# XCO™ GROUP

Geared for life

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# Section 1
# **Basic Elements**

## Main Logo

The basic elements of the XCO Corporate Identity are:

- The XCO Main, Sub-Division and Dealership Logos
- The XCO Corporate Colours
- The XCO Corporate Typeface

The XCO identity is made up of a combination of these elements which are used in a variety of applications.

These guidelines explain how to use the elements so that the style remains consistent and supports the overall brand identity.

Every application must adhere to these guidelines.

## Sub-division Logos

## Dealership Logos

The Main XCO GROUP Logo consists of:

- **A Logo Icon**
- **B Logotype**
- **C Trademark Sign**

The Main XCO Group Logotype consists of a descriptor and slogan. The font is Aero Extended and the size is exactly the same for the descriptor and slogan.

The primary application of the XCO GROUP Logo is always produced in the XCO Orange and Black.

The two Pantone spot colours are:
**Pantone Orange 021 (XCO Orange)**
**Pantone Black 6C (XCO Black)**

For rules on full colour (CMYK), one colour and reversed XCO GROUP Logo, see Corporate Colours, pages 13 to 16.

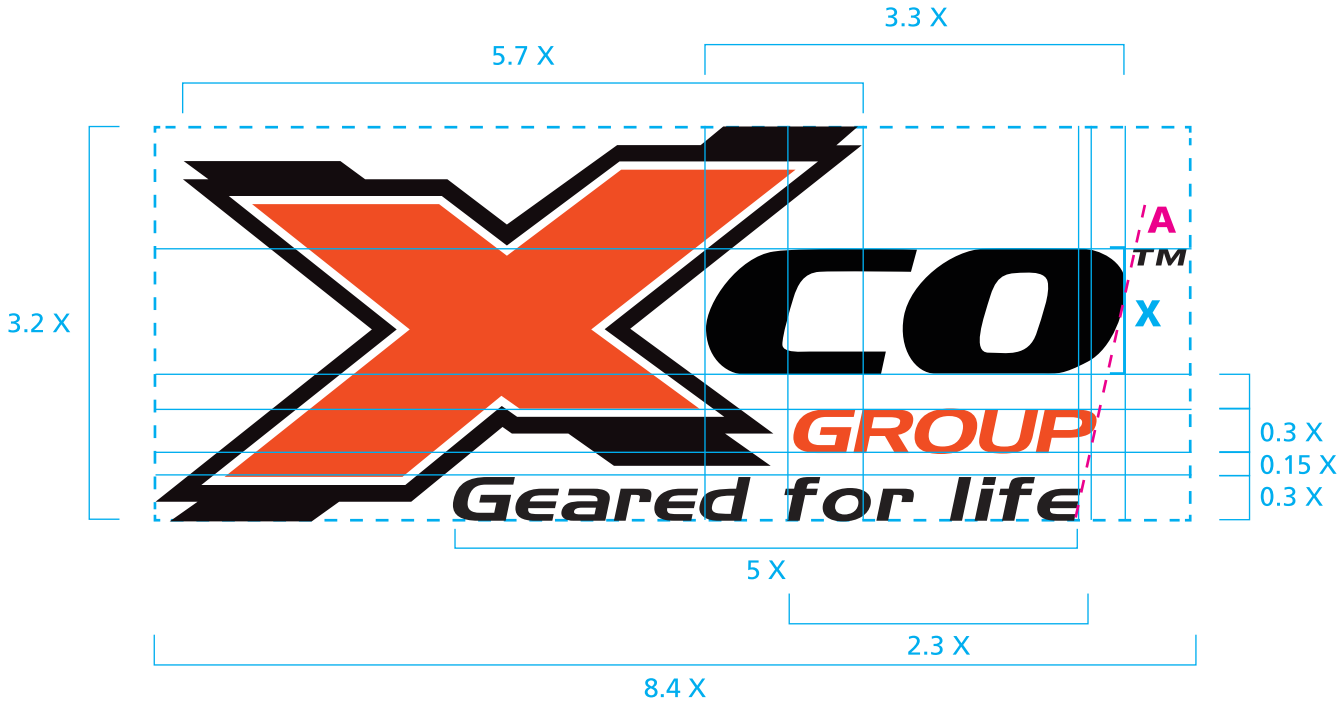
The The layout and proportions of this logo should never be edited, tampered with or changed in any way.

