

Version 1.0  
July 2021

# G9 Chemicals Identity Guidelines

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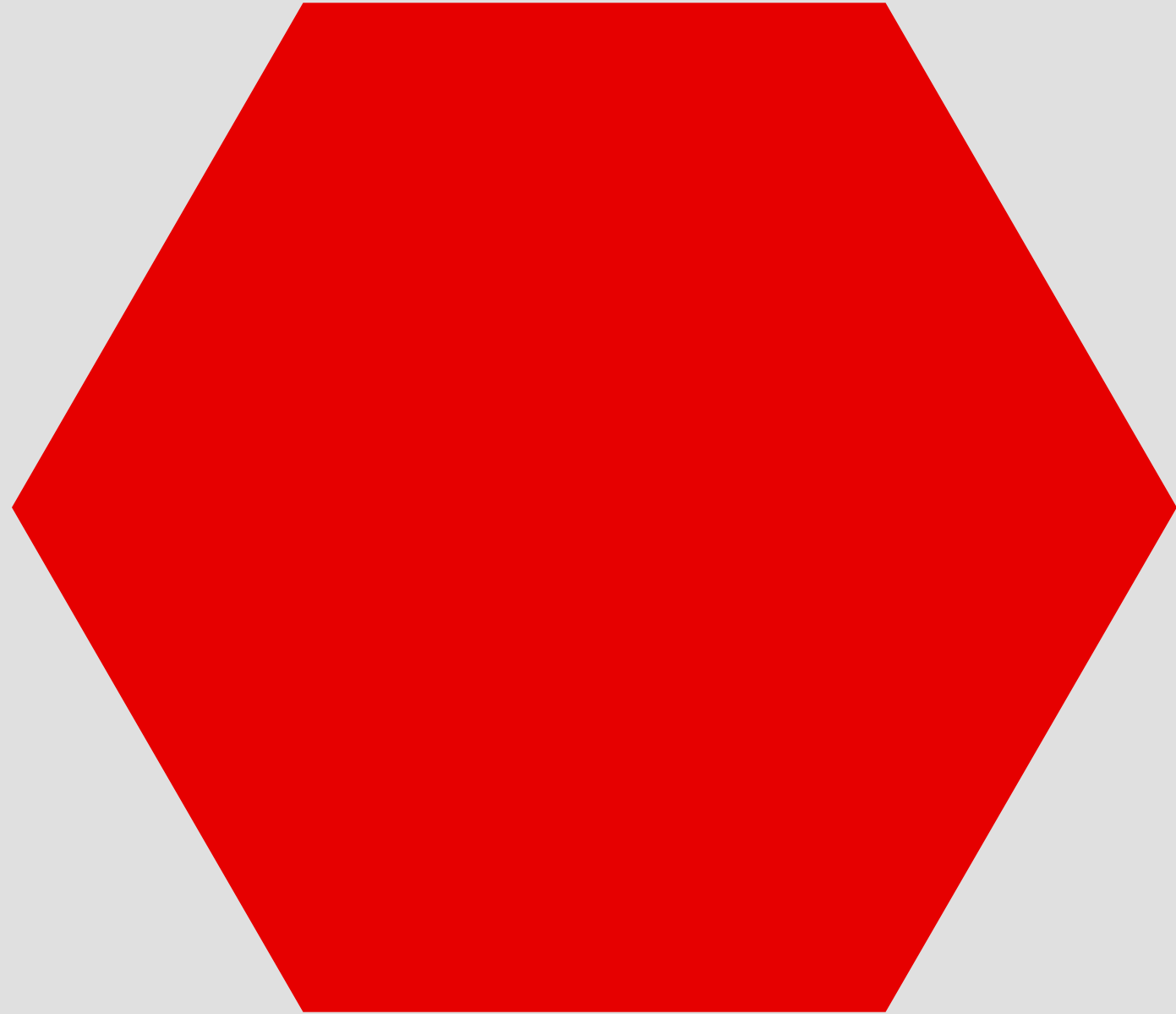
The following pages explain the different elements that make up our identity – what they are, how they fit together and why it's vital that we use them correctly.

All core components should be applied correctly and consistently. However, there is sufficient flexibility within these guidelines to always produce fresh and creative communication pieces.

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# G9 Logo



# Logo

Our logotype is formed by a sans-serif typeface that sits within a hexagonal badge to create a simple yet contemporary marque.

Our logo should only be reproduced from the master artwork and should not be redrawn or altered in any way.

Logo artworks are available for both Mac and PC in .eps and .jpeg formats.

There is one permitted colour option for the logo; Red for use on neutral backgrounds or for use on dark backgrounds. The text should always reverse white-out of the red hexagon.

Refer to page eight for the correct usage of our brand colours.



# Logo Usage

There are three predetermined sizes when using the logo on A5, A4 and A3 formats, these consistent sizes maintain uniformity across collateral.

For ease of recognition, a minimum size of 20mm or 40px in width for the reproduction of the logotype has been set for use in any media.

