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Visual Style Guide

Helen
Macpherson
Smith
Trust



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1. Introduction
2. Glossary of Terms
3. The Logo
4. Full Colour Logo
5. Single Colour Logo
6. Colour Palette
7. Logo Minimum Size
8. Logo Clear Space
9. Typeface
10. Unacceptable Use

1. Introduction

This style guide has been produced to ensure the Helen Macpherson Smith Trust visual identity is clear and consistent across all communication material. Its use is intended for Helen Macpherson Smith Trust staff, suppliers and grant recipients.

Strict adherence to these guidelines and use of correct artwork is essential. No deviations may be made from any standards.

If a situation arises that is not covered in this guide, please contact the Helen Macpherson Smith Trust and/or liaise with their external brand consultants.

All graphics including the Helen Macpherson Smith Trust logo are available in electronic format.

The pages in this guide must be kept intact at all times, and should not be removed or re-ordered.

2. Glossary of Terms

Base Alignment

Alignment of different size type or elements on a common baseline.

Bleed

The part of an image that extends beyond the trim marks on a page.

C or Coated Paper

A general term to refer to papers which have a mineral coating applied to the body of the paper. This may result in the paper being less porous and in some cases more smooth. When C appears alongside a PMS number e.g. PMS 293 C it indicates a colour match with an ink printed on a coated paper.

Font

A set of type of the same design and style.

gsm or g/m2

Grams per square metre. Refers to the weight or substance of paper. Written as 90 gsm or 90 g/m2.

ISO

International Standards Organisation
An organisation which sets world wide standards.

Italic Type

Type that has been slanted (italicised).

Kerning

The manual adjustment of the space between letters and words.

Leading

The space between lines of type, expressed as a measurement in points from baseline to baseline.

Logo

A mark composed of a graphic and/or a group of letters or words designed especially to represent or be associated with an organisation.

Lowercase

The small letters of the alphabet in a typeface.

lpi

Lines per inch

Refers to the number of dots per line in an inch which make up a halftone image.

mm or Millimetres

A unit of measurement equal to one thousandth of a metre.

Paperstock

Paper or cardboard on which items are printed.

PMS

Pantone Matching System

An international colour matching system.

Process Colours

The following four colours used together for full colour printing.

C

Cyan – A special shade of blue ink used in four colour process printing.

M

Magenta – A special shade of red ink used in four colour process printing.

Y

Yellow – A special shade of yellow ink used in four colour process printing.

K

Black – K refers to black ink when used in four colour process printing.

pt or Point

A unit of measurement used to refer to the size of type. One point equals approximately 0.35mm. There are 72 points to an inch.

RGB

Red Green Blue

The three colours used together to display full colour on computer monitors.

Screen Ruling

Refers to the size of the dot which makes up a halftone image. Expressed as a number usually between 60 and 200. Written as 150lpi.

Tracking

The automatic spacing of letters which can be determined by a set value.

Typeface

A particular style of lettering which makes up an alphabet and is given a name.

U or Uncoated Paper

A general term to refer to papers which have no mineral coating applied to the body of the paper. Therefore the result is a generally more porous paper and in some cases less smooth. When U appears alongside a PMS number e.g. PMS 293 U it indicates a colour match with an ink printed on an uncoated paper.

Uppercase

The capital letters of the alphabet in a typeface. Also known as capitals or caps.

Widow

A single word standing as the last line of a paragraph.

x-height

The height of the lowercase x in a typeface.

3. The Logo

The Helen Macpherson Smith Trust visual identity is unique, and easily identifiable.

The logo is the primary graphic of the identity and consists of two elements: the symbol, and the logotype.

The symbol and the logotype have a unique relationship that should not be altered. The relative size, colour and positioning of these two elements is extremely important in maintaining the integrity and distinctiveness of the Helen Macpherson Smith Trust visual identity.

The shape of the symbol is based on the map of Victoria – the Trust's area of focus. The initials 'hmst' form the top of the map and have been designed using an old-world script typeface, not unlike Helen's own handwriting.

The logotype has been designed using a contemporary typeface which represents the Trust's perpetuity into the future.

The consistent application of the logo according to the guidelines set out in this style guide, will ensure that

a high standard of presentation is maintained and a consistent message is communicated.

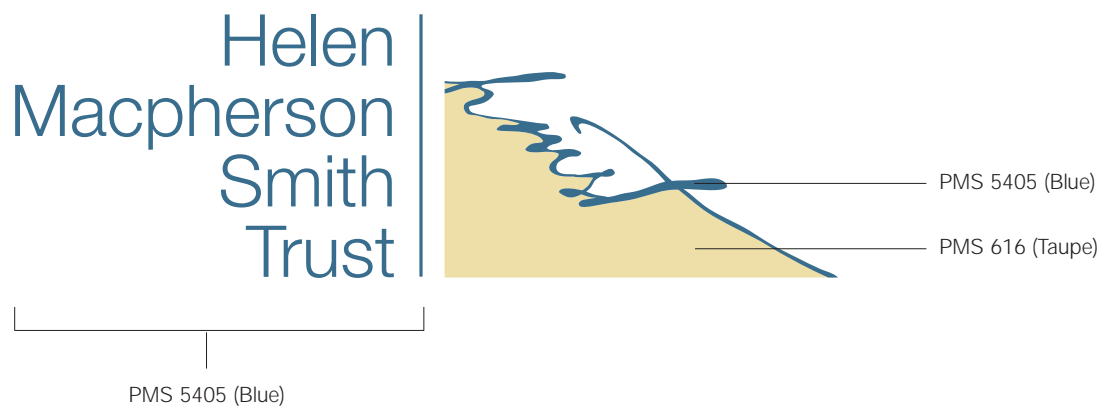
The logo is available in electronic format.



