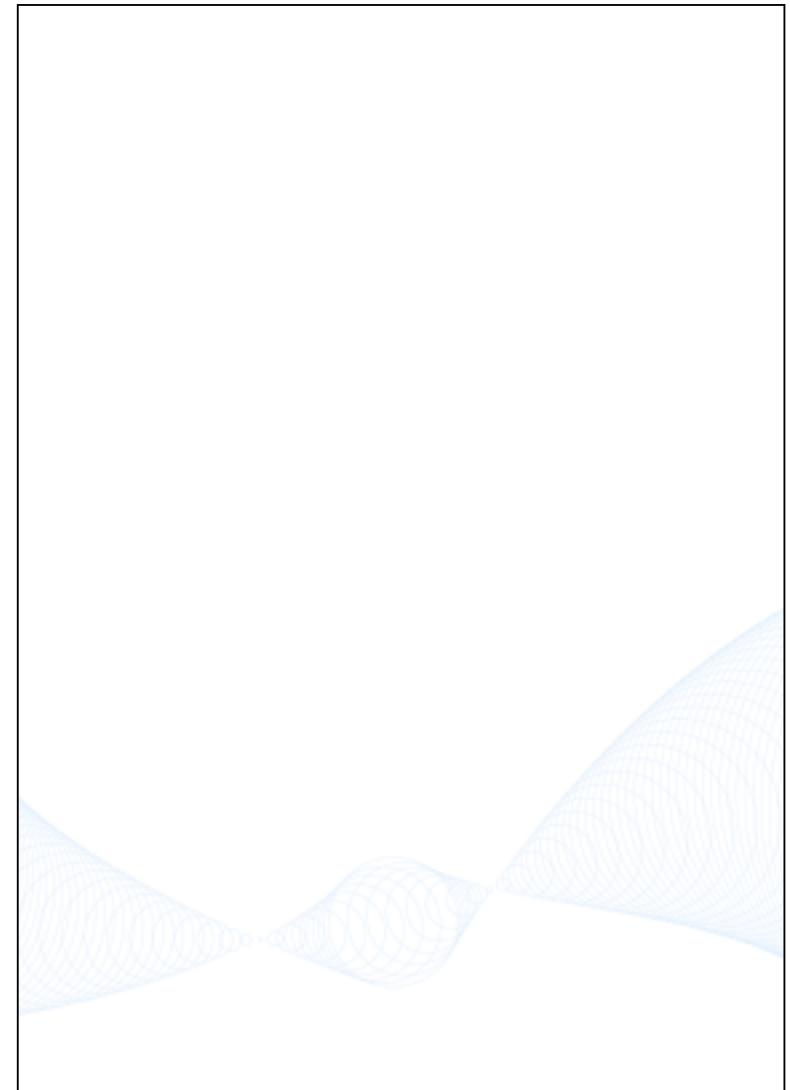
20% Pantone 2915 spiro on a white background
or 12% CMYK cyan spiro on a white background



STATIONERY TEMPLATES



A4 letterhead – Front



A4 letterhead – Back

QUADRICS
A Transwales Company

Quadrics Supercomputers World Ltd, One Bridewell Street, Bristol, BS1 2AA, UK.
T: +44 (0)117 907 5375. F: +44 (0)117 907 5395. www.quadrics.com

To:	[Enter Recipient Name]
Company:	[Enter Company Name]
Tel:	[Enter Recipient Telephone Number]
Fax No:	[Enter Recipient Fax Number]
From:	[Enter Senders Name]
Date:	20/06/2002
Our Ref.:	[Enter Reference]

Details:
[Begin Details Here]

Quadrics Supercomputers World Ltd
Registered Office - 2nd Floor, 72 Prince Street, Bristol, BS1 2DE
Company No. 3188023 - VAT No. 475 1248 12

Fax Template (MS word template supplied on disk)