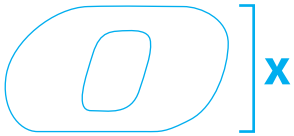
## Proportions

The Main XCO GROUP Logo has certain proportions that should be consistent in all applications. How the different parts of the logo relate to one another, should always remain the same.

The height of the "O" of XCO is used to indicate a measurement standard, marked with an "X".

Please note that the slogan aligns to the slanted line marked "A", the slant of which corresponds to the slant of the typeface used. Also note that the XCO GROUP Logo can be used without the slogan.



## Clear Space

To ensure its integrity and visibility, the XCO GROUP Logo should be kept clear of competing text, images and graphics.

It must be surrounded on all sides by an adequate clear space – a space equal in size to the height of the "O" of XCO as shown.

Measurement Area

40mm or larger

Less than 40mm
Minimum of 25mm

## Minimum Size

The XCO GROUP Logo should be used in its complete format whenever possible, but when the logo becomes smaller than a certain size then certain elements, that may become illegible, must be omitted.

If a size smaller than 40mm is necessary, use the logo without the slogan. The logo can be sized down to a minimum of 25mm.

When measuring the logo, locate the clearest parts of the logo from the start of the Logo Symbol on the left to the end of the “O” as shown on the Measurment Area.

When reproducing the logo, use only the artwork supplied with these guidelines. The logo must appear clearly and in the approved colours, see Corporate Colours, pages 13 to 16.

The Sub-division XCO Logos consist of:

- **A Logo Icon**
- **B Logotype**
- **C Trademark Sign**

The layout and proportions of these logos should never be edited, tampered with or changed in any way.

The primary application of the XCO Sub-division Logos is always produced in the XCO Orange and Black.

The two Pantone spot colours are:
**Pantone Orange 021 (XCO Orange)**
**Pantone Black 6C (XCO Black)**

For rules on full colour (CMYK), one colour and reversed XCO Sub-division Logos, see Corporate Colours, pages 13 to 16.

Each Sub-division Logotype consists of a descriptor and slogan. The correct font and size is the same as the Main XCO GROUP Logotype's descriptor and slogan. This is standard practice for all Sub-division Logos.

Please take note that the logo shown is only one of the six Sub-division Logos but the same rules apply to all of them.

## Proportions

The Sub-division XCO Logos have certain proportions that should be consistent in all applications. How the different parts of the logo relate to one another, should always remain the same.

The height of the "O" of XCO is used to indicate a measurement standard, marked with an "X".

The Sub-division Logos do not align to the "O" of XCO as a result of the descriptors and slogans varying in length.

The logo shown is only one of the six Sub-division Logos but the same rules apply to all of them.

## Clear Space

To ensure its integrity and visibility, the XCO Sub-division Logos should be kept clear of competing text, images and graphics.

It must be surrounded on all sides by an adequate clear space – a space equal in size to the height of the "O" of XCO as shown.

Please take note that the logo shown is only one of the six Sub-division Logos but the same rules apply to all of them.

Measurement Area

40mm or larger

Less than 40mm
Minimum of 25mm

## Minimum Size

The XCO Sub-division Logos should be used in their complete format whenever possible, but when the logo becomes smaller than a certain size then certain elements, that may become illegible, must be omitted.

If a size smaller than 40mm is necessary, use the logo without the slogan. The logo can be sized down to a minimum of 25mm.

When measuring the logo, locate the clearest parts of the logo from the start of the logo symbol on the left to the end of the “O” as shown on the Measurment Area.

When reproducing the logo, use only the artwork supplied with these guidelines. The logo must appear clearly and in the approved colours, see Corporate Colours, pages 13 to 16.

