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hello@samuelsdonegan.com.au

# BRAND MANUAL

## BRANDING ELEMENTS

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S/D

2022/23

Corporate Logo  
Colours Palette  
Typography  
Assets

# Hiring talent the human way

S/D

Corporate Brand  
Guidelines

Version: v2 / 2022

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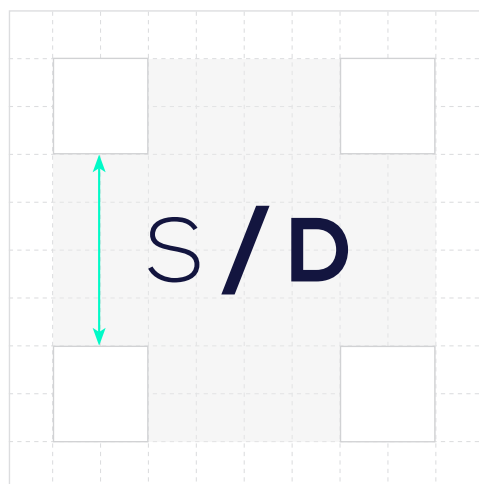
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# Logo

## LOGO INTRODUCTION

Our Logo is the key building block of our identity, the primary visual element that identifies us. The signature is a combination of the the symbol itself and our company name – they have a fixed relationship that should never be changed in any way.

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## FORMATS

.eps | .ai | .png | .jpg | .tiff

## ATTENTION

Use of any stylized, animated, hand drawn or other versions of a inofficial logo is not permitted. This undermines the logo system and brand consistency. Please consult with Albert Samuels if you have any questions or need further help.

/ purpose

**We believe that  
purposeful, talented  
and flexible workplace  
culture is the bridge  
that connects  
personal fulfilment  
and business success.**

**We exist to cultivate  
it.**

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# Introduction

## **THE DESIGN GUIDELINES**

These guidelines describe the visual and verbal elements that represent Samuels Donegan identity.

This includes our name, logo, colours and identifying elements other elements such as colour, type and graphics.

Sending a consistent and controlled message of who we are is essential to presenting a strong, unified image of our company. These guidelines reflect Samuels Donegan commitment to quality, consistency and style.

Each of us is responsible for protecting the company's interests by preventing unauthorized or incorrect use of the Samuels Donegan name and marks.