Compliment Slips – Front



Business Card – Front



Business Card – Back

TYPOGRAPHY – DATASHEETS



Head style

Type: Gill Sans Bold; Font Size: 14pt; Leading: auto

Text style

Type: Gill Sans light; Font Size: 8pt; Leading: 12pt; Space After: 2pt

Bullet style

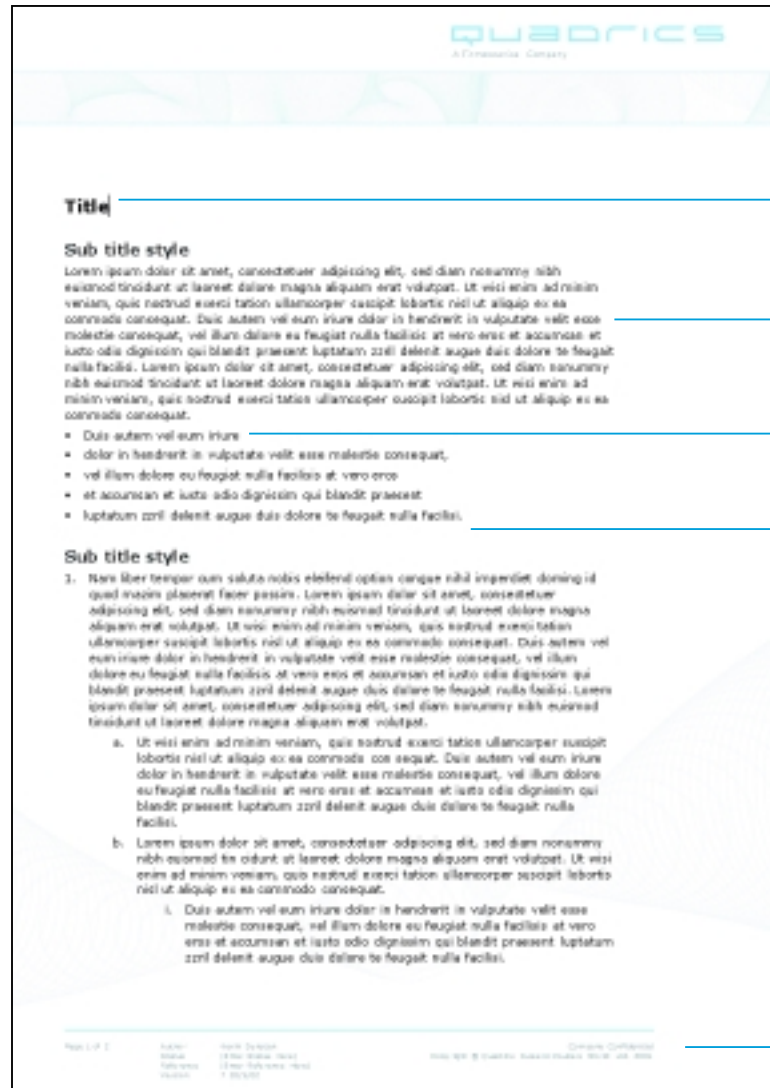
Type: Gill Sans light; Font Size: 7pt; Leading: 12pt; Space After: 2pt

Tab 1: positioned at 3mm; Tab 2: positioned at 6mm; Tab 3: positioned at 9mm from the edge of the page

Sub-head style

Type: Gill Sans Bold; Font Size: 12pt; Leading – 12pt; Space After: 2pt

INTERNAL DOCUMENTS



Head style

Type: Verdana Bold; Font Size: 14pt; Leading: 16pt

Text style

Type: Verdana; Font Size: 9pt; Leading: 12pt; Space After: 2pt

Sub-head style

Type: Verdana Bold; Font Size: 12pt; Leading – 12pt; Space After: 2pt

Bullet style

Type: Verdana; Font Size: 9pt; Leading: 12pt; Space After: 2pt

Tab 1: positioned at 3mm; Tab 2: positioned at 6mm; Tab 3: positioned at 9mm from the edge of the page

