



EQUIPMENT



SERVICES

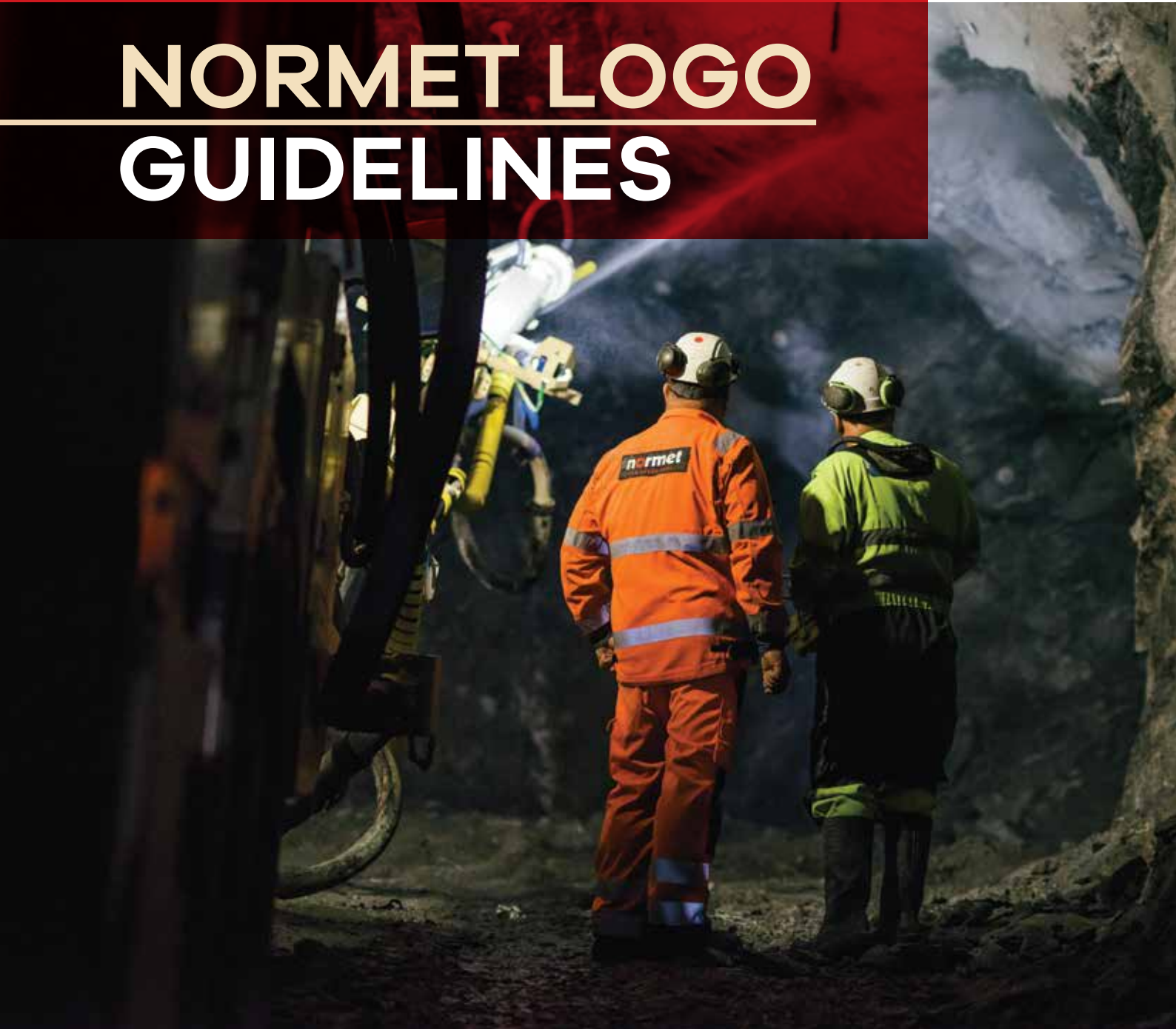


CONSTRUCTION
CHEMICALS



ROCK
REINFORCEMENT

NORMET LOGO GUIDELINES



[NORMET.COM](https://www.normet.com)

normet

NORMET LOGO GUIDELINES

Should you have any queries, please email the marketing team at marketing@normet.com

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The Normet Logo consists of the word "normet" in a bold, lowercase, sans-serif typeface. The letter "o" is replaced by a red circle with a white dot in the center, resembling a stylized eye or a target.

THE NORMET LOGO

A diagram showing the minimum size for the Normet Logo. It features the word "normet" in its standard font, with a horizontal line underneath it. Below the line, the text "16mm" is written, indicating the minimum width of the logo.