Please use the correct size logo on their respective formats. When using on large formats please consider scale and proportion.

When printing onto different substrates take into consideration the surface and printing techniques as this will affect legibility.

A4



35mm

A5



30mm

A6



25mm



# Clear Space

The logo should always be surrounded by an area of clear space which remains free of all other design elements.

The minimum area of clear space is illustrated by the white rectangle containing the logo, as shown far right. Its method of construction is based on the top or bottom vertexes of the hexagon.



# Logo misuse

We must adhere to these guidelines to be consistent and clear within all brand communications.

Please do not alter the logo in any way, or try to recreate the marque. Only use approved artwork files.



Do not colourise the hexagon



Do not rotate



No imagery in this shape



Do not distort



Do not outline



Do not alter the scale of the wordmark



Do not colourise the wordmark



Do not use a different font



# G9 Colours





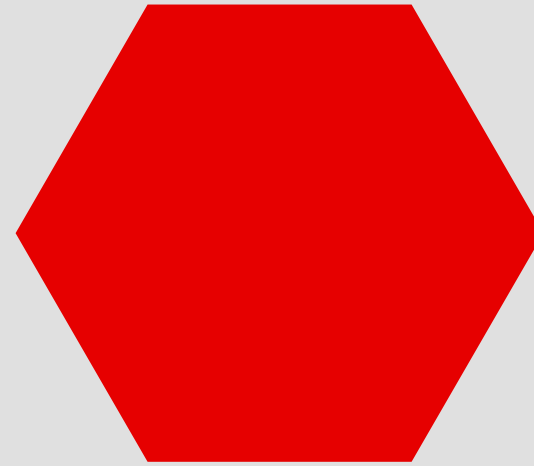
# Colour usage

Our primary brand colour (red) should be printed as a Pantone where possible. Black should only be used for any body text on white backgrounds.

Secondary colours are used to represent our product range but can be used sparingly on white, in other collateral.

Pantone formula guides must be used for matching when reproducing the colours and approving printers proofs.

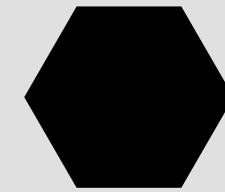
## Primary



G9 Red  
Pantone 485  
C0 M100 Y100 K0  
R230 G0 B0  
e60000

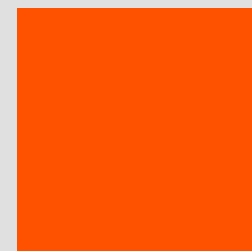


G9 White  
C0 M0 Y0 K0  
R255 G255 B255  
ffffff

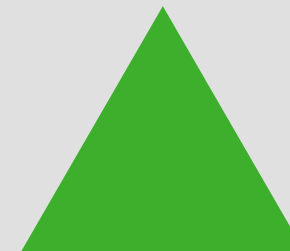


G9 Black  
C0 M0 Y0 K100  
R0 G0 B0  
000000

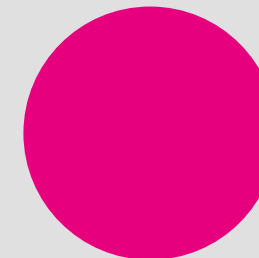
## Secondary



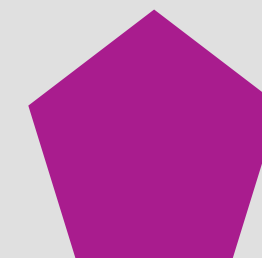
G9 Orange  
Pantone 021  
C0 M74 Y100 K0  
R255 G82 B0  
ff5200



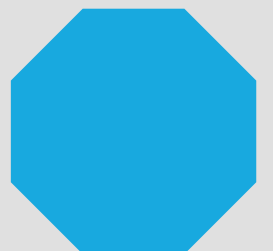
G9 Green  
Pantone 361  
C73 M0 Y100 K0  
R61 G175 B44  
3daf2c



G9 Pink  
Pantone 226  
C0 M100 Y0 K0  
R230 G0 B126  
e5007d



G9 Purple  
Pantone 248  
C43 M94 Y0 K0  
R169 G28 B142  
a91c8e



G9 Blue  
Pantone 298  
C100 M0 Y10 K0  
R24 G169 B223  
18a9df



# G9 Typography

**Aa**



# Typography

The brand identity is supported by one typeface in two different weights.

This font family was carefully chosen to allow for the creative expression of our brand personality in ways that are appropriate for our audience.

There are no other permitted fonts for use within brand communications.

## RM Pro Regular

- Body copy
- Brand messages
- Page headings
- Presentation titles
- Titles of charts/tables
- Captions
- URLs

## RM Pro Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@£\$%^&\*()\_+

## RM Pro Bold

- Subheadings
- Page numbers and folios
- Titles of charts/tables
- Maps
- Facts and figures

## RM Pro Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@£\$%^&\*()\_+



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For more details on how to apply  
our visual identity please contact  
[stuart.nathan@g9chemicals.co.uk](mailto:stuart.nathan@g9chemicals.co.uk)