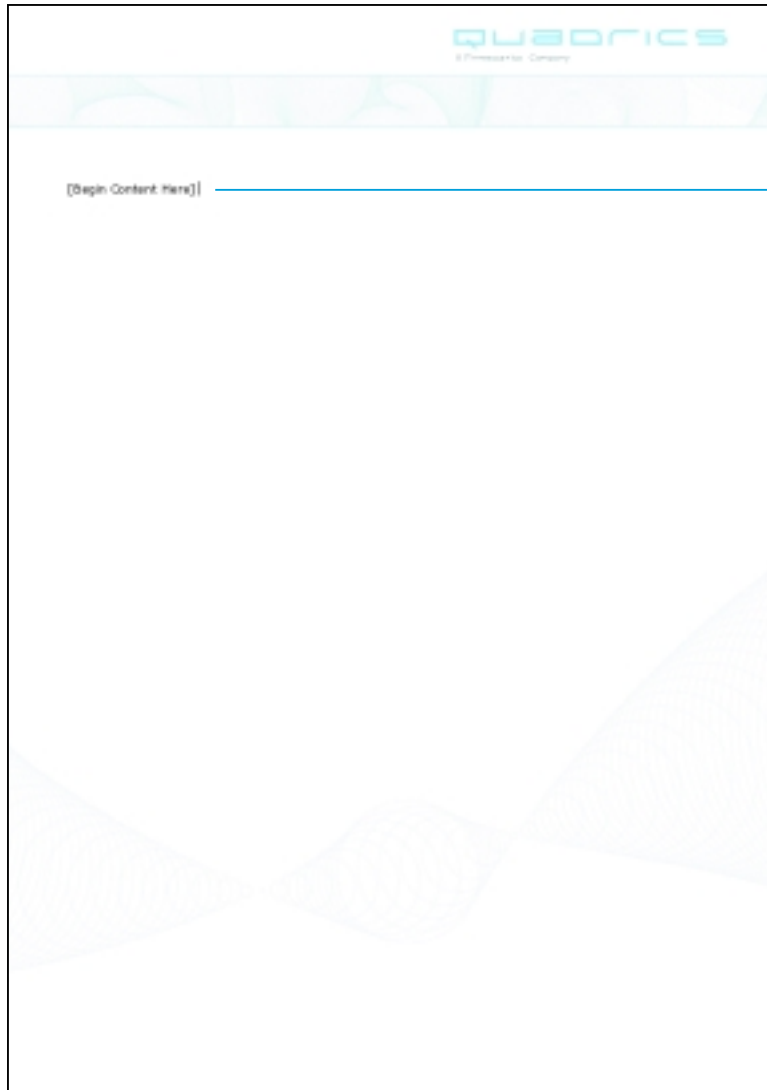
Footer style

Type: Verdana; Font Size: 6pt; Leading – 8pt;

Tab 1: positioned at 33mm; Tab 2: positioned at 50mm; Tab 3: positioned at 85mm from the edge of the page

MS Word template supplied on disk

DIGITAL LETTERHEAD PORTRAIT (no address)

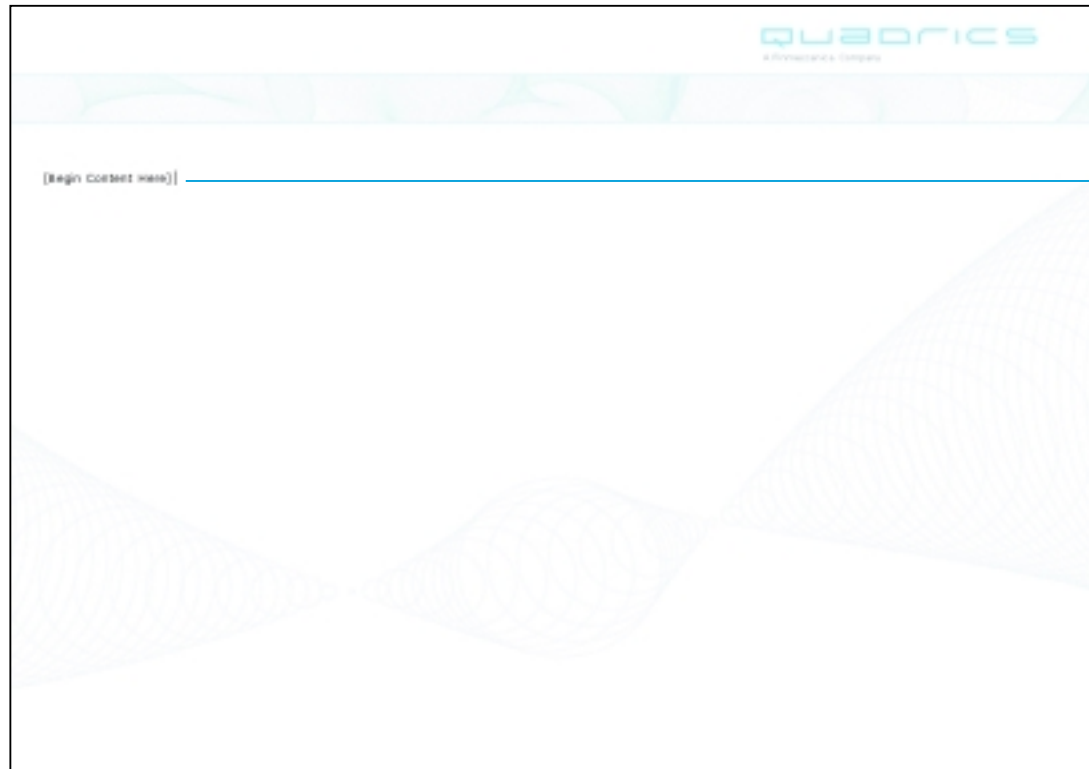


Text style

Type: Verdana; Font Size: 9pt; Leading: 12pt; Space After: 2pt

MS Word template supplied on disk

DIGITAL LETTERHEAD LANDSCAPE (no address)