16mm

The Normet Logo

The Normet Logo is the cornerstone of the Normet brand. This guide is to be used as a reference in order to maintain consistency across all branded communications. The Logo is available in a variety of formats, based upon the use required. Never attempt to re-create the Normet Logo, always use approved logo files that have been created for the intended usage.

Minimum Size

The smallest application size for the Normet Logo should be no smaller than 16mm wide.

Clear Space

It is recommended that the Normet Logo have an area of clear space surrounding it, equal to the height of the "n" in the Logotype. No other design elements should cross into this clear space area.





PRIMARY LOGO



ONE-COLOR LOGO



COLOR REVERSE LOGO



REVERSE LOGO

Logo Formats

There are four Logo formats available for the Normet Logo. For most uses, the Primary Logo is the preferred Logo. For one-color applications, the One-Color Logo in all black is to be used. For reverse applications, there are two logo formats available, the Color Reverse Logo and the Reverse Logo.



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NORMET BEIGE



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BLACK



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NORMET DARK RED



normet



normet

80% BLACK



normet



normet

50% BLACK



normet



normet

30% BLACK



When placing Normet Logos on dark photography, ensure that the placement allows for easy readability.



Do not place Normet Logos in areas of photographs that are busy visually, and make it difficult for the Logo to stand out.



Use the full color Normet Logo in places that are light enough to allow for easy readability.



Unacceptable Logo Usage

To maintain a consistent brand image, it is important to always use approved Normet Logo files. Do not distort or alter the Logo Files in any way. Below are examples of unacceptable Logo Applications.



The logo is rendered in a standard, non-approved font style.

UNAPPROVED FONTS



The logo is followed by the tagline "SOUTH AMERICA" in a red, non-approved font.

UNAPPROVED TAGLINES



The logo is slanted at an angle, which is not an approved application.

SKEWED



The logo is rendered in a smaller size than the approved version.

IMPROPERLY SCALED



The logo is rendered in a blue color, which is not an approved color.

UNAPPROVED COLORS



The logo is rendered in a lighter red color, which is not an approved color.

UNAPPROVED COLORS



The logo is rendered in an outlined font style, which is not an approved application.

OUTLINED



The logo is rotated at an angle, which is not an approved application.

ROTATED



The logo has a drop shadow effect applied to it, which is not an approved application.

DROP SHADOWS



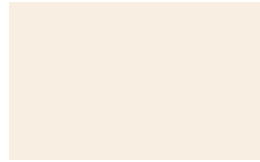
NORMET LOGO RED

PMS
485CMYK
0 / 100 / 90 / 0RGB
226 / 36 / 27HEX
e2241bRAL
3020

NORMET DARK RED

PMS
301CMYK
0 / 100 / 100 / 14RGB
208 / 24 / 31HEX
D0181FRAL
N/A

NORMET BLACK

PMS
BLACKCMYK
0 / 0 / 0 / 100RGB
0 / 0 / 0HEX
101111RAL
9005

NORMET BEIGE

PMS
N/ACMYK
2 / 5 / 10 / 0RGB
248 / 238 / 225HEX
F8EEE1RAL
N/A

NORMET DARK BEIGE

PMS
N/ACMYK
4 / 14 / 29 / 0RGB
243 / 217 / 183HEX
F3D9B7RAL
N/A

NORMET GRAY 80%

PMS
COOL GRAY 10CMYK
0 / 0 / 0 / 80RGB
51 / 51 / 51HEX
333333RAL
N/A

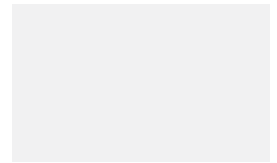
NORMET GRAY 50%

PMS
COOL GRAY 9CMYK
0 / 0 / 0 / 50RGB
128 / 128 / 128HEX
808080RAL
N/A

NORMET GRAY 40%

PMS
COOL GRAY 7CMYK
0 / 0 / 0 / 40RGB
153 / 153 / 153HEX
999999RAL
N/A

NORMET GRAY 30%

PMS
COOL GRAY 6CMYK
0 / 0 / 0 / 30RGB
179 / 179 / 179HEX
b3b3b3RAL
N/A

NORMET GRAY 5%

PMS
COOL GRAY 1CMYK
0 / 0 / 0 / 5RGB
242 / 242 / 242HEX
f2f2f2RAL
N/A

Normet Brand Colours

Use this chart to locate the Normet Brand Colours formula for your particular use. For printed materials, typically use the CMYK mix. For special print or promotional items, specify the PMS ink color. For digital presentations, use the RGB color build, and for website application use the HEX build. For equipment or parts color specification, use the RAL formula.