Please take note that the logo shown is only one of the six Sub-division Logos but the same rules apply to all of them.

There are two primary Corporate Colours which should be reproduced as accurately as possible in whichever medium they are used.

## XCO Orange

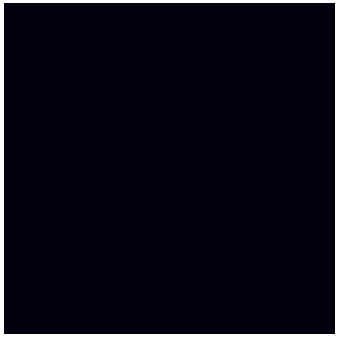
**Pantone Orange 021**

| CMYK | |
|---|---|
| C | 0 |
| M | 86 |
| Y | 100 |
| K | 0 |

HTML fe5000

| RGB | |
|---|---|
| R | 254 |
| G | 80 |
| B | 0 |

## XCO Black



**Pantone Black 6C (XCO Black)**

| CMYK | |
|---|---|
| C | 20 |
| M | 20 |
| Y | 20 |
| K | 100 |

HTML 000002

| RGB | |
|---|---|
| R | 0 |
| G | 0 |
| B | 0 |

**PMS (Pantone Matching System):** For printed media that requires Pantone colours, for example, garments and large format printing.

**CMYK (Four process colours – Cyan, Magenta, Yellow and Black):** For print media that doesn't require Pantone colours, i.e. printed adverts in magazines and any other documents.

**HTML (Web safe hexadecimal value):** For all digital media such as online submissions.

**RGB (Digital Red, Green and Blue values):** For all digital media such as online submissions.

## Other Colour Standards

There are numerous other Colour Standards that are used for other applications. For example, vinyl has its own colour coding system and wall paints have their own system(s) too.

Other colour standards should always match the Pantone standards as closely as possible.

## Main Logo

The XCO Logos should always be utilised with the two colour composition (Pantone Orange 021 Pantone Black 6C) unless the medium cannot accommodate this.
In that instance, the full colour (CMYK) composition should be applied, see Corporate Colours, pages 13 to 16.

Do not try to alter any aspect of the logo and do not try to recreate it. Use only the logo which has been supplied and approved.

## Sub-division Logos

## Dealership Logos

### A Primary Usage

The Primary Logo is made up of two Pantone colours: Pantone Orange 021 (XCO Orange) and Pantone Black 6C (XCO Black)
It is always on a white background. If the medium in which it will be printed cannot accommodate Pantone colours, then the full colour (CMYK) composition should be applied. (Refer to page 13 for Corporate Colour breakdowns).

### B Secondary Usage

When the logo cannot be used on white, then the logo must be placed on a background of one of the primary colours from the colour palette. The logo should be legible at all times.

### C One Colour Usage

If only one colour can be used, the logo should appear in one of the two solid primary colour palette colours. Avoid using this version of the logo if possible.

### D Black and White Usage

If an application is black and white, only the logo should be solid black as shown on the left. This can also be reversed out – white on black.

### E Uncontrolled Usage

The Primary Logo could be used if the background colour or image is not too dark but if the background colour or image is too dark, the logo with the white outline, white slogan and trademark sign must be used. (Refer to page 16 for grey chart). The logo should be legible at all times.

### F Uncontrolled Usage with Keyline

This execution is only to be used in special circumstances and it is recommended to always try and use the logo as described under points A-E. This execution can be applied to slow-display marketing material which is viewed from up-close and is not to be used on large-scale, aggressive branding.

| Density of Background | |
|---|---|
| 0% White | |
| 20% | |
| 40% | |
| 60% | |
| 80% | |
| 100% Black | |

## Grey Chart

When the logo is applied to any promotional item which does not have a black or white background, refer to the grey chart on this page to determine the tonal value of the background colour and use the appropriate logo as indicated in the chart.

