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Brand Guidelines

Dear Colleagues,

In Scrapinghub, everything we do is supported by our brand, which is delivered by the professional, personal, and local service we give to our clients. It is essential for Scrapinghub to have a distinctive identity that clearly separates us from our competitors. To do this, we must protect our brand values at all times. Excessive variation only dilutes brand identity.

All of us share a responsibility to present our business brand correctly in all forms of communication, whether this occurs in print, as part of a presentation or on the web. This brand book provides us all with the tools that are necessary to accomplish our collective goals. They are not intended to restrict creativity but simply to contain it within a specific look.

The following pages contain the elements of our brand and the standards and guidelines that support them. By referencing this brand book as a framework for creating collateral we will deliver a consistent reflection of Scrapinghub's brand across all communications.

Our success depends on all of us communicating with consistency, clarity and effectiveness. It is important that we all work to comply with the standards set out in the brand book. I thank you for your cooperation in advance.

Sincerely,

Shane Evans  
Director  
Scrapinghub

## **Brand Consistency and why it is so important.**

'Brand Consistency' is all about how we are perceived by our customers. It ranges from the first piece of literature they see, an ad, sign, or web page, right through to the stationery they can use as part of their welcome pack and everything in between.

Maintaining our standards is of the utmost importance as this creates and maintains a single, unique and positive image of our brand. A coherent image instills our customers with a confidence of recognition. This enables them to feel more relaxed when dealing with anyone or anything associated with Scrapinghub.

Our logo will be used in accordance with brand guidelines eliminating variation and confusion. This will leave us with a brand that is easily recognised and consequently more memorable.

## **Collateral\* Contact Information**

All collateral must carry the correct contact information. This should include at a minimum, Scrapinghub's website address and telephone number. A full set of details will also include postal address, telephone number, email address(es) and website address.

\*the collection of media to support sales and internal and external communications



### Scrapinghub Logo

Our logo is the face of our brand. It connects the brand to all forms of communication.

The more consistent a logo looks and the more it is used - the more likely it will be remembered and make an impact.

## Clear Space Requirements



To protect the integrity of the Scrapinghub brand and to achieve maximum recognition, it is important for assisting graphical elements, or other company logos to not be in direct contact with the Scrapinghub logo artwork,

Any assisting elements should be at least a 'X' width away from the logo. The actual distance of 'X' will change as the logo is scaled.

All type is outlined in the logo in vector format and should never be tampered with or stretched in any fashion. Never try to recreate the logo yourself. If you need to scale the logo always constrain the proportions.

## Minimum Size



At small sizes the logo can have a negative visual impact so this must be avoided. The minimum width of the logo (in proportion) is 30mm in print and 100px on screen.

This logo can be used in black and white newspaper ads or other publications where full colour or spot colours can't be used.



## The variations

Original



On Colour



Grey Scale



On Black



The logo can only be used in the manner above and in the colours above. Use with a white background where possible, or in the colour boxes where appropriate.

## **Incorrect Usage**

Do not obstruct the logo with any graphic or image.

Do not add drop shadows to the logo.

Do not scale disproportionately.

Do not replace the type in the logo.

Do not add text to the logo.

Do not vary the colours in the logo.

Do not put a border around the logo.

Do not combine the logo with any other logo.

In short be respectful of the logo and its design.



## Specific Brand Colours

Colour is equally important in portraying the sentiment of a brand. Our colours must never be altered. The colours should be used on all communications to maintain recognition and visibility.



|   |     |
|---|-----|
| C | 0   |
| M | 100 |
| Y | 100 |
| K | 13  |

|   |     |
|---|-----|
| R | 204 |
| G | 11  |
| B | 15  |

#cc0b0f



|   |     |
|---|-----|
| C | 0   |
| M | 0   |
| Y | 0   |
| K | 100 |

|   |    |
|---|----|
| R | 28 |
| G | 28 |
| B | 27 |

#1c1c1b



## Typography

The Scrapinghub typeface is an important part of our identity. It's classic professional look represents our expert approach to all we do.

From business card's to advertising, typefaces greatly underpin consistency in brand presentation.

### Primary Font

Cg Bernhardt Md

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

