



# THE OFFICE PASS

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BRANDING GUIDELINES

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2016

# THE OFFICE PASS

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## BRANDING GUIDELINES

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# CORPORATE COLOURS

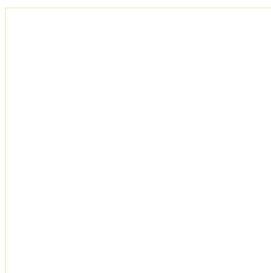
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FOUR COLOUR BLACK  
100c 100M 100Y 100K



RED  
5c 100M 100Y 5K



WHITE  
0c 0M 0Y 0K



RED WATERMARK (SCRIBBLE PAD)  
0c 90M 90Y 0K

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## BRANDING GUIDELINES

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# ACCEPTED LOGO VERSIONS

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3:1



2:1

# THE OFFICE PASS

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BRANDING GUIDELINES

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## ACCEPTED LOGO VERSIONS

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THE  
OFFICE  
PASS

MONTHLY | DAILY | HOURLY

2:3

# THE OFFICE PASS

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## BRANDING GUIDELINES

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# ACCEPTED LOGO VERSIONS

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IN REVERSE



IN REVERSE WITH RED ACCENT COLOUR

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## BRANDING GUIDELINES

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# ACCEPTED LOGO VERSIONS

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RED ACCENT COLOUR BASE TO BE USED  
FOR COLLATERALS AND DISPLAY MATERIAL  
TO ACHIEVE HIGHER VISIBILITY

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## BRANDING GUIDELINES

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### ACCEPTED FONTS

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KIEVIT regular

KIEVIT REGULAR SC

**KIEVIT medium**

**KIEVIT MEDIUM SC**

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## BRANDING GUIDELINES

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### USING THE CHAIR GRAPHIC

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Chair Graphic can be used with the logo or without distortion in proportion i.e. the image cannot be stretched or compressed.



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## BRANDING GUIDELINES

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### USING THE CHAIR GRAPHIC

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Chair Graphic can be used as a design element in the format shown. The chair graphic cannot be stretched or compressed. The red colour patch can be extended upwards keeping in view the alignment represented here i.e. extension along the edge of the chair.

# THE OFFICE PASS

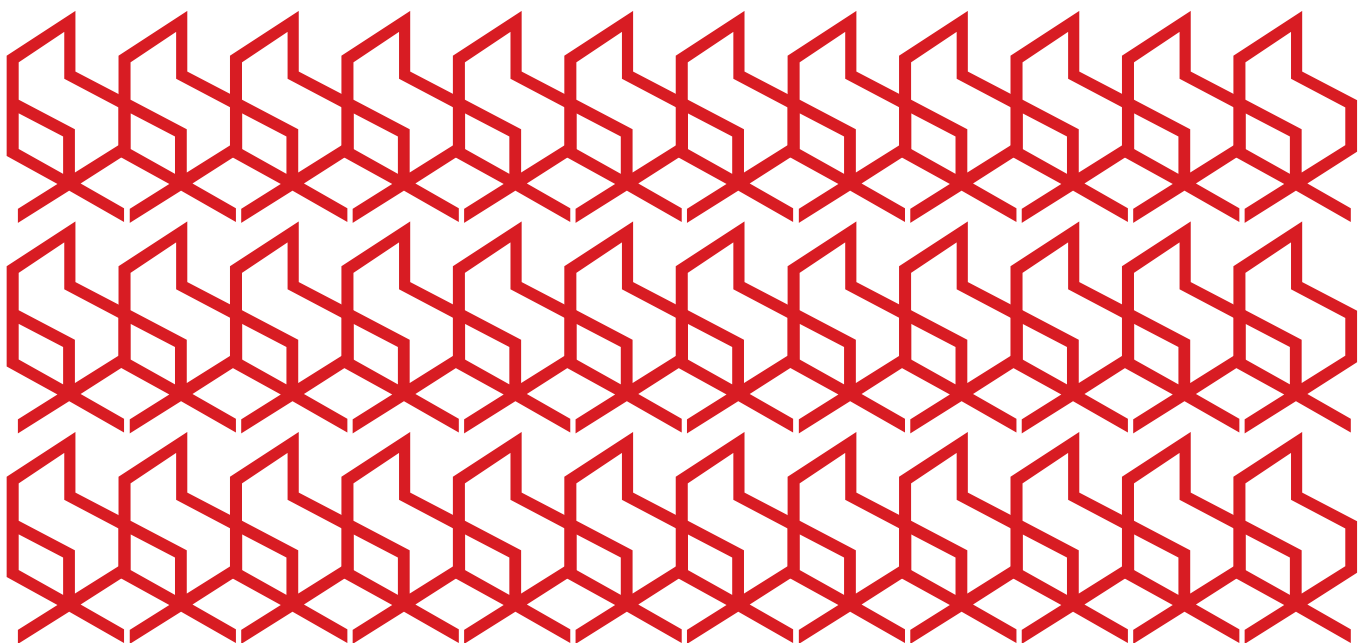
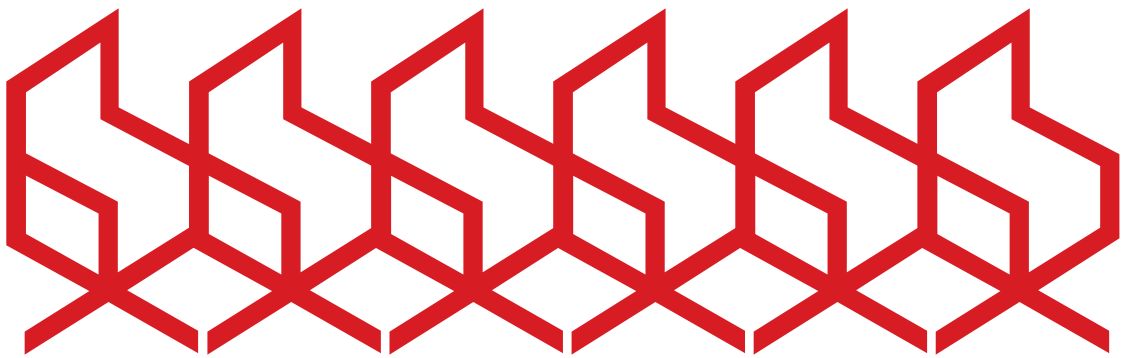
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## BRANDING GUIDELINES

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### USING THE CHAIR GRAPHIC

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Chair Graphic can be used as a design element by repetition in a single row or multiple rows.