



COMSCENTRE STYLE GUIDE 08

OFFICES

New South Wales

Victoria

Queensland

Western Australia

1300 134 680
www.comscentre.com

WORDING STYLE

When the word - Comscentre - appears in typed text in documentation the company name must appear without a break between 'Coms' and 'centre'. The word - Comscentre - will ONLY appear with the first letter 'C' as a capital, followed by lower case for the remainder of the name - see below.

Comscentre

Coms centre

Coms Centre

Coms center

Comscenter

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LOGOS

The following document is a User Guide to using ALL logo and creative representation of Comscentre. Prior to using the Trademarked Comscentre logo in ALL forms it is recommended you refer to this document. The logos in this section are the primary graphic elements of the Comscentre branding program. Consistent application and precise production of the logos will identify and reinforce public awareness of Comscentre, its products, training, support and maintenance programs and other areas.

When the logos are used properly with the other elements of the identification program, a unique and effective visual style is established. The logos and their treatment described in the following pages are: the official Comscentre logo and the official logotype, the various company logos and samples of their application.

Reproduction quality copies and digital images of the logo may be obtained via the Comscentre Head Office

All materials using the Comscentre logo must be approved by Comscentre Head Office by. Please allow two working days for all requests.

Inappropriate uses of the Comscentre logo will dilute the effectiveness of the brand. Therefore, the Comscentre logo in any of its forms may not be redrawn, reconstructed, or modified in any way.

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LOGOS - cont.

The Comscentre logo takes two forms - HEADER and STANDARD

- HEADER version

This form is to be used when possible in ALL documentation, print application, web, email and where the company is represented

The left edge of the wave symbol aligns to the left edge of the Comscentre logotype



The left edge of the wave symbol aligns to the left edge of the Comscentre logotype

The Trademark - TM - must appear bottom right with top edge of the TM aligned with bottom edge of logotype

The width of the symbol wave equals the width of the Comscentre logotype

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LOGOS - cont.

- STANDARD version

This form is to be used ONLY when the HEADER version conflicts with artwork design or layout and where a white background is unavoidable

The left edge of the wave symbol aligns to the left edge of the Comscentre logotype



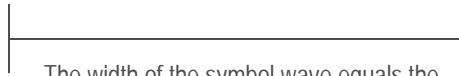
The left edge of the wave symbol aligns to the left edge of the Comscentre logotype



The Trademark - TM - must appear bottom right with top edge of the TM aligned with bottom edge of logotype



The width of the symbol wave equals the width of the Comscentre logotype



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COLOURS

Red and white are the traditional colors for the Comscentre logo.

They are important to the identification of the brand.

To ensure consistency, Comscentre has chosen:

The application of these specific colors creates a strong and consistent identity for the company.

The logo when used in its full colour HEADER version uses RED and WHITE.

In STANDARD version the logo included BLACK and 80% BLACK



C	M	Y	K
0	100	100	0



C	M	Y	K
0	0	0	0

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COLOURS - cont.

-HEADER version

This form is to be used when possible in ALL documentation,
print application, web, email and where the company is represented

FULL COLOUR



The background colour is RED

R 218
G 37
B 29

C 0
M 100
Y 100
K 0

PMS 485

Symbol wave and logotype and Trademark are WHITE

MONO



The background colour is BLACK

Symbol wave and logotype and Trademark are WHITE

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COLOURS

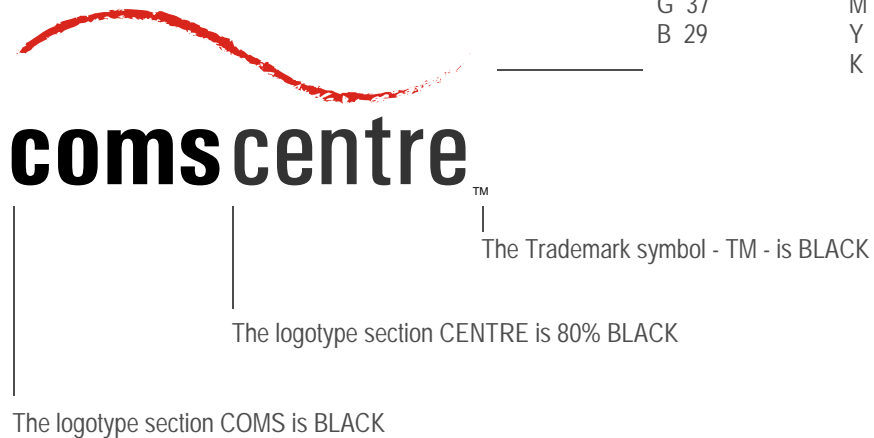
- STANDARD version

This form is to be used ONLY when the HEADER version conflicts with artwork design or layout and where a white background is unavoidable

