

Dawson Shanahan

Corporate Identity Manual



Introduction

At Dawson Shanahan our goal is to provide customers with a complete solution in cold forming and machining of high precision, customer specified copper, aluminium, ferrous and assembled components, with everything from prototype to production, being designed and manufactured in house to reduce both manufacturing lead time and costs for our customers.

The Dawson Shanahan brand is central to this objective: it provides a recognisable mark of these qualities supporting customers' buying decisions. On a wider basis, the Dawson Shanahan brand is a symbol to our employees, regulators, shareholders and suppliers that they are working with a company that is committed to operating with the highest level of integrity and honesty.

This document provides guidelines on how to use the logo and graphics associated with the Dawson Shanahan brand in our day to day operations.

Les Reeves

Joint Managing Director
Dawson Shanahan



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Our logo: design and context

The logo

Our logo is an essential part of our corporate identity and is constructed from two elements: the copper and blue planet earth, and the text 'Dawson Shanahan'.

These two elements must always appear together in the proportions and alignment specified in this document.

The logo should appear on all company materials. These include: buildings, stationery, emails, reports, proposal documents, web pages, literature, exhibition stands and corporate gifts. The logo has been designed so that it will reproduce effectively at many different sizes and on different materials.

There are specific guidelines for reproducing the logo on certain types of materials, especially stationery:

Details

The globe is inseparably connected with the text. The text must always appear in the font Corbel. Dawson Shanahan is produced with upper case letters on the 'D' and 'S' and the remaining letters in lower case.

Context

The Dawson Shanahan logo should only be used in the correct circumstance where it is desirable to promote the company's high service image and reputation. Generally the use of the brand in circumstances that may bring the company's reputation into disrepute or create controversy should be avoided. Use of the logo for unofficial circumstance or those that could be interpreted as "passing off" is prohibited and protected by law.



incorrect use



Our logo: size and proportion

The proportions of the logo are always used whenever the logo is reproduced. 'Dawson Shanahan' text is always in the Corbel font.

Alignment

The proportions of the logo work on the principle that if the diameter of the globe is equal to 100%, the Dawson Shanahan text should be equal of the diameter to 70% of the diameter and centralised vertically.

The space between the planet and text is equal to 15% of the diameter of the globe.

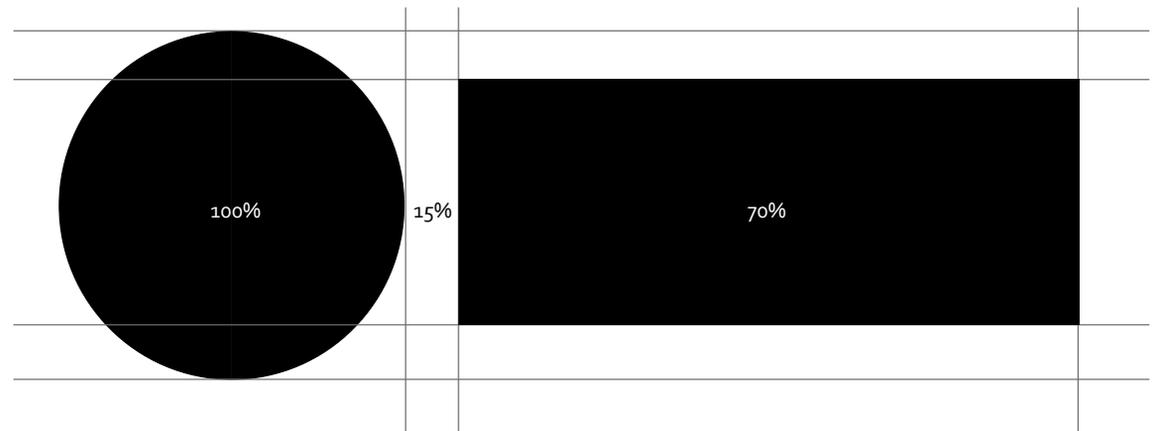
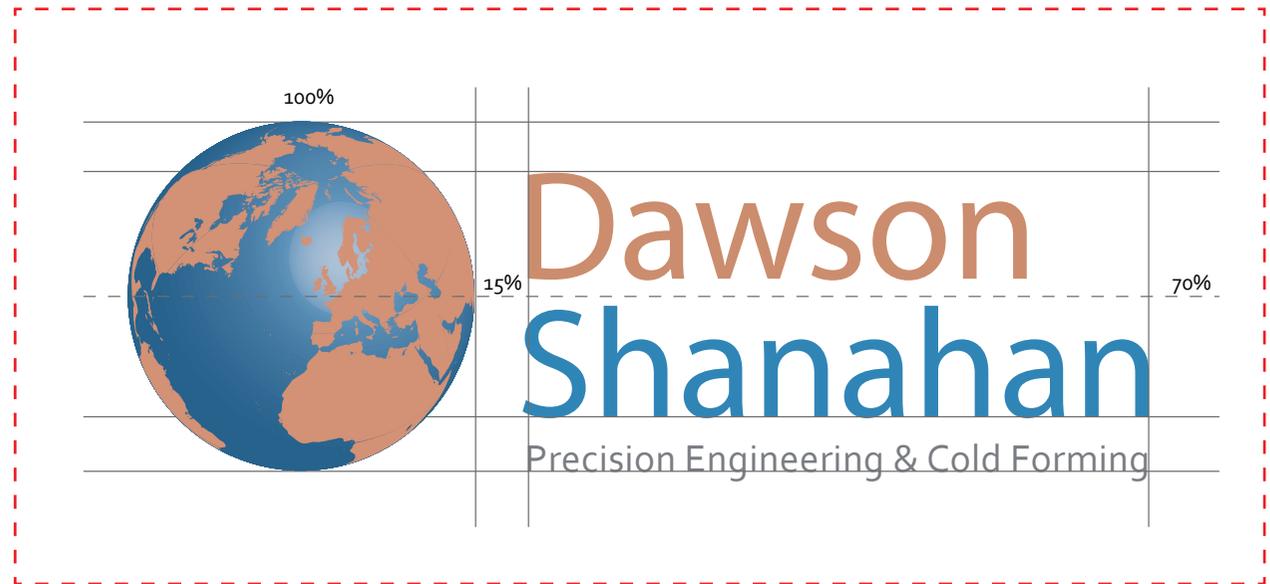
If text is to be placed beneath the logo, it must line up with the bottom of the globe.

