for designers

The following section covers grid layouts and guidelines for designers and art workers. Without stifling creativity, the following grids and layouts will give pointers to form a uniform look to our literature, stationary, web design and social media.

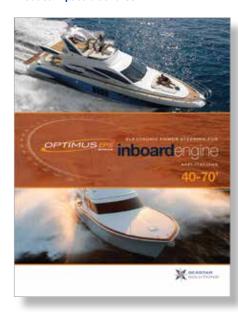
Quality is key, when using quality imagery and design

this can only reflect our company's outward image at all times.

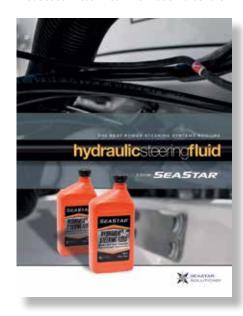
layouts and grids

Creating a uniform for the company

Product impact brochures



Product semi technical information brochure



Product technical data sheet



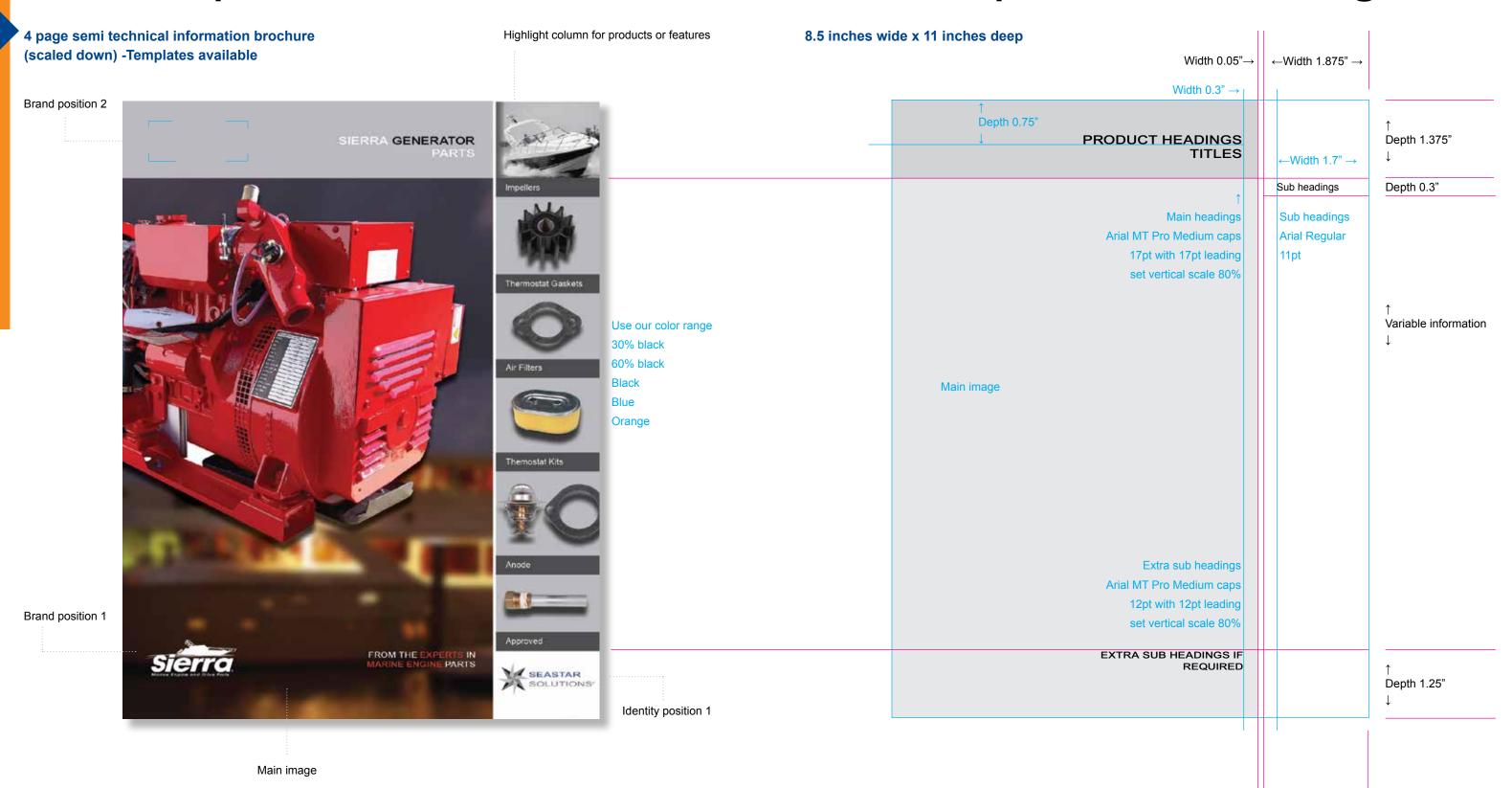


LAYOUTS FOR DESIGNERS

LAYOUTS FOR DESIGNERS

standard product brochure cover

standard product brochure grid



LAYOUTS FOR DESIGNERS LAYOUTS FOR DESIGNERS

standard product brochure spread

4 page and 6 page examples - Templates available 🗸

standard product brochure grid

Examples

Headings

Sub Headings

8.5 inches wide x 11 inches deep



Titles

Vertical scale 80% Horizontal 100% Tracking set to 0

Arial MT Pro Medium - 25pt with 25pt leading - (preferred)

Helvetica Neue - for impact (not adjusted)

Examples

Titles

titles

Headings

Vertical scale 80%

Horizontal 100% Tracking set to 0

Arial MT Pro Medium - 16pt with 16pt

leading - (preferred)

Arial Bold - 16pt with 16pt leading

Arial Black - 16pt with 16pt leading

Sub Headings

Arial Bold - 11-12pt with 15pt leading

Body Text

Vertical scale 100% Horizontal 100%

Body text Arial Regular

Tracking set to 0

Arial Regular - 9pt with 15pt leading -(preferred)

Arial MT Pro Medium - 9pt with 15pt leading

Use our color range 60% black

Branding

Black

Blue Orange E AF ---- CE --

Set up for InDesign Page size 11" x 8" 2 column spreads with 0.16" gutter All margins 0.5"

Add our complimentary colors - see page 40

LAYOUTS FOR DESIGNERS

LAYOUTS FOR DESIGNERS

product impact brochure

4 page semi technical information brochure (scaled down) - Templates available ✓

Highlight area if required

product impact brochure grid

8.5 inches wide x 11 inches deep