FULL COLOUR

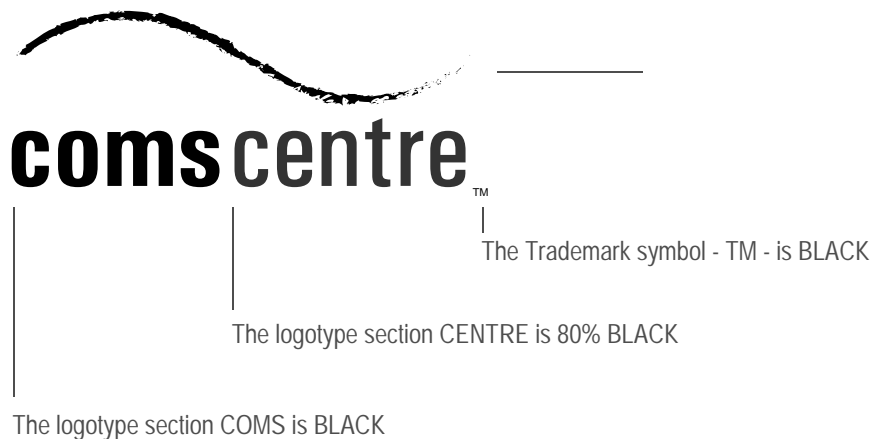
the colour of the symbol wave is RED

R 218	C 0	PMS 485
G 37	M 100	
B 29	Y 100	
	K 0	



MONO

the colour of the symbol wave is BLACK



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TYPOGRAPHY

Except for the Comscentre logotype all collateral is in the generic font of ARIAL NARROW in all it forms.

ARIAL NARROW

abcefg hijklmnopqrstuvwxyz
ABCDEFGHIJKLMN OPQRSTUVWXYZ
1234567890

ARIAL NARROW - bold

abcefg hijklmnopqrstuvwxyz
ABCDEFGHIJKLMN OPQRSTUVWXYZ
1234567890

ARIAL NARROW - italic

abcefg hijklmnopqrstuvwxyz
ABCDEFGHIJKLMN OPQRSTUVWXYZ
1234567890

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THE STATIONERY

The stationery guidelines demonstrate how the branding process can be used to provide a strong, consistent identity for both internal and external communications.

Maintaining consistency throughout the stationery guideline program helps promote a unified identity for Comscentre. The components described on the following pages are: business cards, letterheads and business envelopes.

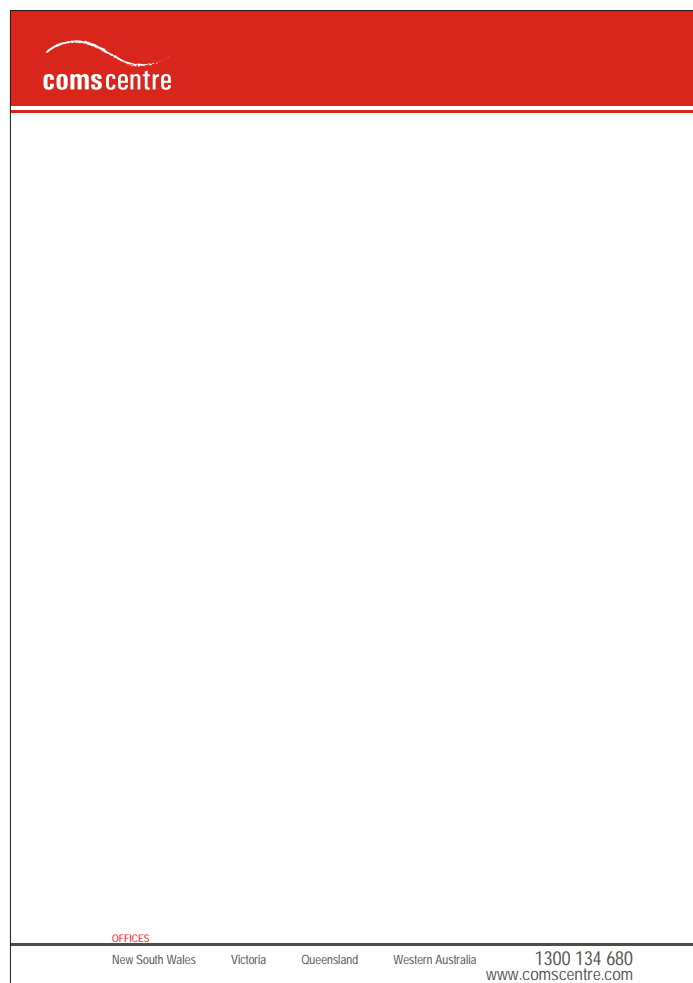
BUSINESS CARDS

Business cards are printed 90mm x 55mm in landscape form on a standard GSM stock white card. All cards have the official logo. ALL cards are to be approved prior to printing.

