**STYLE GUIDE**

This document outlines the guidelines for usage of company logos, colour schemes and general branding. By using the same guidelines we are reinforcing the brand and creating an individual image for the company (That will win us more work!). Please use the templates provided. If you come across problems with sizing or layout, please contact Chai - we may be able to manipulate the master copy to make it more forgiving.

To avoid lots of time spent formatting at the end of a piece of work, just download the appropriate template and start typing straight into it. Most of the formatting is automatic and will save you time, rather than writing in word and then pasting into the template.

The font we use is VAG Rounded Std

# TITLES AND HEADERS ARE ALWAYS IN CAPITALS, SIZE 14, BOLD

## Sub headers are in bold

The Body Text size is 12 (or 11 if it needs to be squeezed)

- we tend to use dashes, not bullet dots or arrows

We use standard spacing between lines of 1.15 and our text is NOT justified

Try and start each new header on a new page, by inserting a page break at the end of the previous paragraph. Also after the title page, insert a blank page so that the first page of text appears on the right hand side of a printed and bound document.

Text boxes are usually filled in with RGB: 184 204 228

Margins for reports and proposals:

Top and Bottom 2.54cm

Left and Right 2.25cm

Reports and PowerPoint presentations have grey lines, these are inserted into the headers and footers, they should not move.

Page numbers are automatically set up to be on the right hand corner.

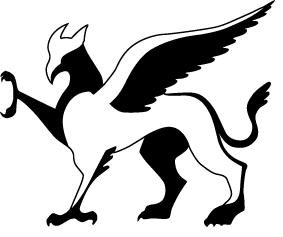
Company information is also already inserted into the report cover and slides so does not have to repeated. If you wish to you can add the title of the project, document version and date to the page headers. Please do not remove the logo from the headers or footers.

Please remember to convert any pictures or images that are inserted into reports or PowerPoint from RBG to CMYK to avoid embarrassing printing results!

Colours used throughout reports and especially in PowerPoint.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **RGB**  **0 0 0**  **HEX**  **000000**  **CMYK**  **0001** | **RGB**  **128 128 128**  **HEX**  **808080**  **CMYK**  **000 0.498** | **RGB**  **255 255 255**  **HEX**  **FFFFFF**  **CMYK**  **0000** | **RGB**  **224 77 11**  **HEX**  **E04D0B**  **CMYK**  **0, 0.656, 0.951, 0.122** | **RGB**  **31 73 125**  **HEX**  **1F497D**  **CMYK**  **0.752, 0.413, 0, 0.51** |

The Logo exists in two flavours: image, and image with text.

We also have white on clear, just text and different resolutions - if you need the Logo in a different format please email us for it rather than stretching or editing these. To resize this image, click on the image and grab a corner, this will allow you to reduce the size in proportion. There's nothing less professional looking than a stretched image with bad resolution!