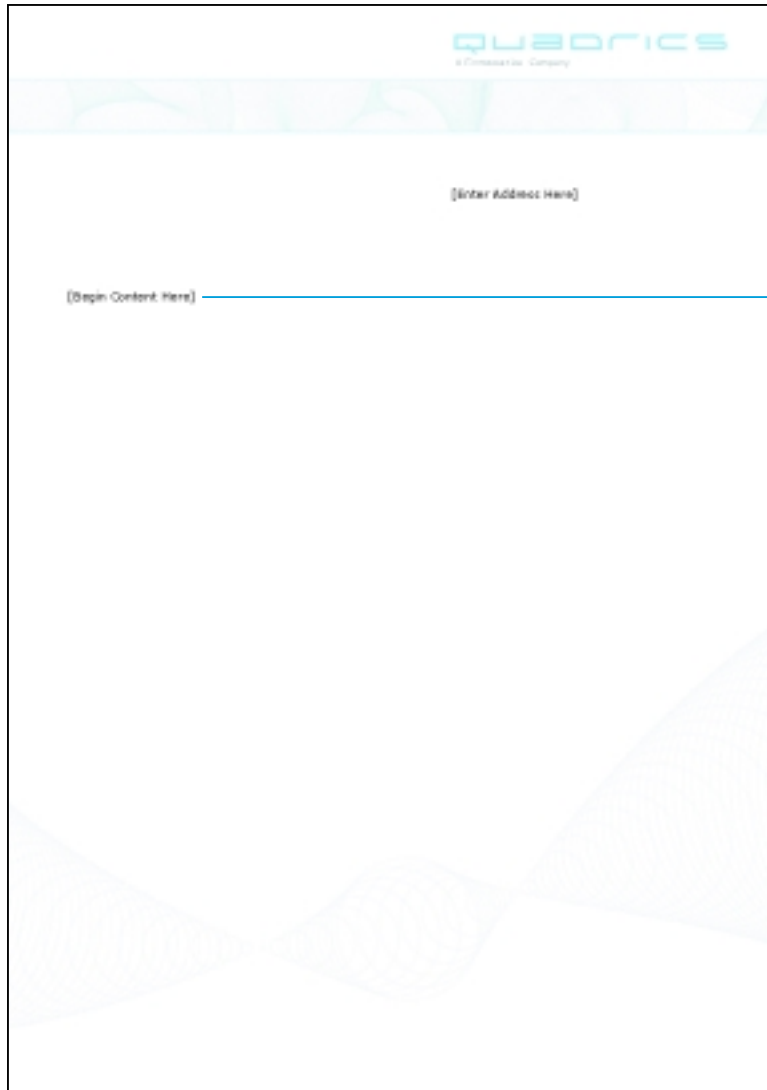


Text style

Type: Verdana; Font Size: 9pt; Leading: 12pt; Space After: 2pt

MS Word template supplied on disk

DIGITAL LETTERHEAD PORTRAIT (with address)



Text style

Type: Verdana; Font Size: 9pt; Leading: 12pt; Space After: 2pt

MS Word template supplied on disk

DIGITAL LETTERHEAD LANDSCAPE (with address)

