Liniar Identity Guidelines

About the guidelines

These guidelines are here to help, not hinder.

All of the best brands are clear and consistent. This is so important, and it's why we have brand guidelines.

They're here to help us all get the Liniar message across and they explain how this message can be told through our written and visual communication.

If in doubt, please contact:

The Marketing Department
Liniar – Part of the Flamstead Holdings Group

Tel: 01332 883900
Email: marketing@liniar.co.uk

Liniar The brand

About our brand

Hello.

Liniar is recognised as the most innovative company in its field in the PVCu extrusion industry today. As well as our extensive range of industry leading window, door and conservatory products, we also extrude a wide portfolio of PVCu decking, fencing and verandah systems for the caravan and holiday park markets.

We should communicate the Liniar brand consistently to ensure a cohesive approach.

Our people have the opportunity to act as brand advocates to enable us to protect and grow the sustainable future of the business.

And ultimately, our customers and suppliers will know that by working in partnership with us, over and above any other manufacturer, we can make things work for them – whatever the challenge.

Welcome to Liniar.

Innovation, sustainability and loyalty.

Our mission is to be recognised as a leading force for quality and excellence in product development – fusing industry experience with innovation, sustainability and loyalty.

Our brand logo

Our identity is all about the impression we continue to create.

Creating the best impression demands a sense of discipline, a way of behaving that aims to achieve the best response from the people we meet and want to do business with.

There are certain things we have to do in order to influence people – from the specific use of the brand logo with a defined set of colours and typefaces, to tone of voice, photographic and visual style.

The logo has been designed to express our brand values:

Innovation, sustainability and forward thinking.

Used correctly on all visual communications, it will help create the right impression.

There is a carefully constructed relationship between all elements of the logo.

This relationship must never be altered.

Our brand logo

The logo is always reproduced in full colour wherever possible.

Never position the logo over a dark coloured background. The logo should always be placed on a background with suitable contrast so as to maintain its integrity. If unsure, please contact the Marketing Department.

Single colour brand logo

A single colour version of the logo can be used when you can't use a full colour logo.

Again, this must only be used on a background with adequate contrast.

The logo may, in exceptional circumstances, be reversed out of black or a suitably dark background.

Exclusion zones

Give our logo room to help it stand out.

There should always be space around the entire logo – known as the exclusion zone.

'a' indicates the minimum space you should leave around the logo.

Do not introduce type or graphics into this area.

Minimum sizes

The logo is designed to be versatile for all situations.

However, to maintain legibility and recognition, the logo should never be smaller than the stated minimum size.

Always print out a sample to check that the logo stands out enough before releasing artwork for production.

Minimum size = 25mm

25mm

How not to use the logo

The logo has been specially designed to reflect our core brand values.

It should never be altered or modified in any way.

X Never change the construction of the logo.

X Never use different typefaces for the logo.

X Never distort the logo.

X Never put the logo in a shape.

X Never change the proportion of the elements of the logo.
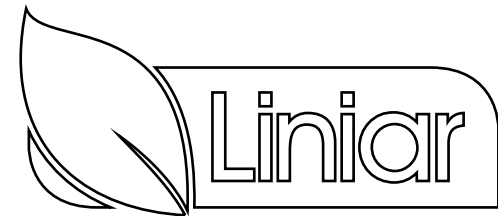
How not to use the logo

The logo has been specially designed to reflect our core brand values.

It should never be altered or modified in any way.

x Never change the colour of the logo.

x Never outline the logo.

x Never put a drop shadow under the logo.

x Never place logo at an angle – logo should always appear horizontal unless exceptional circumstances.

Liniar Colour

Liniar

Colour

Primary colour palette

The Liniar primary colours have been carefully selected to work together and should not be altered/substituted in any way.

Liniar Dark Green – Pantone 3425 C

CMYK: C:96 M:35 Y:86 K:30
RGB: R:0 G: 81 B: 48
HEX: #006242

Liniar Bright Green – Pantone 375 C

CMYK: C:46 M:0   Y:100 K:0
RGB: R:138 G:207 B:0
HEX: #96c93d

Colour

Secondary colour palette

These colours are used for text and background colours only. e.g. website boxes.

