GODFREYS

Specification Guidelines

Helping Clean your World!

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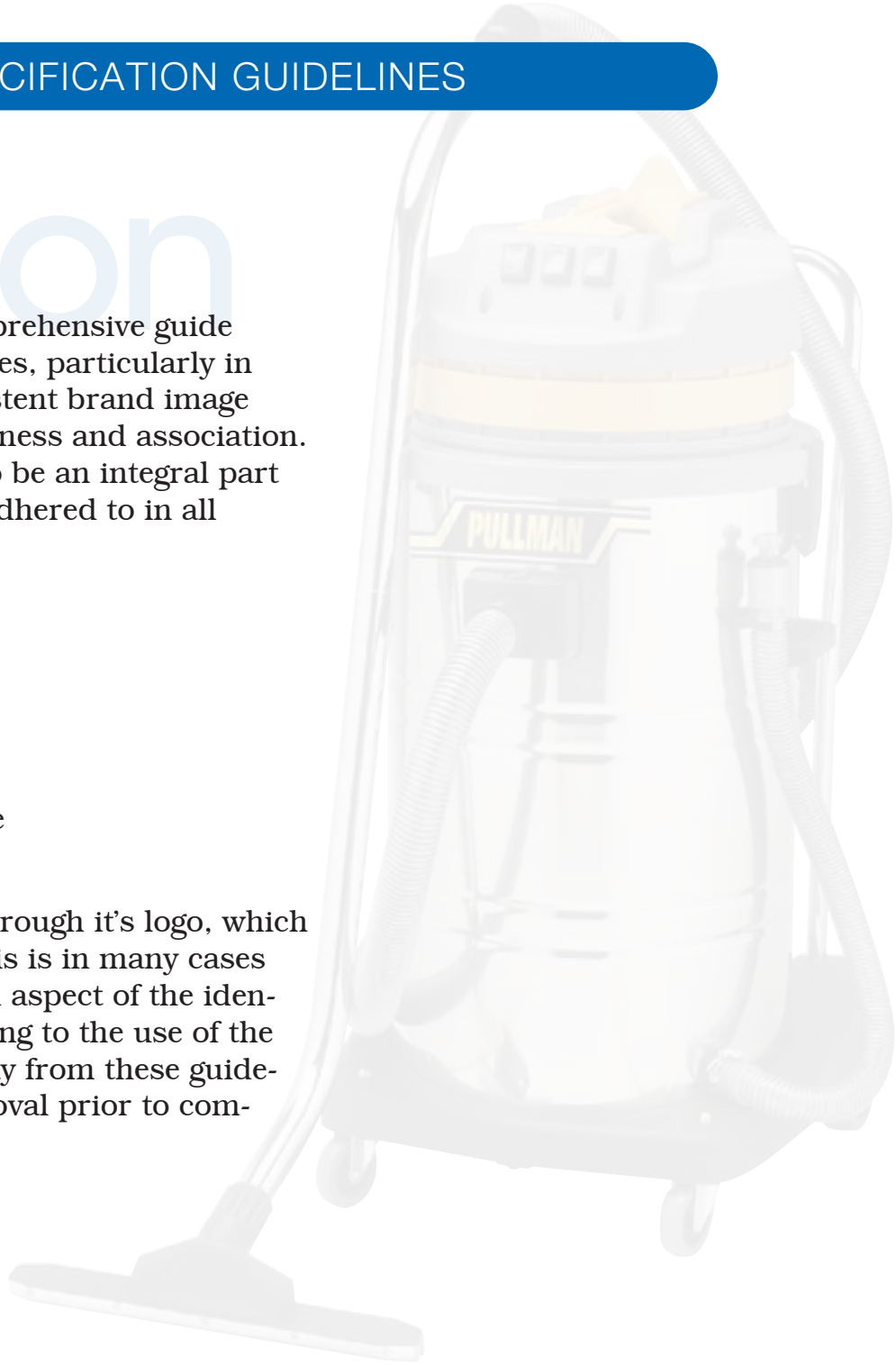
introduction

This manual has been produced in order to provide a comprehensive guide to the reproduction and use of the Godfreys logo and taglines, particularly in signage applications. This is necessary to maintain a consistent brand image throughout the country, thereby strengthening brand awareness and association. The specifications laid out in this manual are considered to be an integral part of the brand's corporate identity, and should therefore be adhered to in all possible circumstances.