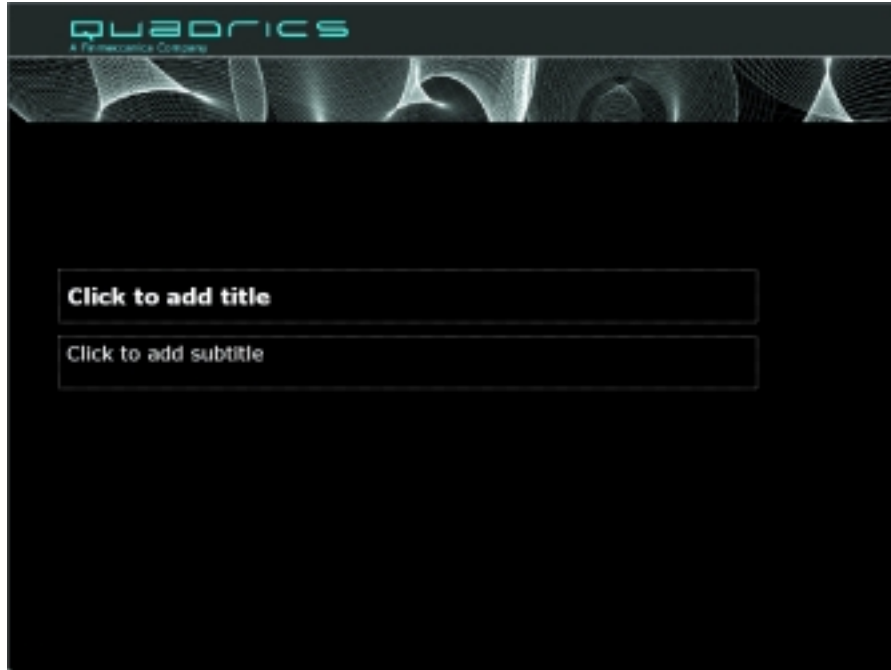


Text style

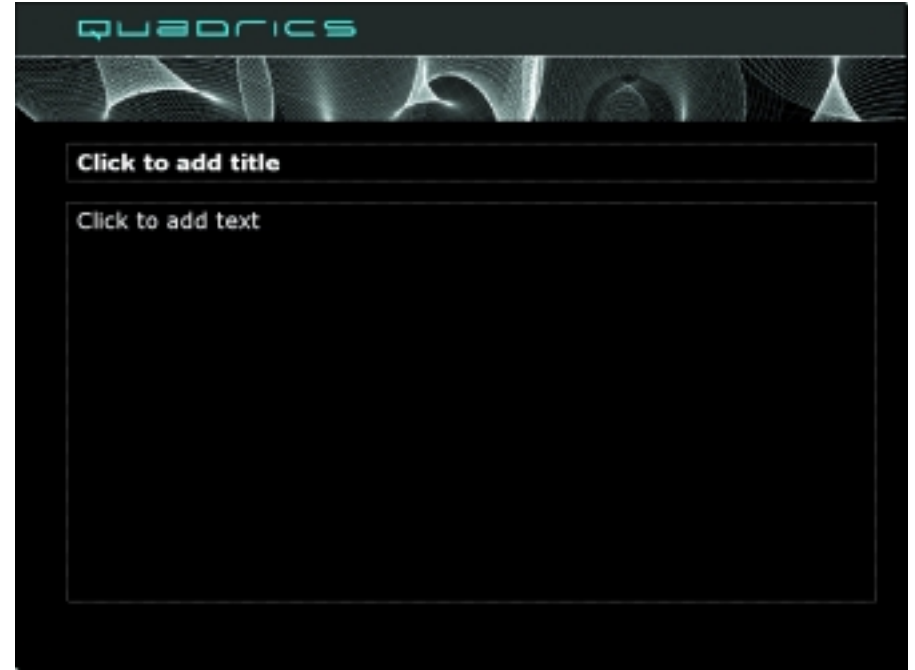
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MS Word template supplied on disk

