PACIFIC ALUMINIUM
Brand identity guidelines
These guidelines are to help you understand the PACIFIC ALUMINIUM visual brand. The following pages demonstrate how the PACIFIC ALUMINIUM brand identity should be used in various communications.

The purpose of this style guide is to ensure that communication from PACIFIC ALUMINIUM is always professional and consistent to convey clear messaging and ultimate impact.
The PACIFIC ALUMINIUM logo reflects the strength and integrity of the brand. Its clear strong identity is represented in the simple bold lettering, with the emphasis on ALUMINIUM.

The PACIFIC ALUMINIUM logo is the key visual symbol identifying the brand.

Master artwork must be used for the reproduction of all elements.

<table>
<thead>
<tr>
<th>Colour</th>
<th>PACIFIC ALUMINIUM</th>
</tr>
</thead>
<tbody>
<tr>
<td>PMS 315 C</td>
<td>CMYK 100 : 8 : 18 : 38</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Mono</th>
<th>PACIFIC ALUMINIUM</th>
</tr>
</thead>
<tbody>
<tr>
<td>Process Black</td>
<td>CMYK 0 : 0 : 0 : 100</td>
</tr>
</tbody>
</table>

The PACIFIC ALUMINIUM logo can also appear reversed on any background providing it has legibility.
Size

The minimum size of the PACIFIC ALUMINIUM logo must be no smaller than 30mm in length, as shown. The logo size must be in proportion to the design to which it is applied.

Exclusion Zone

To ensure the logo is always clearly visible, an exclusion zone of clear space is required. This area can be determined by the height of the 'M' from the logo at any scale.
Misuse

Misuse of the PACIFIC ALUMINIUM logo devalues the brand.

- When a logo is stretched out of proportion it might be inappropriately distorted (1). Please ensure that you maintain the aspect ratio when enlarging the logo.
- The logo must never be rotated (2).
- The logo must not be printed in any other colour than specified (3).
- Elements of the logo must not be moved (4).
Placement

When using the PACIFIC ALUMINIUM logo, consideration should be made for its placement on all materials. Within most documents the logo should appear in the top left corner. If this is not possible, the next best location is the bottom right corner. Ensure the exclusion zone is considered in all cases.


Nunc condimentum tortor


Cras ligula felis, accumsan nec pharetra ut, tempor vitae nunc. Nunc condimentum tortor in justo tristique aliquet mattis neque placerat.
Colour is used to evoke emotion, express personality and stimulate brand association.

The corporate colours should be matched exactly for all reproduction purposes. They must never be altered in any way. Wherever possible, the logo should appear in its principal colours.

The CMYK or PMS logo should be used for all printing applications. The RGB logo should be used for all website and new media.

### Corporate

- **PMS 315 C**
  - CMYK: 100.8.18.38
  - RGB: 0.105.131
  - HTML: #006983

### Primary

- **PMS 3035 C**
  - CMYK: 100.25.18.72
  - RGB: 0.65.83
  - HTML: #004153

- **PMS 262 C**
  - CMYK: 57.92.12.56
  - RGB: 83.40.79
  - HTML: #53284F

### Secondary

- **PMS 3125 C**
  - CMYK: 89.20.0
  - RGB: 0.176.202
  - HTML: #00B0CA

- **PMS 3282 C**
  - CMYK: 100.45.12
  - RGB: 0.135.124
  - HTML: #00877C

- **PMS 2603 C**
  - CMYK: 73.98.0
  - RGB: 110.37.133
  - HTML: #6E2585

- **PMS 390 C**
  - CMYK: 24.98.8
  - RGB: 182.191.0
  - HTML: #B6BF00

- **PMS COOL GREY 3**
  - CMYK: 8.5.6.13
  - RGB: 201.202.200
  - HTML: #C9CAC8
The PACIFIC ALUMINIUM typeface is Gotham. Basic rules for the use of the PACIFIC ALUMINIUM typefaces are as follows.

- Text must be ranged left, ragged right and never justified.
- Paragraphs must not be indented.
- Avoid paragraphs ending in single words (ie widows).

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**Gotham Light**

GOTHAM REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

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**Gotham Book**

GOTHAM BOOK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

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**Gotham Bold**

GOTHAM BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
**Alternative**

Where Gotham cannot be used, it should be substituted with Arial.

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**Arial Regular**

**ARIAL REGULAR**

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

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**Arial Bold**

**ARIAL BOLD**

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz
Identification signage

A good guiding principle for creating effective signage is to display as little signage as is required to effectively communicate the information. If signage is appropriately sized, clear and well positioned the amount of signage required to communicate can be reduced. Signage companies and designers should be consulted when developing a signage plan.

Identification signage may include:
- Site identification
- Site entry identification
- Building mounted identification
- Office identification
- Parking area identification
- Maintenance, elevator and stair identification

Text should always be set in Gotham in PMS 3035 C

Logo should always appear in PMS 315 C

Indicator graphic should always appear on the right in PMS 3125 C

Logos and text should sit on a white background where possible

White space and clear margins should be left for optimal legibility

Metalwork used to support a sign should be silver in finish
Examples of identification signage

PACIFIC ALUMINIUM

GOVE OPERATIONS

PACIFIC ALUMINIUM

GOVE OPERATIONS

PACIFIC ALUMINIUM
**Directional signage**

Directional signage may include:
- On-site vehicle directional signs
- Pedestrian directional signs
- Interior directional signs

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**Examples of directional signage**

- [VISITOR PARKING](#)
- [SITE OFFICE](#)
Regulatory signage

Regulatory signage may include:

- Parking or driving regulations
- Entrance information
- Emergency information

Examples of regulatory signage

**SITE DRIVING REQUIREMENTS**

Please ensure the following are part of your safe driving choices

- Vehicle pre start check is complete
- Seatbelt is worn at all times
- Headlights are displayed at all times
- Travel is restricted to your authorised area
- Speed does not exceed site limits

**OUR VISION**

Pacific Aluminium is a great, independent and enduring business. Our success is founded on a deep commitment to safety, operational excellence and quality products, created by the best people in the industry.

We are a profitable company, resilient under all market conditions. We are part of the communities in which we live.

Our team has a no-nonsense, lean and adaptable approach that delivers superior performance.