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# Logo variations

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## LOGO LIGHT VERSION

**The logo light version**  
will be used when the background  
colour is dark coloured.

LOGO



SAMUELS / DONEGAN

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## LOGO DARK VERSION

**The logo dark version**  
will be used when the background colour  
is light coloured.



SAMUELS / DONEGAN

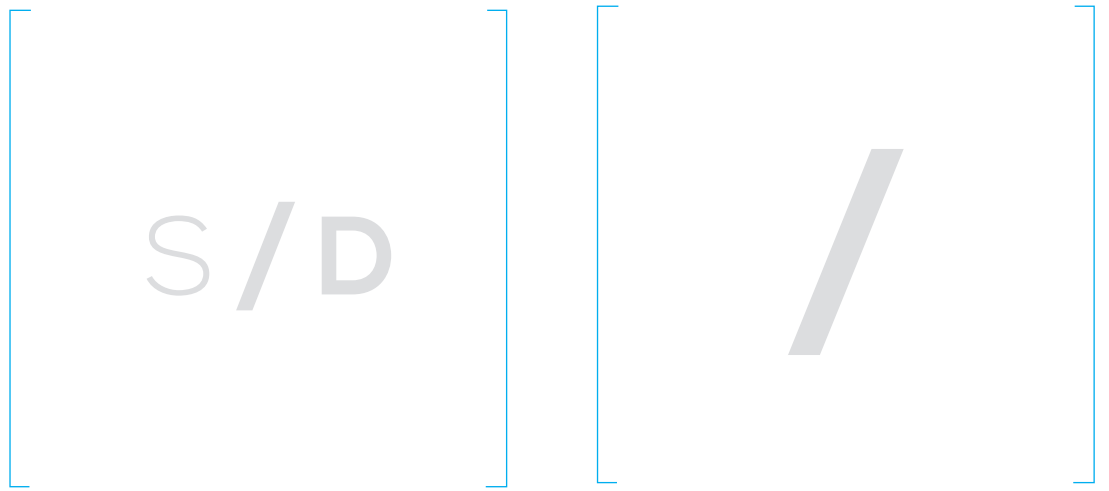
### Definition

-  
Whenever you use the logo, it should be  
surrounded with clear space to ensure its  
visibility and impact. No graphic elements of any  
kind should invade this zone.



# Symbols

SYMBOL



COLOURED



Logo Symbol  
Minimum Size: 5 mm x 5 mm

# **The Colours Primary Secondary Colour System**

# The primary colours

## PRIMARY COLOUR SYSTEM

Colour plays an important role in the Samuels Donegan corporate identity program. The colours below are recommendations for various media. Consistent use of these colours will contribute to the cohesive and harmonious look of the Samuels Donegan brand identity across all relevant media.

### NAVY BLUE

CMYK : C99 M95 Y42 K49  
RGB : R23 G24 B64  
Web : #171840  
#04104e (blue) 



#### TONES



100% 80% 60% 40% 20%

#### GRADIENT



Blue Gradient

### TEAL

CMYK : C56 M0 Y39 K0  
RGB : R1 G249 B198  
Web : #01f9c6



#### TONES



#### GRADIENT



### GOLD

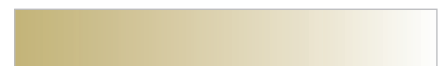
CMYK : C22 M22 Y62 K0  
RGB : R203 G185 B120  
Web : #CBB978



#### TONES



#### GRADIENT



### GREY

CMYK : C68 M62 Y58 K46  
RGB : R65 G64 B66  
Web : #414042



#### TONES



#### GRADIENT



**Colours** are  
one of the  
most important  
things to  
communicate  
a brand to their  
customers.

# Colour Codes

## SECONDARY COLOUR SYSTEM

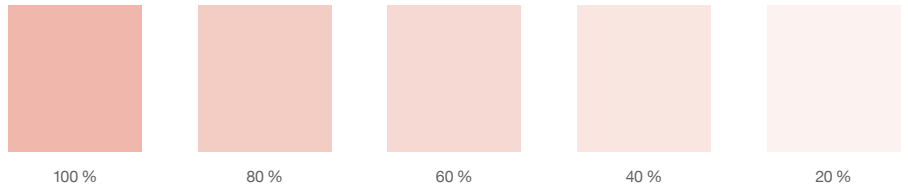
### Explanation

The Secondary colours are complementary to our official colours, but are not recognizable identifiers for Samuels Donegan..  
Secondary colours should be used sparingly, that is, in less than 10 percent of the palette in one piece.

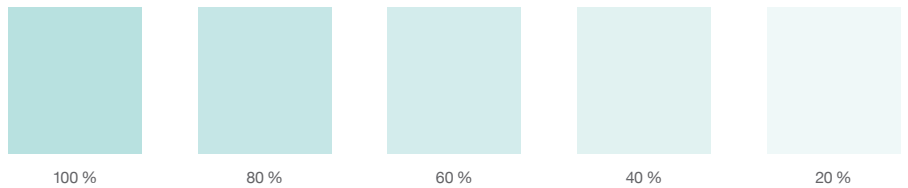
### Usage

Use them to accent and support the primary colour palette.