LETTERHEAD

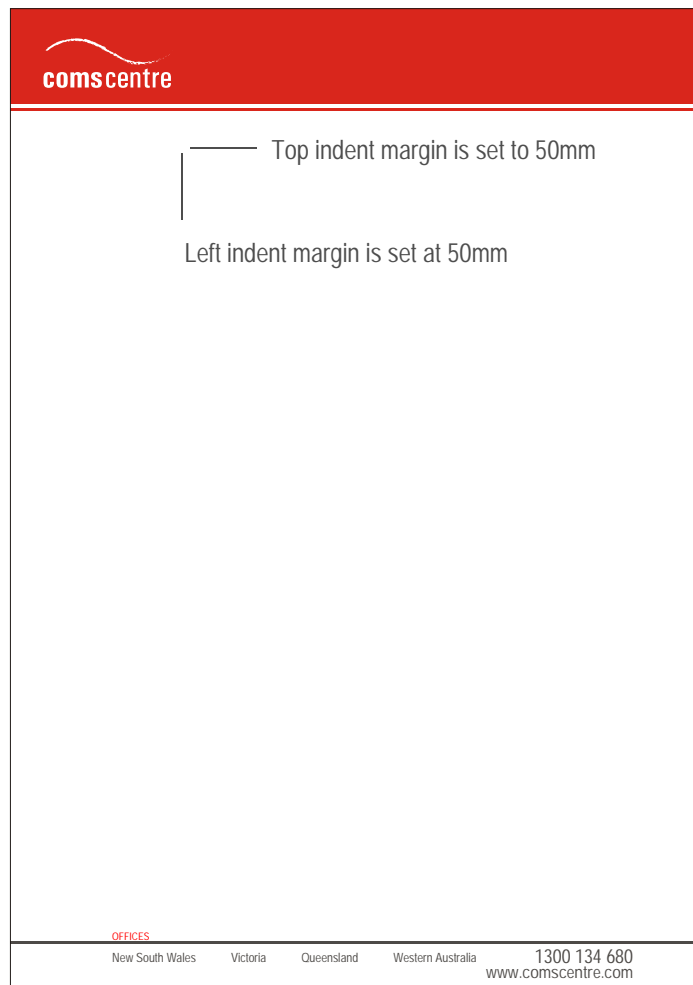
Letterhead is available in standard A4 - 297mm x210mm Portrait form. The paper is 90 GSM standard stock.

An email version is available in WORD DOCUMENT form - with a HEADER/FOOTER inserted.



GUIDE TO USING LETTERHEAD

To maintain consistent style throughout the stationery program, it is important to use the guidelines that follow. On ALL Comscentre correspondence, both internal and external, the following parametres/margins are recommended - accompanied by font style guide.



ADVERTISING AND PUBLICATIONS LOGO USAGE

The Comsecentre logo must appear on any printed matter/brochures, invitations, and advertisements. Where possible, the entire logo should be used as one element with final approval from Head Office.

ALL logo versions will not be reduced under the height of 12mm without prior approval from Head Office.

HEADERS / FOOTERS

There are numerous headers and footers used within Comscentre in varying forms for varying application - i.e. Quotations, EDMs, Reseller marketing. The current generic artwork is stored on the system (see office administrator).

Should you need to create a header or footer with wording not currently on file there are blank versions on the system. Please ensure the correct use of the appropriate FONT STYLE.

Should you need to create a header or footer of a size not currently on file - you will need to contact McDonald Creative (gary@mcdonaldcreative)

PLEASE

DO NOT ATTEMPT TO MANIPULATE (eg. stretch or skew) EXISTING ARTWORK.

ANY DISFIGURING OF ARTWORK WILL BREACH COMPANY GUIDELINES AND COPYRIGHT.

IF YOU NOTE ANY DOCUMENT THAT APPEARS TO HAVE DISFIGURED ARTWORK (i.e stretched or skewed) PLEASE MAKE THE OFFICE ADMINISTRATOR AWARE IMMEDIATELY.

The following are the current generic headers and footers on the system. This list may differ from what is available so it is advised to check the system folder of templates.



HEADERS / FOOTERS - cont.

product range

making your office work for you

table of contents

making your office work for you

executive summary

CISCO - world leader in networking

why choose CISCO?

next generation voice and data IP solutions

why choose comscentre?

pricing summary

pricing schedule

pricing schedule - call costs

financial options

brochures

product range

partnering

handsets

handsets and appliances

HEADERS / FOOTERS - cont.

making your office work for you

CISCO - world leader in networking

next generation voice and data IP solutions