



BRANDING GUIDELINES | 2019

LOGO USAGE



Primary



Secondary
(surrounding space proportional to above)



DOCUMENT & MARKETING COLOURS



Primary Colour

C 84
M 41
Y 100
K 42

R 31
G 83
B 40

#1F5328

PANTONE: P150-16 C



*Highlight Colour
(Minimal Use)*

C 20
M 0
Y 99
K 0

R 214
G 222
B 39

#D6DE27

PANTONE: 388 C

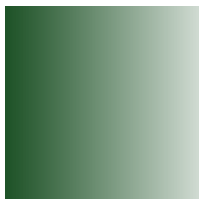


Website Highlight

C 17
M 20
Y 100
K 0

R 219
G 190
B 0

#DBBE00



Primary Gradient

C 84
M 41
Y 100
K 42

R 31
G 83
B 40

#1F5328

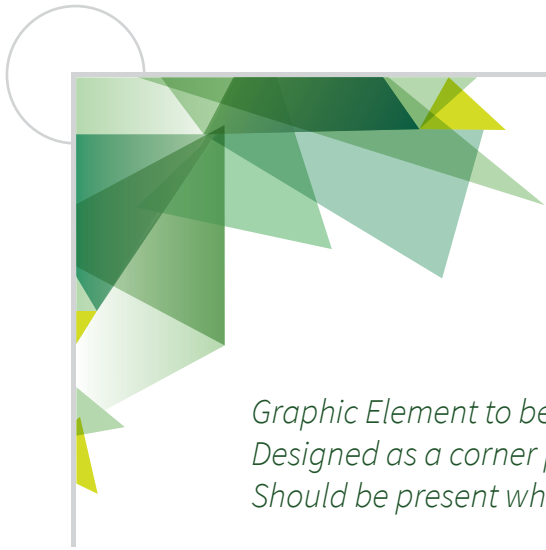
C 84
M 41
Y 100
K 42

R 31
G 83
B 40

#1F5328

OPACITY: 20%
Flattened for Print

GRAPHIC ELEMENT



*Graphic Element to be used as a watermark on documents & marketing.
Designed as a corner piece for bottom right or top left alignment.
Should be present when **CANETEC** logo is present.*



CIRCUMSTANTIAL OPTIONS

OPTION 1: 100% OPACITY



OPTION 2: 30% OPACITY

Flattened for print



TYPOGRAPHY USAGE

PRIMARY FONT: SOURCE SANS PRO

PRIMARY TITLE FONTS: **SOURCE SANS PRO - BOLD ITALIC**
SOURCE SANS PRO - LIGHT ITALIC

PRIMARY CUSTOM TITLE FONT ARRANGEMENT: **TITLE** TITLE

BODY FONT: Source Sans Pro - Light

WEBSITE FONT: **Source Sans Pro - Black**

FORMAT OF ADDRESS BLOCK

CANE HARVESTING SOLUTIONS

Canetec Pty Ltd

ABN 53 107 241 109

PO Box 1965, BUNDABERG, QLD 4670

43 Cummins Street, NORTH BUNDABERG, QLD 4670

P (07) 4191 9011 F (07) 4191 9013 E accounts@canetec.com

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BUSINESS CARD TEMPLATE



LETTERHEAD TEMPLATE



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Manufacturers of Cane Harvesting Solutions





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