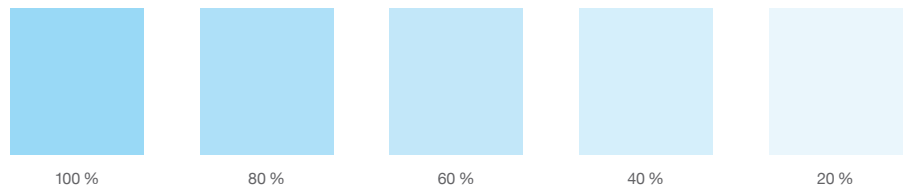
CMYK : C68 M62 Y58 K46  
RGB : R238 G189 B181  
WEB : #EEBDB5  
#E3BEAE (preferred)  
#ECB4A3



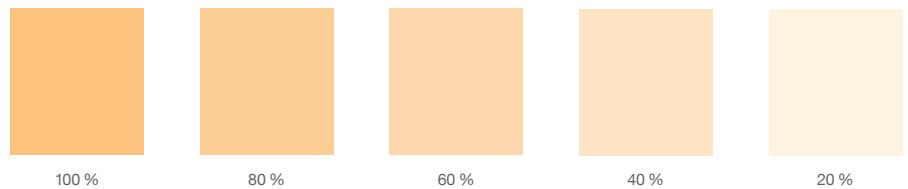
CMYK : C27 M0 Y13 K0  
RGB : R174 G252 B239  
Web : #AEFCEF  
01afad (bigher bold)



CMYK : C36 M1 Y0 K0  
RGB : R151 G218 B252  
WEB : #97DAFC



CMYK : C0 M26 Y56 K0  
RGB : R255 G196 B125  
WEB : #FFC47D



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# Corporate Fonts

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Typography plays an important role in communicating an overall tone and quality. Careful use of typography reinforces our personality and ensures clarity and harmony in all Samuels Donegan communications. We have selected Gellix and Source Sans Pro, which helps inject professionalism, sophistication and trust into the entire Samuels Donegan communications, as the primary and secondary corporate typefaces.

## CORPORATE FONT

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GELLIX  
LIGHT and  
BOLD  
is used for all  
main headings,  
titles and body  
copy:

GELLIXLIGHT  
ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789 — \*#@?!/+(.,:;)

**GELLIXBOLD**  
**ABCDEFGHIJKLMN**  
**OPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**0123456789 — &\*#@?!/+(.,:;)**

AVENIR  
Book and  
Heavy (Bold)  
is used for all  
paragraphs

AVENIR BOOK  
ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789 — \*#@?!/+(.,:;)

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# Formats

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## PARAGRAPH

Lorem Ipsum is simply dummy text of the printing and typesetting industry. The text has been the industry's standard dummy text ever since the 1500s

Avenir - Book  
9pt Type / 11 pt Leading  
0 spacing

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## HEADLINES

# Headline

Gellix - Bold  
48pt Type / 48 pt Leading  
-10 spacing

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# Headline

Gellix - Bold  
30pt Type / 34 pt Leading  
-10 spacing

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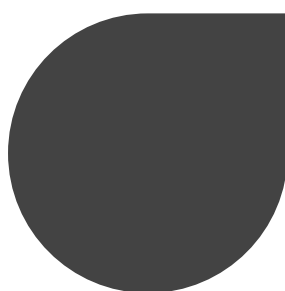
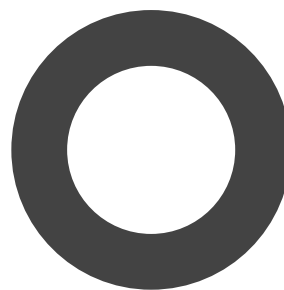
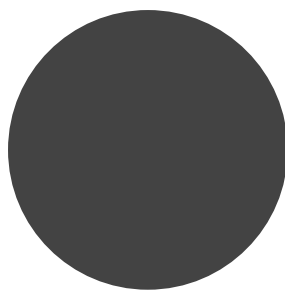
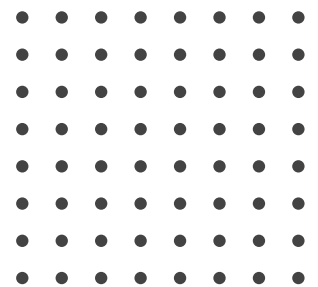
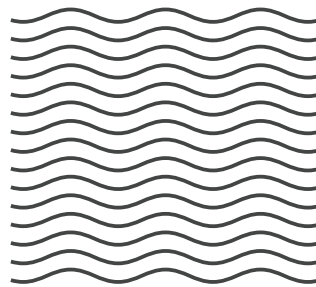
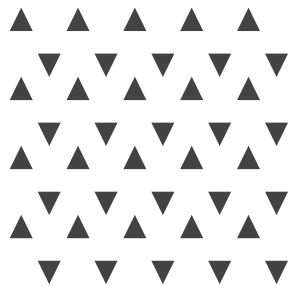
# Shapes