The colours can also be used alongside the Primary colour palette for sub-divisions.

Liniar Secondary Purple – Pantone 2593 C

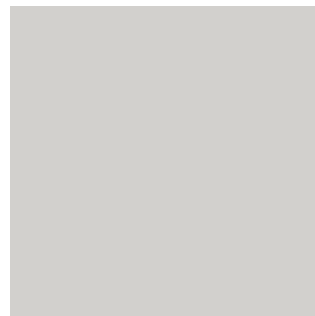**CMYK:** C:61 M:88 Y:0 K:0

RGB: R:102 G: 47 B: 138

HEX: #7c439a

Liniar Secondary Orange – Pantone 1505 C

CMYK: C:0 M:68 Y:94 K:0

RGB: R:234 G:92 B:27

HEX: #f3732a

Pantone Cool Grey 2 C

CMYK: C:17 M:14 Y:15 K:0

RGB: R:200 G:197 B:194

HEX: #d3d0cd

Liniar Typeface

Typeface

ITC Avant Garde

ITC Avant Garde is a geometric sans serif type, that is, the basic shapes were made with a compass and T-square.

Its letterforms are of a solid process, built of circles and clean, simple lines – highly effective for headlines and text.

This font works best when it's kept plain and simple. It's good for clear communication.

So, when using ITC Avant Garde, try to keep the amount of different type sizes and weights in a single piece of print to a minimum.

It is essential that our writing is easily legible at all times, so it needs to be the right size. **There is no maximum limit for type, but it should never appear below 6pt in size.**

Substitute typefaces

For internal stationery and web pages that cannot render the typeface – **Arial** or **Helvetica** can be used as a substitute.

ITC Avant Garde Book
abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 !@£$%^&*()

ITC Avant Garde Medium
abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 !@£$%^&*()

ITC Avant Garde Demi
abcdefghijklmnopqrstuvwxyz abcdefghijklmnopqrstuvwxyz
0123456789 !@£$%^&*()

ITC Avant Garde Book at 6pt (see what we mean?)

ITC Avant Garde Book at 6pt (see what we mean?)

Arial: abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 !@£$%^&*()

Helvetica: abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 !@£$%^&*()

Liniar Typography

We should always lay out our typeface in a consistent and distinctive way.

This will make our written communications instantly recognisable and will help our brand messages stand out.

The grid is very fluid in its application.

Typography is always ranged left.

So when using ITC Avant Garde, try to keep the amount of different type sizes and weights in a single piece of communication to a minimum.

For internal stationery and web pages that cannot render the typeface – Arial or Helvetica can be used as a substitute.

Whitespace: Let the text breathe

Although the grid is flexible in use, 'less is more'.

Don't be afraid to leave backgrounds white.

It's striking and will focus attention on what is actually there, rather than implying that there's something missing.

The headline statements are set in both upper and lower case

Sub headlines should be set using both upper and lower case fonts.

The preferred colour for body copy is **black**.

Italics can be used for emphasis.

Bullet points
- Bullets take their shape from the Liniar logo and may appear in black or colour.
- Preferred text colour is black
  - Sub bullets should be a solid circle and may appear in black or colour. Preferred text colour is black
  - The last bullet point in a list must have a full stop.

