

 Fleet Watch®

# BRAND GUIDELINES

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[WWW.FLEETWATCH.COM.AU](http://WWW.FLEETWATCH.COM.AU)

# A GUIDE TO USING OUR IDENTITY SYSTEM

The Fleet Watch's identity is a powerful tool to leverage in pursuit of our mission. The purpose of this manual is to establish graphic standards for all public communications created or commissioned by Fleet Watch.

A consistent, creative, and mission-focused approach to our visual identity is a way to bring the mission to life. Consistent adherence to these guidelines on our logo, color palette, typeface, and other graphic decisions allows us to make the most effective use of our visual identity.

# BRANDMARK

Our logo has been carefully considered for use in various sizes and on multiple materials and media. Always use the original and approved art without alteration. Do not attempt to draw or re-create the logo with type.

Use the primary logo whenever possible. It should appear on the front cover and back cover of printed materials. It should appear on the firstpage of electronic communications.

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The logo for Fleet Watch features a stylized 'F' icon on the left, composed of two curved yellow segments. To the right of the icon, the words 'Fleet Watch' are written in a bold, black, sans-serif typeface. A registered trademark symbol (®) is positioned at the end of the word 'Watch'.



## SYMBOL

The only time you should use the symbol alone is on the website favicon or social media profile image where there are other elements to help the user recognise the brand.

# CLEAR SPACE

The Fleet Watch logo should always be afforded a predetermined area of breathing space, referred to as clear space. This ensures that the identity maintains its hierarchy and is not overwhelmed by other visual elements.

See guide below for the appropriate clear space for the logo. The height of "letter L" of the logo is taken as a guide to define the clear space.



# POSITIVE AND NEGATIVE

The figurative mark must use official color in positive and negative versions of the logo. This ensures the logo is recognizable. The official wordmark varies between black and white depending on its application. They should not be used in other circumstances.

The logo consists of a stylized 'f' icon followed by the text 'Fleet Watch' with a registered trademark symbol. The icon and text are black, and the background is white.

**fleet Watch®**

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**fleet Watch®**

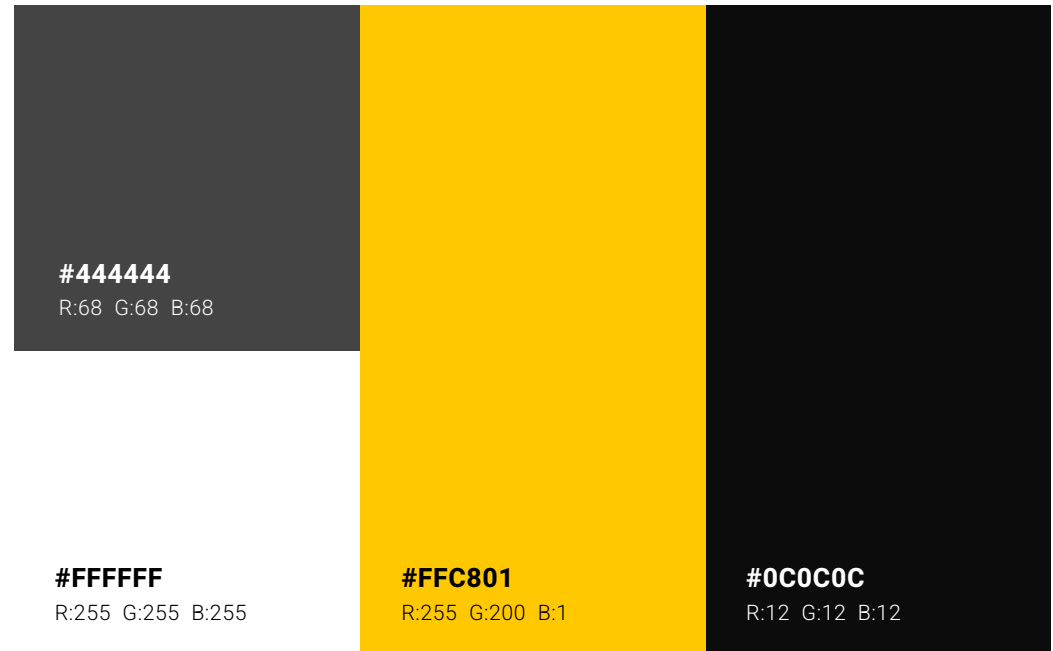
The logo consists of a stylized 'f' icon followed by the text 'Fleet Watch' with a registered trademark symbol. The icon and text are white, and the background is yellow.

**fleet Watch®**

# COLOR PALETTE

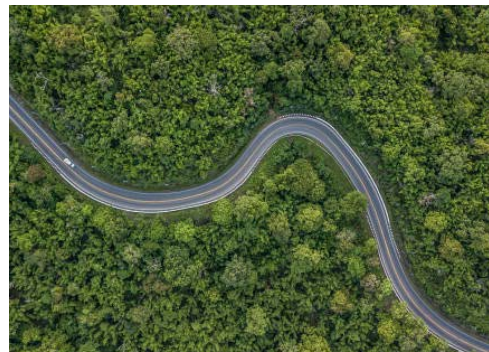
Color adds personality and instant recognizability to a brand, so it's an important part to consider. Our main color palette has been selected to provide variety across print and digital collateral. These eye-catching color set convey our innovative products.

Each color should be used sparingly as accents or flourishes to design assets. Any tints of these colors may be used as appropriate to keep the accents subtle.



# IMAGERY

Our images inspire the audience, but also add value and further develop our brand. Used correctly they are an important tool and help set a proper style, create brand recognition and engage the customer.



# TYPEFACE

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Heading text

**CHILLAX SEMIBOLD**

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**AaBbCcDdEeFfGgHhIiJjKkLlMmNn  
OoPpQqRrSsTtUuVvWwXxYyZz  
1234567890!@#\$%&**

Body text

Heebo Light

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AaBbCcDdEeFfGgHhIiJjKkLlMmNn  
OoPpQqRrSsTtUuVvWwXxYyZz  
1234567890!@#\$%&

# WHAT'S NOT TO DO

There are several instances where a logo's visual identity can be misinterpreted and applied incorrectly. The logo should always be presented in accordance with these guidelines and never be distorted, reshaped, or edited.

**DO NOT**  
rotate elements



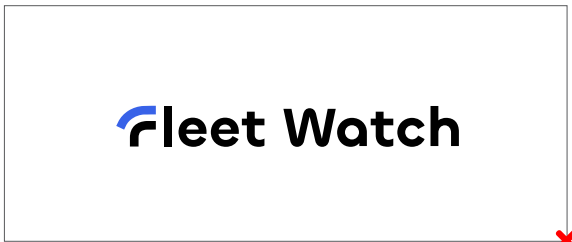
**DO NOT**  
add drop shadow



**DO NOT**  
re-arrange or modify logo shape



**DO NOT**  
change the official color



**DO NOT**  
distort or skew the logo



**DO NOT**  
place the logo without sufficient contrast



# Fleet Watch<sup>®</sup>

This document communicates the brand identity of Fleet Watch. Clearly articulating the logo usage, colors, typography and all imagery for the design of all subsequent brand artifacts. Contact us for other official Fleet Watch's marketing or branding materials.

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