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To put it simply, the meaning of shapes in logo design is important. They create associations in our brains that make us feel a particular way about what we're looking at. This carries through to logo designs. Each design, whether literally or through visual connections, contains shapes.

## OBJECTS

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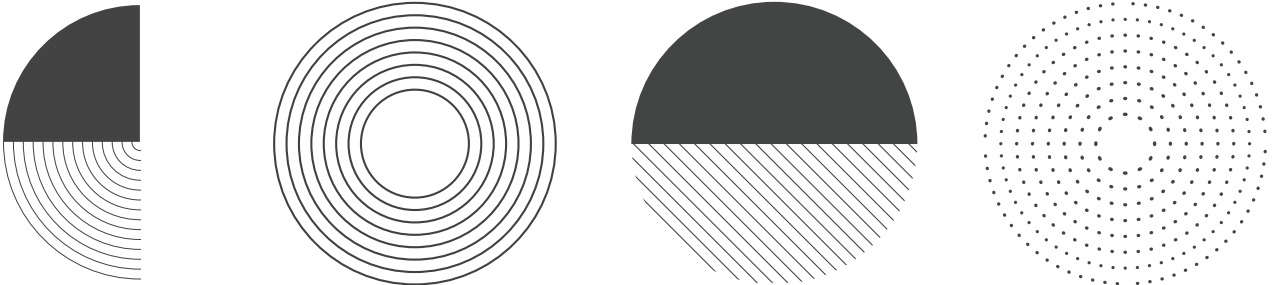
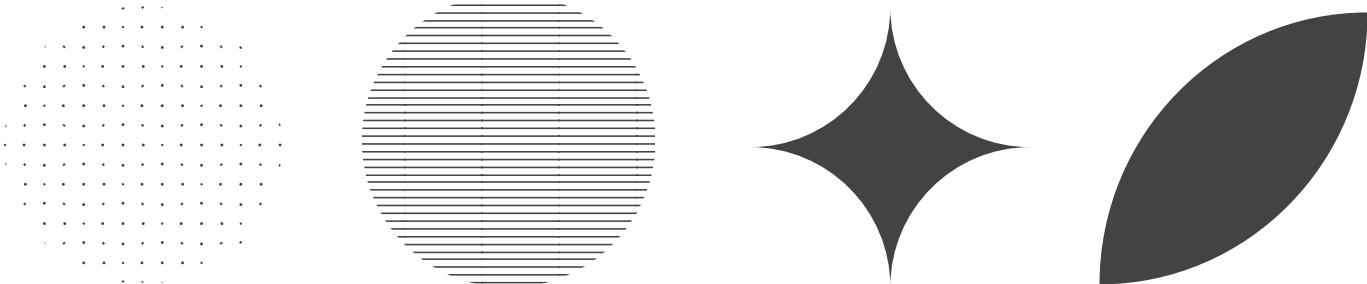




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**OBJECTS**

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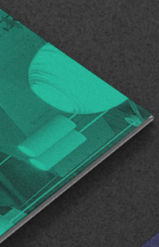




S/D



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/ DONEGAN