

**MARTIN CURRIE**  
CORPORATE IDENTITY GUIDELINES



**02**

**CONTACT**  
BRAND  
IDENTITY

**03**

**LOGO**  
SIZES  
POSITION

**04**

**COLOURS**  
IN DIFFERENT  
MEDIA

**05**

**LOGO**  
VARIATIONS  
USAGE

**06**

**TAB DEVICE**  
USAGE  
COLOURS

**07**

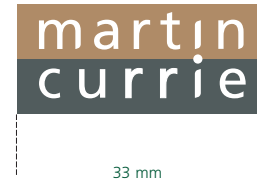
**TYPEFACES**  
PRIMARY/SECONDARY  
USAGE

**CONTACT**

Should you have any questions  
or would like a copy of  
the logo please contact  
Sara Connell on 0131 479 5856  
(or email [sconnell@martincurrie.com](mailto:sconnell@martincurrie.com))  
who will be happy to help.

**STANDARD SIZE**

The width of the logo should be 33mm. This is the preferred size for stationery and for use on A4 and A5 literature. The logo should be scaled in proportion.



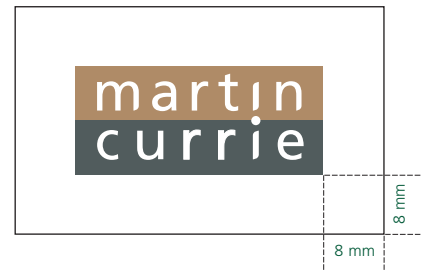
**MINIMUM SIZE**

The width of the logo should be no less than 17mm. When single colour green, black or white-out versions are used, the keyline should not fall below 0.5pt. The logo should be scaled in proportion.



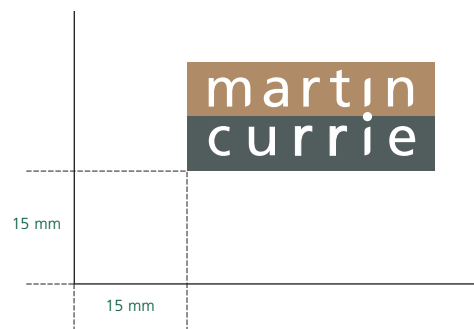
**CLEAR SPACE**

The minimum exclusion area around the logo should be 8mm, indicated by the black line. This space is designed for use on literature to protect the logo from typography appearing too close. Wherever possible, the space should be even greater. The minimum area also applies to the trim of any item on which the logo is used.



**RECOMMENDED POSITIONING**

The logo appears in the bottom left corner of literature covers as shown. The position is to balance with the tab device (see pg 06) which should also appear on Martin Currie literature. Discretion should be used when ring binding or when any other binding infringes on the logo.



**COLOURS**

Martin Currie uses two core colours for its core brand items. These are Martin Currie gold and Martin Currie green.

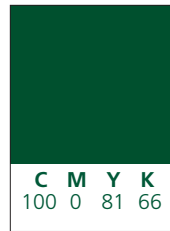
**PANTONE**

Where possible, on printed items the green (Pantone 3435) and the metallic gold (Pantone 8580) are the preferred options. In circumstances where there may be print restrictions, a non-metallic (Pantone 465) can be used as a gold substitute.



**PROCESS**

Where there are print restrictions, a CMYK version of the green (C100, M0, Y81, K66) and the gold (C14, M28, Y49, K0) of the logo can be used.

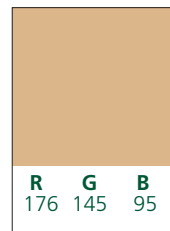


**WEB/SCREEN BASED APPLICATIONS**

Martin Currie are aware that colours will vary from screen to screen, depending on the monitor set-up. However, colours have been selected for use on the web, screen presentation and other new media applications. The breakdown for the green is (R17, G85, B50) and the gold is (R176, G145, B95).



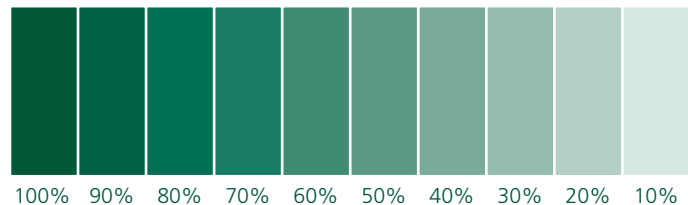
#115532



#B0915F

**TINTS**

Martin Currie green (Pantone 3435) is the only core colour that should be used as a tint. Generally, increments of 10% are used.



The logo may appear in any of the variations shown below:

**01.** The preferred option for printed literature is metallic gold (Pantone 8580) and green (Pantone 3435). The logo should appear on a white background panel.