GODFREYS ← Logo

The Vacuum and Cleaning Specialists ← Tagline

The most basic way of recognising the Godfreys brand is through it's logo, which has remained basically unchanged for over thirty years. This is in many cases accompanied by a tagline, which serves as an informational aspect of the identity. The following pages will lay out the specifications relating to the use of the logo and associated taglines. Should there be a need to stray from these guidelines, please consult your Godfreys representative for approval prior to commencing production.



logo formats

There are two formats of the Godfeys logo. The horizontal format is the most common and most readily recognised, so for brand awareness purposes it is preferable to use this format wherever possible. This is particularly the case in signage applications where it will be the primary external sign. In cases where size restrictions place restraint on logo size, the vertical format logo may be used, but in this case it is best suited as a supporting element to a horizontal format logo.

Horizontal Format

GODFREYS

Vertical Format

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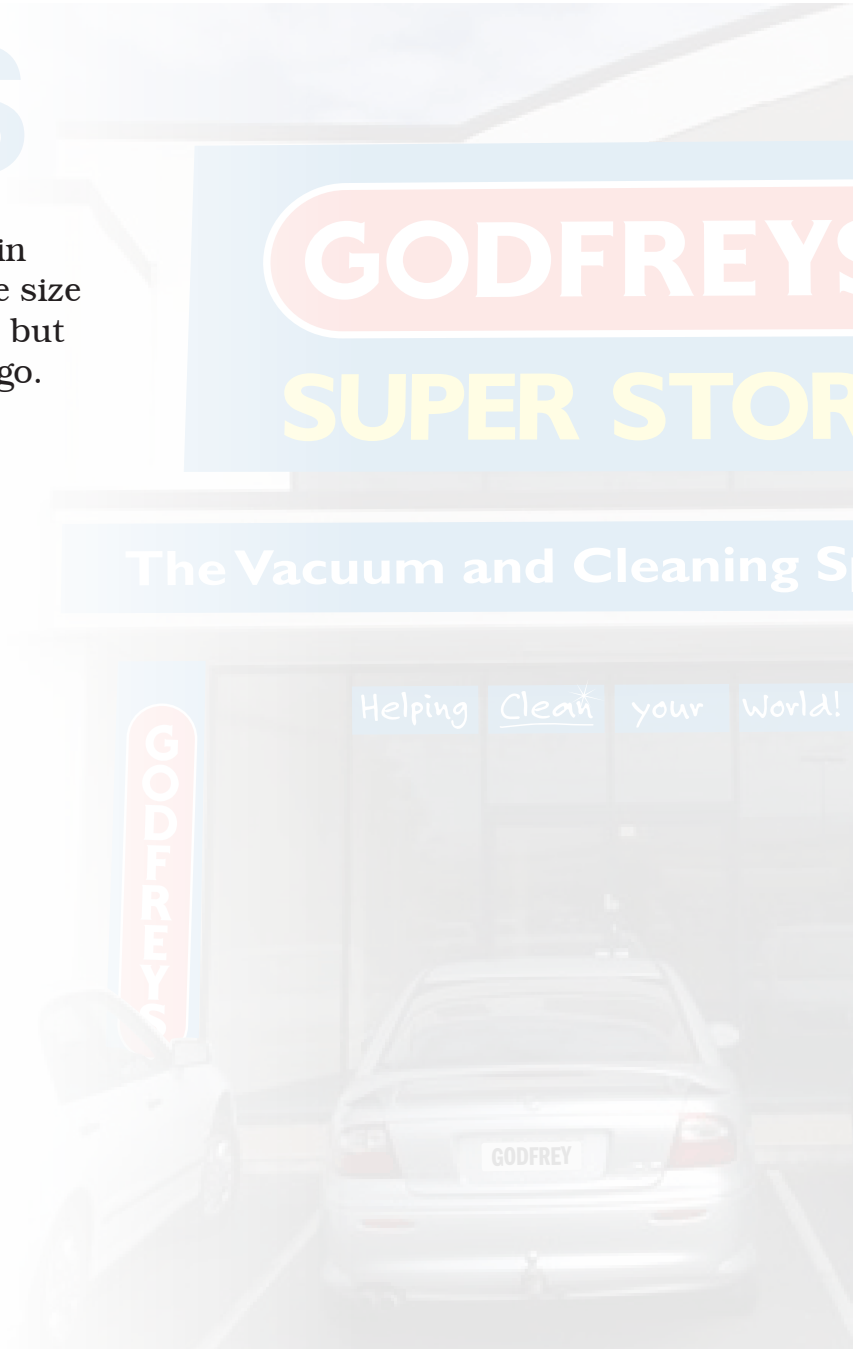


