EQUIPMENT

SERVICES

CONSTRUCTION
CHEMICALS

ROCK
REINFORCEMENT

NORMET LOGO
GUIDELINES
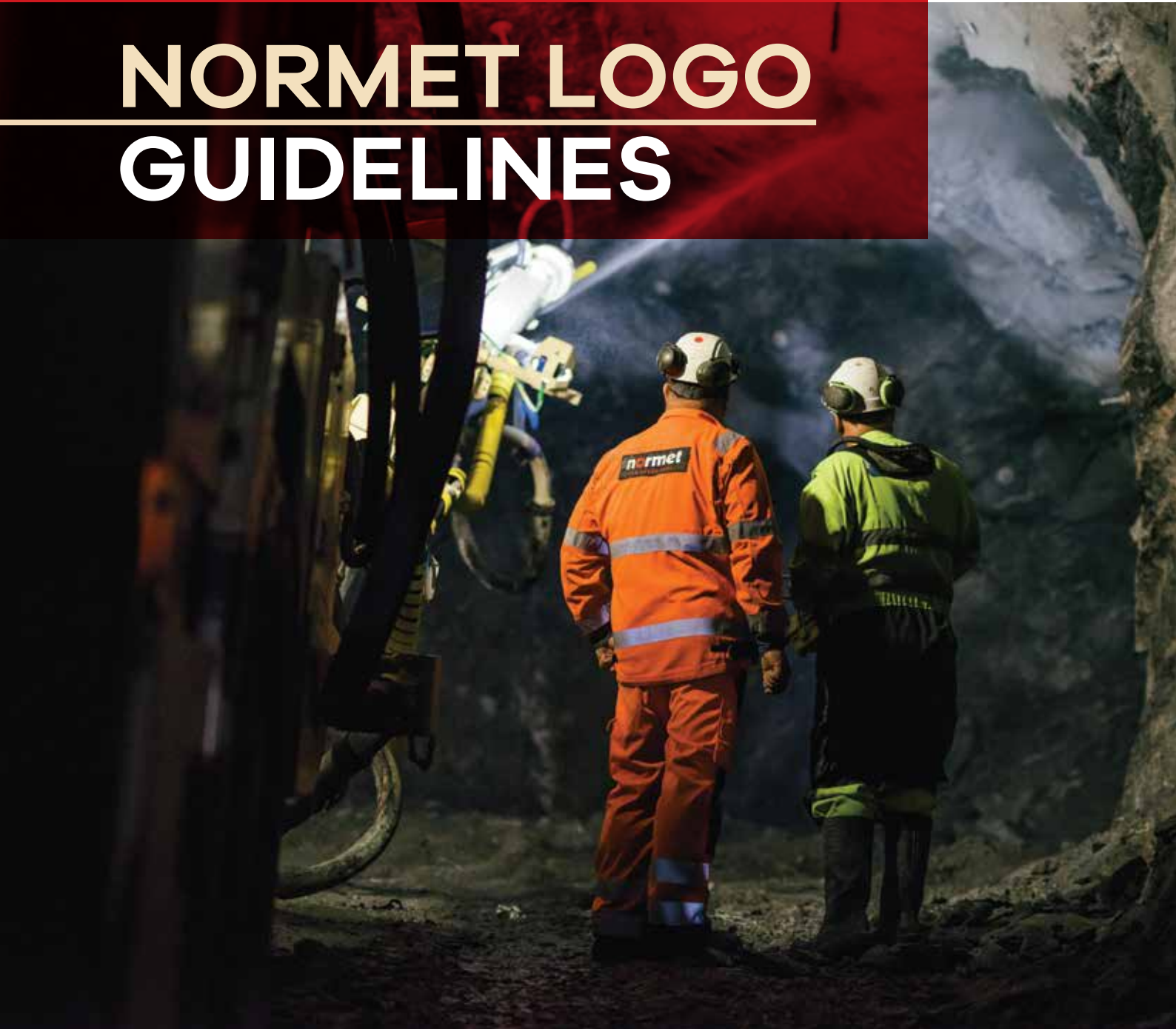
n␣rmet

NORMET LOGO GUIDELINES

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

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THE NORMET LOGO

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 used approved logo files that have been created for the intended usage.

nɔrmet

16mm

Minimum Size

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

x   **n**

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AUTHORIZED DISTRIBUTOR

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 are.

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nɔrmet

PRIMARY LOGO

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ONE-COLOR LOGO

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COLOR REVERSE LOGO

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REVERSE LOGO

Logo Formats

Their 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.

NORMET BEIGE

BLACK

NORMET DARK RED

80% BLACK

50% BLACK

30% BLACK

normet

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.

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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.

UNAPPROVED FONTS

UNAPPROVED TAGLINES

SKEWED

IMPROPERLY SCALED

UNAPPROVED COLORS

UNAPPROVED COLORS
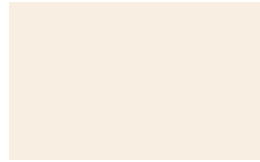
OUTLINED

ROTATED

DROP SHADOWS

NORMET LOGO RED

PMS
485

CMYK
0 / 100 / 90 / 0

RGB
226 / 36 / 27

HEX
e2241b

RAL
3020

NORMET DARK RED

PMS
301

CMYK
0 / 100 / 100 / 14

RGB
208 / 24 / 31

HEX
D0181F

RAL
N/A

NORMET BLACK

PMS
BLACK

CMYK
0 / 0 / 0 / 100

RGB
0 / 0 / 0

HEX
101111

RAL
9005

NORMET BEIGE

PMS
N/A

CMYK
2 / 5 / 10 / 0

RGB
248 / 238 / 225

HEX
F8EEE1

RAL
N/A

NORMET DARK BEIGE

PMS
N/A

CMYK
4 / 14 / 29 / 0

RGB
243 / 217 / 183

HEX
F3D9B7

RAL
N/A

NORMET GRAY 80%

PMS
COOL GRAY 10
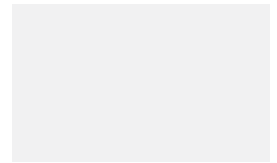
CMYK
0 / 0 / 0 / 80

RGB
51 / 51 / 51

HEX
333333

RAL
N/A

NORMET GRAY 50%

PMS
COOL GRAY 9

CMYK
0 / 0 / 0 / 50

RGB
128 / 128 / 128

HEX
808080

RAL
N/A

NORMET GRAY 40%

PMS
COOL GRAY 7

CMYK
0 / 0 / 0 / 40

RGB
153 / 153 / 153

HEX
999999

RAL
N/A

NORMET GRAY 30%

PMS
COOL GRAY 6

CMYK
0 / 0 / 0 / 30

RGB
179 / 179 / 179

HEX
b3b3b3

RAL
N/A

NORMET GRAY 5%

PMS
COOL GRAY 1

CMYK
0 / 0 / 0 / 5

RGB
242 / 242 / 242

HEX
f2f2f2

RAL
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.