If a line of text is placed under the logo, it must be aligned with the 'Dawson Shanahan' text.

The length of the strap line (where used) must be in proportion and be the same length of the text 'Shanahan'.

Area of isolation

An area of isolation is also required. This is the minimum distance between the Dawson Shanahan logo and any other element (graphic, type, logo or edge of page or product). These guidelines are used to ensure legibility and prevent any obstruction of the logo. The area of isolation on four sides should never be less than 33% of the height of the Dawson Shanahan logo, an example of this is shown with the red dashed line.



Our logo : colour and design

Logo colours

The Dawson Shanahan colours comprise of four colours: copper, blue, dark blue and gray.

The copper colour is used on the land part of the globe partnering this is the blue and dark blue which is used in the gradient giving the globe its three dimensional look.

The cool gray is used on the tag line which is placed under the logo.

Colours

- Black and white is used in versions when colour print isn't necessary.

- The colour logo is the standard logo, colours similar to the logo should not be placed under the logo itself as it will lose legibility.

The correct reference of these colours are:

Copper: Pantone 7515 EC

c:5

M:43

Y:48

K:11

Blue: Pantone 646 EC

c:74

M:30

Y:3

K:12

Dark Blue:

Pantone 2955 EC

c:100

M:60

Y:10

K:53

Cool gray :

Pantone 8 EC

c:23

M:17

Y:13

K:46



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Dawson
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Precision Engineering & Cold Forming



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Our corporate type fonts

Corbel is a lineal sans-serif typeface designed by Jeremy Tankard for Microsoft and released in 2005. It is a part of the new suite of fonts supplied with Microsoft Windows Vista and developed to take advantage of ClearType, to improve the reading experience in Windows Vista and Office 2007.

Corbel is designed to give an uncluttered, clean appearance on screen. The letter forms are open with soft, flowing curves. It is legible, clear and functional at small sizes. At larger sizes the detailing and style of the shapes is more apparent resulting in a modern sans serif type with a wide range of possible uses.

Details

- The typeface should not be stretched or compressed, neither should drop shadows or any form of word art used.
- The use of many different Corbel fonts should be avoided. Restrict them to the body of the text, headings, subheadings and captions.
- Although different type sizes can be chosen, depending on the nature of the material, it is recommended that body text is 11pt in Corbel regular, headings 16pt in Corbel bold and sub titles in 14pt Corbel bold.

Corbel
abcdefghijklmnop
qrstuvwxyz1234567
890[]!@\$%^^&*()
""'\ /~,.<>

Corbel italic
abcdefghijklmnop
qrstuvwxyz1234567
890[]!@\$%^^&()*
""'\ /~,.<>

Corbel bold
abcdefghijklmnop
qrstuvwxyz1234567
890[]!@\$%^^&*()
""'\ /~,.<>

Corbel bold italic
abcdefghijklmnop
qrstuvwxyz1234567
890[]!@\$%^^&*()
""'\ /~,.<>

Body text Corbel regular 11point

Headline Corbel bold 16pt

Subheading Corbel bold 14pt

Printed material for correspondence

Material for correspondence

- The logo will be placed to the top left corner of all corporate material.
- The logo must be used at least once in each item of the corporate material.



Contact information

If you have any questions about applying the standards outlined in this Brand Manual, please contact:

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