corporate colours

Colour is a very important aspect of brand awareness, and should be treated accordingly.
Depending on the application, the Godfreys corporate colours are to be as follows:

Pantone:
PMS 186 C

CMYK:
0, 94, 100, 0

RGB:
238, 52, 36

Opaque Vinyl:
Avery 987 Spicy Red

Translucent Vinyl:
Avery 5521 Red

Paint:
Solver Firebrand Red

Pantone:
PMS 293 C

CMYK:
100, 57, 0, 2

RGB:
0, 103, 177

Opaque Vinyl:
Avery 934 Vivid Blue

Translucent Vinyl:
Avery 5512 Gentian Blue

Paint:
Dulux Apollo Blue

Pantone:
PMS Process Yellow C

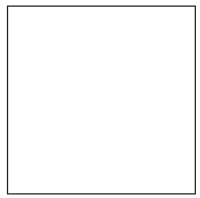
CMYK:
0, 0, 100, 0

RGB:
255, 242, 0

Opaque Vinyl:
Avery 951 Primrose

Translucent Vinyl:
Avery 5551 Primrose

Paint:
Solver Process Yellow



Pantone:
White

CMYK:
0, 0, 0, 0

RGB:
255, 255, 255

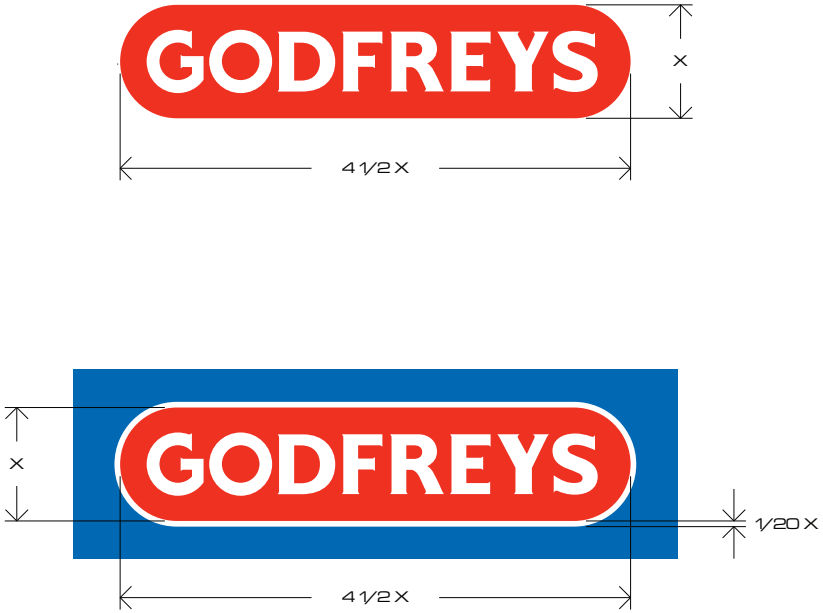