**02.** Where there are print restrictions, a substitute gold colour (Pantone 465) and green (Pantone 3435) can be used.

**03.** Where there are print restrictions, a CMYK version of the green (C100, M0, Y81, K66) and the gold (C14, M28, Y49, K0) of the logo can be used.

**04.** The one colour green (Pantone 3435) can be used as an alternative to black.

**05.** A black only version of the logo is available.

**06.** A white-out version of the logo is also available where necessary.

**07.** An RGB version of the green (R17, G85, B50) and the gold (R176, G145, B95) of the logo is available for new media and on screen presentations.

**08./09.** Instances may arise where the logo can be used on a tinted Martin Currie green background or non-fussy section of an image. The logo with the 1pt white keyline should be used on these occasions.

**01. METALLIC/GREEN**



**02. GOLD/GREEN**



**03. PROCESS/CMYK**



**04. ONE COLOUR – GREEN**



**05. BLACK**



**06. WHITE OUT**



**07. RGB**



**08. WITH 1PT KEYLINE**



**09. WITH 1PT KEYLINE**



**THE TAB DEVICE**

The tab device forms an integral part of the Martin Currie branding. Where possible, it should appear on the right hand side of any communications.

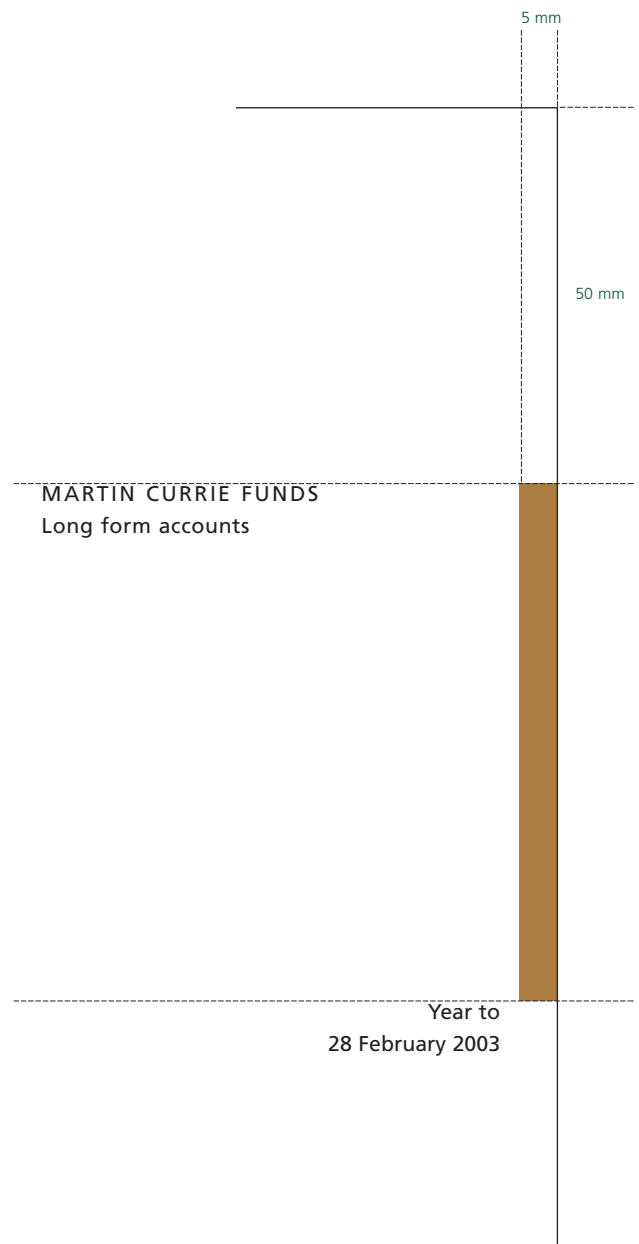
**USAGE**

An example of size and position for a typical A4 document is shown. However, this may vary on items such as advertising and on-screen usage. As a rule, copy such as headers and titles should align with the top and bottom of the tab.

**COLOURS**

On core brand items, the tab should appear in green or gold.

On non-core items, the colour should be chosen to complement the colouration of the graphics or imagery used.



The primary typeface is the Frutiger family.

**HEADLINES**

Upper case Frutiger Roman should be used.

**SUB-HEADINGS**

9pt Frutiger Bold, upper & lower case on 12pt leading. Use on one line where possible in a contrasting colour to the body copy.

**BODY COPY**

9pt Frutiger light on 12pt leading, ranged left and generally in black or Martin Currie green.

The secondary typeface is Book Antiqua. This should be used on communications such as letters. 10pt Book Antiqua Roman, on 13pt leading, ranged left in black. Bold can be used to highlight copy and for headers.

**FRUTIGER LIGHT**

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

**FRUTIGER ROMAN**

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

**FRUTIGER BOLD**

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

**BOOK ANTIQUA ROMAN**

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

**BOOK ANTIQUA BOLD**

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