A Aero Extended

**abcdefGHIJKLMNOPQRSTUVWXYZ1 2**
**abcdefGHIJKLMNOPQRSTUVWXYZ1 234567890**

Eurostile

abcdefghijklmnopqrstuvwxyz1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Frutiger

abcdefGHIJKLMNOPQRSTUVWXYZ1234567890
*abcdefGHIJKLMNOPQRSTUVWXYZ1234567890*
**abcdefGHIJKLMNOPQRSTUVWXYZ1234567890**
***abcdefGHIJKLMNOPQRSTUVWXYZ1234567890***

B Arial

abcdefGHIJKLMNOPQRSTUVWXYZ1234567890
*abcdefGHIJKLMNOPQRSTUVWXYZ1234567890*
**abcdefGHIJKLMNOPQRSTUVWXYZ1234567890**
***abcdefGHIJKLMNOPQRSTUVWXYZ1234567890***

### A Primary Fonts

Aero, Square 721 (for PC) and Eurostile (for Apple Macintosh) and Frutiger font families make up the XCO Primary Fonts. These fonts should be used on all the XCO applications for headings, sub-headings and body copy. No other font is permitted unless the application can only make use of standard PC fonts.

### B Secondary Fonts

When an application can only make use of standard PC fonts, as in the case of digital applications such as the HTML section of the website and intranet as well as PowerPoint presentations, the Arial font family must be used.

# Section 2
# **Promotional Items**

Telescopic Banner

Pull-up Banner

Teardrop Banner

Pop-up Banner

Promotional items are typically used to establish presence in an environment that we do not own. To achieve a dominant brand presence, it is important to follow these guidelines closely, as they are designed for maximum impact. Some flexibility is allowed where artwork will need to be adjusted to slightly different proportions.

These XCO banner samples are printed in the two Pantone colours: Pantone Orange 021 (XCO Orange) and Pantone Process Black (XCO Black), see Corporate Colours, pages 13 to 16.

XCO banners with photographic full colour images are produced using the correct CMYK Corporate Colours, see Corporate Colours, pages 13 to 16.

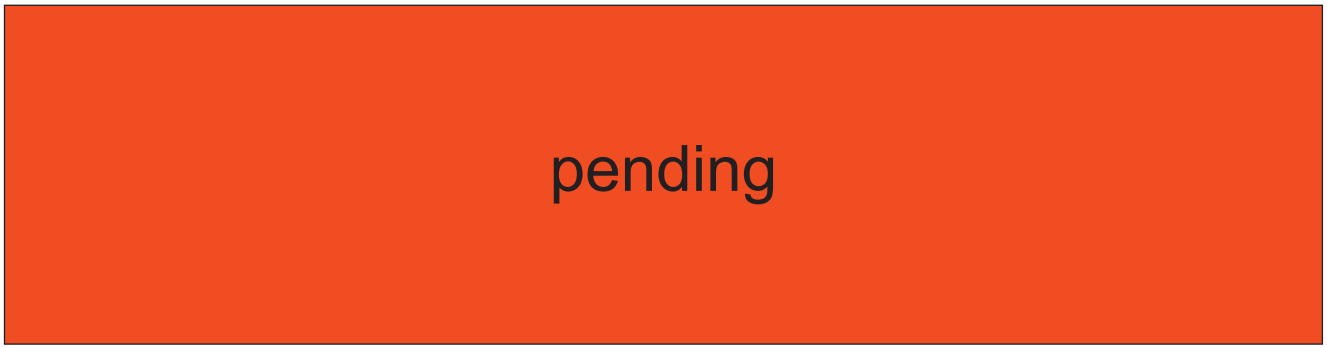
Banners pending

These XCO gazebo is printed in the two Pantone colours: Pantone Orange 021 (XCO Orange) and Pantone Process Black (XCO Black), see Corporate Colours, pages 13 to 16.

Section 3

# Digital Application

An example of the correct use of the Corporate Identity guidelines when designing website banners.



# Section 4
# **Vehicle Branding**

The measurements and specifications differ for every vehicle model. Information regarding the relevant vehicle model is to be obtained prior to commencing with the artwork and production.

An example of the correct use of the Corporate Identity guidelines when designing vehicle branding.

pending