

SPECIALIST
SERVICES

SPECIALIST SERVICES
Corporate Identity Guidelines

November 2007

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SPECIALIST SERVICES CORPORATE IDENTITY GUIDELINES

The logo

The branding system in this specification guide should always be referred to and adhered to when applying the Specialist Services identity.

This guide shows the correct form of marks for both printed and digital applications. The logo can be obtained as a digital file from Specialist Services, or may be scanned from the largest versions in this guide.

The logo remains the exclusive mark of Specialist Services and consequently any reproduction must be authorised by Specialist Services before publication.

Variations

The Specialist Services logo exists in four versions: a positive logo, a positive logo seated within a box keyline, positive logo seated within a box keyline on top of a Pantone Yellow 123 background and a reversed out logo. The positive logo should be regarded as the 'standard' logo and is the preferred version, where space and reproduction quality permits.

Size

The standard logo should never appear less than 40mm across (width). Depending on the context of its placement the standard logo may appear as large as required.

Typeface

The logotype must always appear in the form shown here: no substitutions are acceptable. The font used for the 'Specialist Services' logo is Times Roman Bold.

Colours

The logo may appear in mono (single colour), where it should be reproduced as 100% solid colour and not as a tint. The logo should always be reproduced against a contrasting background either white or yellow (Pantone 123), and a white version is available where reversing out is necessary.

For further information and reproduction authorisation contact:

Marketing Department
PO Box: 2752
Dubai
United Arab Emirates
Tel: +971 3472646
Fax: +971 3472148

Email: specserve@specserve.com
Web: www.specserve.com

THE LOGO

The positive logo should be regarded as the 'standard' logo and is the preferred version where space and reproduction quality permits.

Where the positive logo cannot be reproduced legibly a version of the logo reversed out against a background of either BLACK or PANTONE 123 is available and should be used.

A white version of the logo for reversing out of other backgrounds is available, though care should be taken to ensure that the background provides sufficient contrast for the logo to reproduce legibly.

POSITIVE LOGO



100% Solid Black

POSITIVE LOGO WITH KEYLINE BOX



100% Solid Black



100% Solid Black On Pantone 123 Background

REVERSED OUT LOGO



100% Solid Black



100% Solid Black Background: Pantone 123

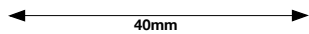
REPRODUCTION SIZE

When reproducing the Specialist Services logo it is important to maintain legibility at all times.

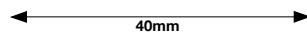
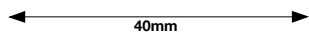
The standard logo should never appear less than 40mm across (width). Depending on the context of it's placement

the standard logo may appear as large as required.

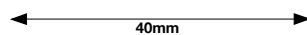
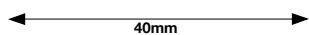
POSITIVE LOGO



POSITIVE LOGO WITH KEYLINE BOX



REVERSED OUT LOGO



SPACING

In order to maintain legibility and avoid compromising brand integrity, the Specialist Services logo must always

appear a suitable distance away from any other text or logo. Where there is any doubt about the correct

distance, the height of the upper case 'S' should be used to calculate, as indicated below.

POSITIVE LOGO



POSITIVE LOGO WITH KEYLINE BOX



REVERSED OUT LOGO



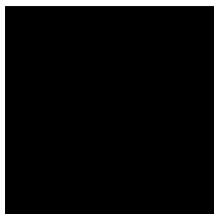
COLOUR BREAKDOWN

Mono

The logo may appear in mono (solid black), where it should always be reproduced as 100% solid colour and not as a tint.

The logo should always be reproduced against a contrasting background such as white or Pantone 123.

A white version of the logo is available where reversing out is necessary.



Solid Black



Pantone 123

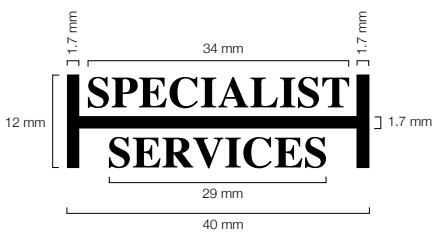
SCALING AND DIMENSIONS

Wherever possible the Specialist Services logos should be used at the below supplied dimensions, however it is understandable that these supplied

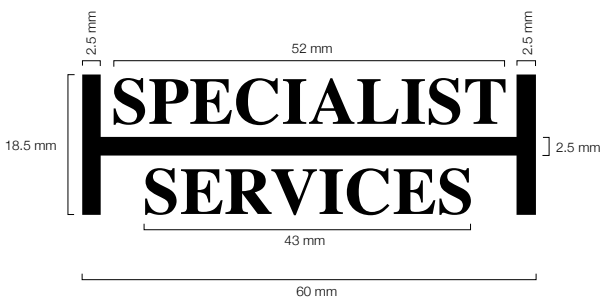
specifications cannot always be followed. In the event of this occurring, great care should be taken to ensure that the logo is correctly scaled in size and that both

height and width are increased/decreased proportionately to ensure that the Specialist Services corporate mark does not become distorted.