POWERPOINT TEMPLATE

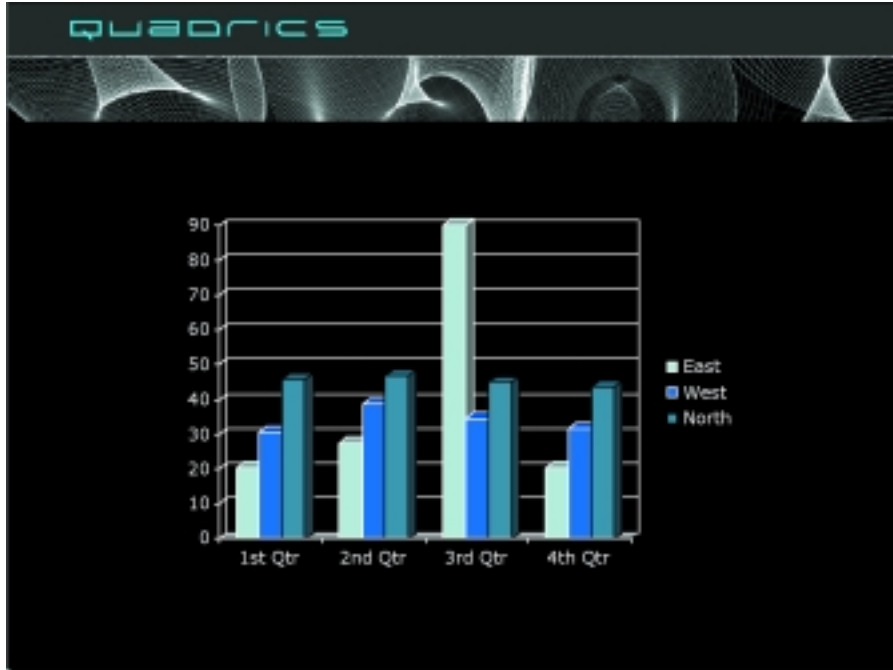


Title master

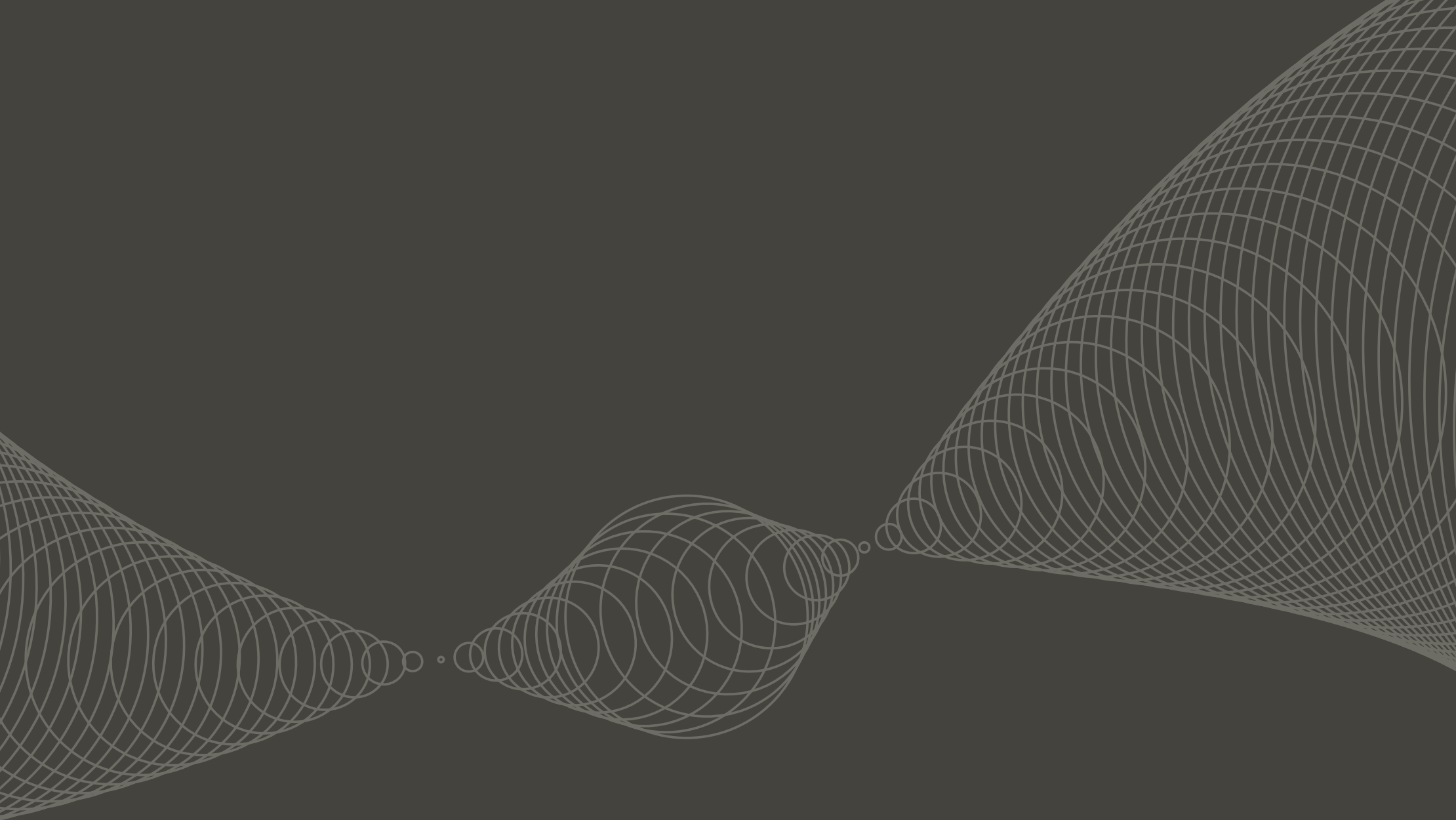


Slide master

Powerpoint design template supplied on disk



Graph style



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