Logo position

The logo should, wherever possible, be positioned right aligned either to the top or bottom of the margins.
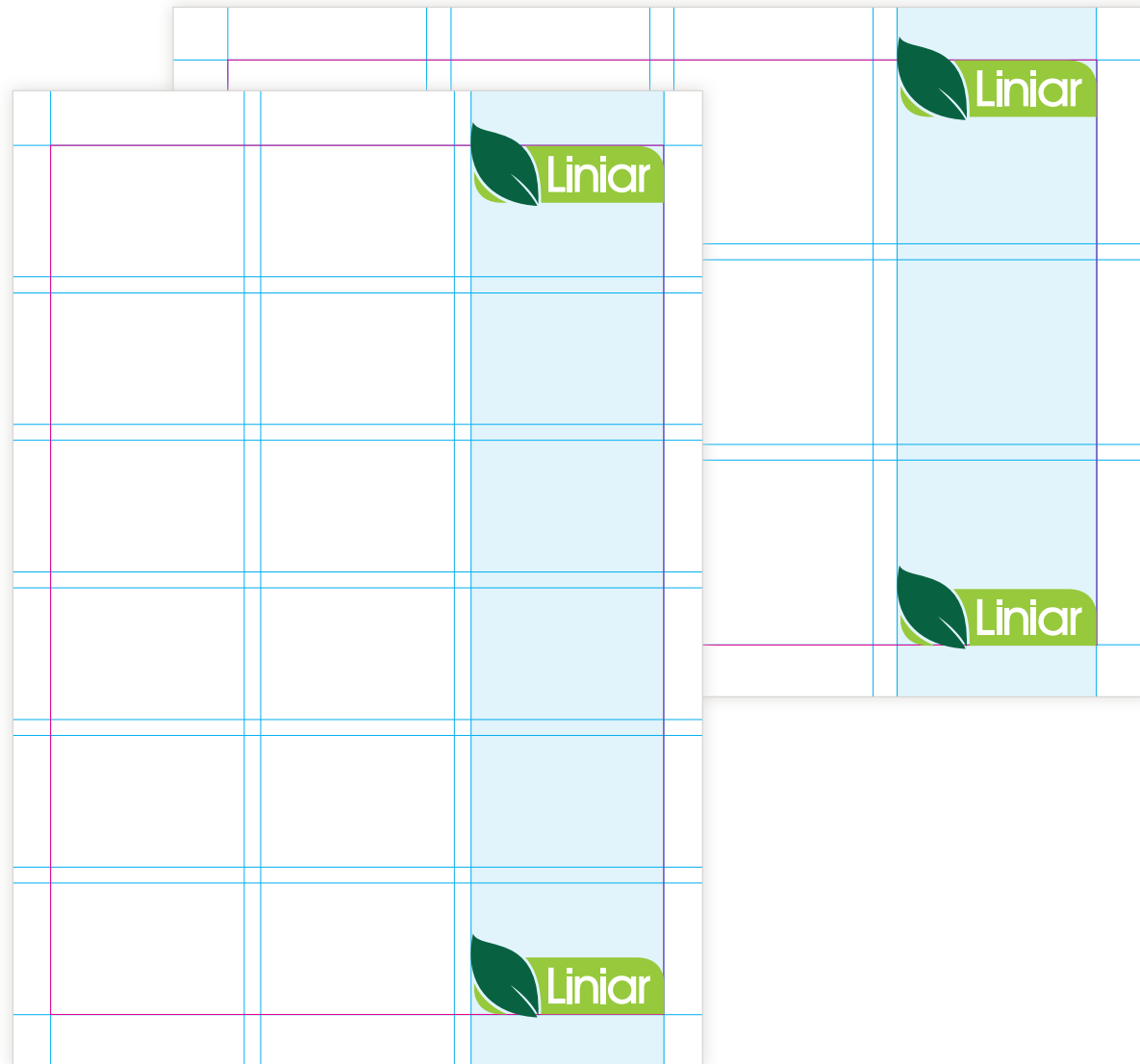
Approval process

Please forward any artwork created from these guidelines to:

The Marketing Department

Tel : 01332 883800

Fax : 01332 883861

marketing@liniar.co.uk

Please wait for approval before sending any items to print.

Liniar

Flamstead House
Denby Hall Business Park
Denby
Derbyshire
DE5 8JX

Tel: +44 (0)1332 883900
Fax: +44 (0)1332 883901
Email: sales@liniar.co.uk

www.liniar.co.uk