40 mm Width



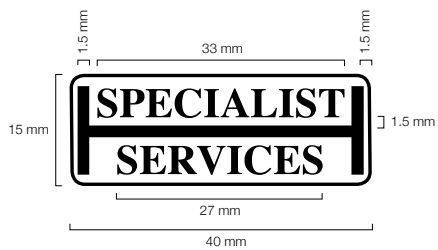
60 mm Width



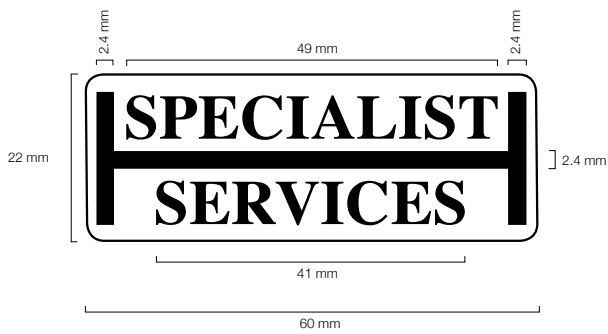
80 mm Width



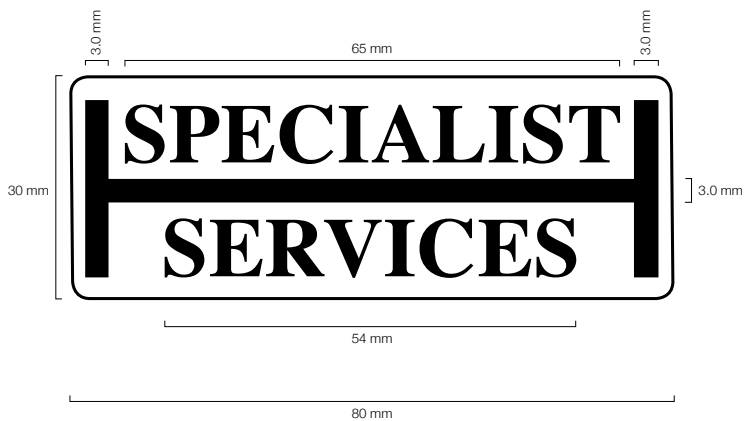
40 mm Width



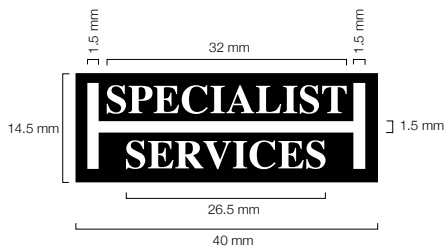
60 mm Width



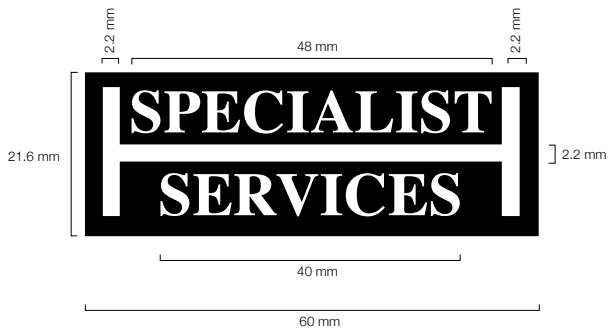
80 mm Width



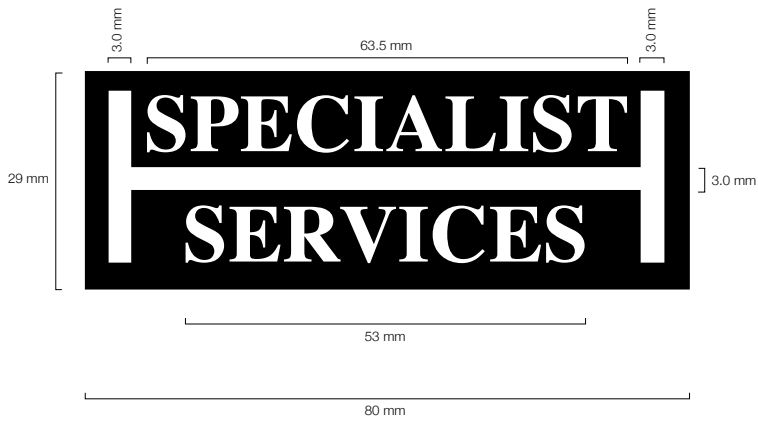
40 mm Width



60 mm Width



80 mm Width



LOGOS

Below are the Specialist corporate marks,
enlarged to a suitable size for scanning.
To receive these logos in digital format,

please contact the marketing
department on +971 4 3472646
or email specserve@specserve.com

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