4. Full Colour Logo

The Helen Macpherson Smith Trust visual identity colours are taupe (PMS 616) and blue (PMS 5405). The logo should be reproduced using both these colours whenever possible.

It is acceptable to use the approved Pantone colours (PMS 5405 and PMS 616) in other systems such as four-colour process (CMYK) and monitor colour (RGB).



5. Single Colour Logo

When the Helen Macpherson Smith Trust logo is reproduced in one colour, it is preferable that this colour is either black or blue (PMS 5405). The logo may be reproduced in either positive or negative (reversed) form.

Positive Form

Black



Blue PMS 5405



Positive Form – Linework

Black



Blue PMS 5405



Negative (Reversed) Form

Logo: White
Background: Black



Logo: White
Background: Blue PMS 5405



6. Colour Palette

The colour palette for the Helen Macpherson Smith Trust is to be used on all communication material. These colours are blue (PMS 5405) and taupe (PMS 616).

It is acceptable to use the approved Pantone colours in other systems such as four-colour process (CMYK) and monitor colour (RGB).



Blue PMS 5405

Taupe PMS 616

7. Logo Minimum Size

To avoid any possible reproduction and communication problems, a minimum application size has been set for the Helen Macpherson Smith Trust logo for both positive and negative form. The minimum size is based on the width of the logo.



Logo minimum size: 22mm wide

8. Logo Clear Space

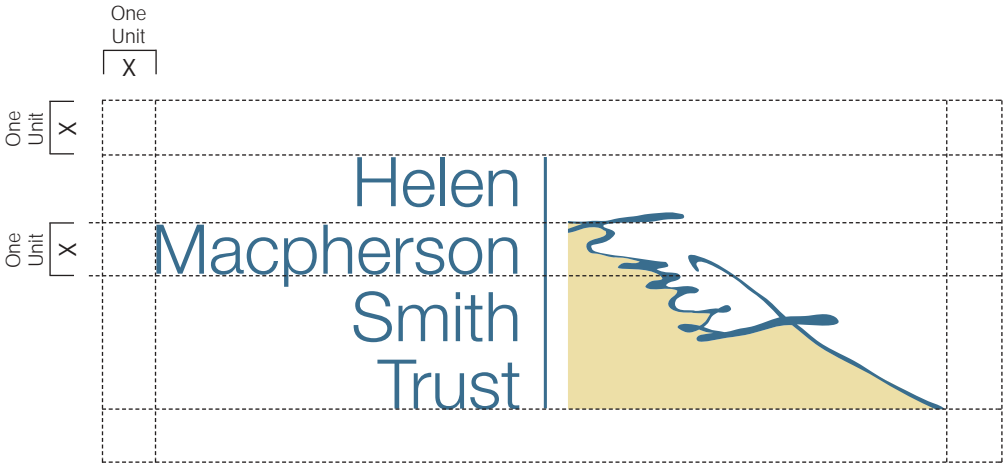
The Helen Macpherson Smith Trust logo is most effective when surrounded by as much clear space as possible. Clear space refers to space behind and around the logo that is free of typography, strong graphics or strong images.

The minimum clear space is one unit. One unit is equivalent to the height of one line of the text in the logotype, at any size as shown below.

Additional clear space around the minimum requirement is desirable.

The example below shows the basic formula for calculating the minimum clear space.

Minimum clear space = One unit (X) = Height of one line of text in the logotype



9. Typeface

The primary typeface for use on all Helen Macpherson Smith Trust communication material is Helvetica Neue. When Helvetica Neue is unavailable the typeface Arial may be used.

This family of fonts can be used on all items of communication and the various weights provide the flexibility to create a clear hierarchy of information.

The italic version of any weight may be used when necessary.

The typeface may not be modified by extending or condensing the individual letters.

**abcdefghijklmnopqrstuvwxy
z
ABCDEFGHIJKLMN
OPQRSTU
VWXYZ 1234567890**

Helvetica Neue/Arial Bold

**abcdefghijklmnopqrstuvwxy
z
ABCDEFGHIJKLMN
OPQRSTU
VWXYZ 1234567890**

Helvetica Neue/Arial Medium

abcdefghijklmnopqrstuvwxy
z
ABCDEFGHIJKLMN
OPQRSTU
VWXYZ 1234567890

Helvetica Neue/Arial Roman

abcdefghijklmnopqrstuvwxy
z
ABCDEFGHIJKLMN
OPQRSTU
VWXYZ 1234567890

Helvetica Neue/Arial Light

abcdefghijklmnopqrstuvwxy
z
ABCDEFGHIJKLMN
OPQRSTU
VWXYZ 1234567890

Helvetica Neue/Arial Thin

10. Unacceptable Use

The Helen Macpherson Smith Trust logo is the only acceptable primary graphic that may be used to identify the Helen Macpherson Smith Trust. The logo may not be altered in anyway.

Examples of Unacceptable Use

Stretched Vertically



Stretched Horizontally



Placed on a Strong Coloured Background



Framed



Angled



Changed Typeface