Opaque Vinyl:
Opal or White

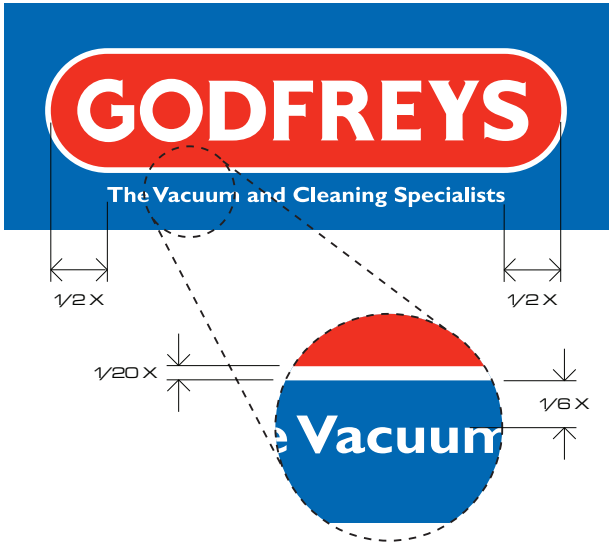
Translucent Vinyl:
White

Paint:
White

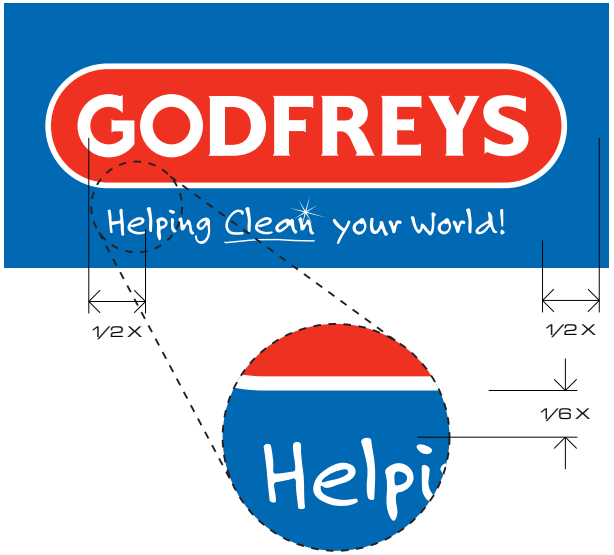
logo specifications

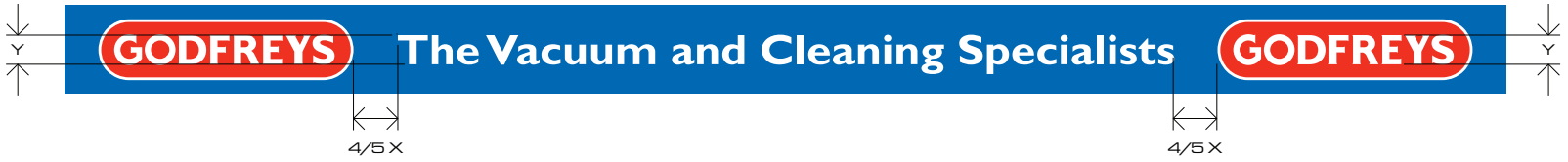
Under no circumstances should attempts be made to reproduce the logo without files provided by your Godfreys representative. Wherever possible the background colour behind the logo should be Godfreys corporate blue. In cases of specific exemption to this, the white border may be excluded when the background is a light colour and does not clash with the corporate red.
The following specifications use simple mathematical formulae to describe the relative relationships between the logo elements, where 'X' is the height of the logo's red background excluding the white border.



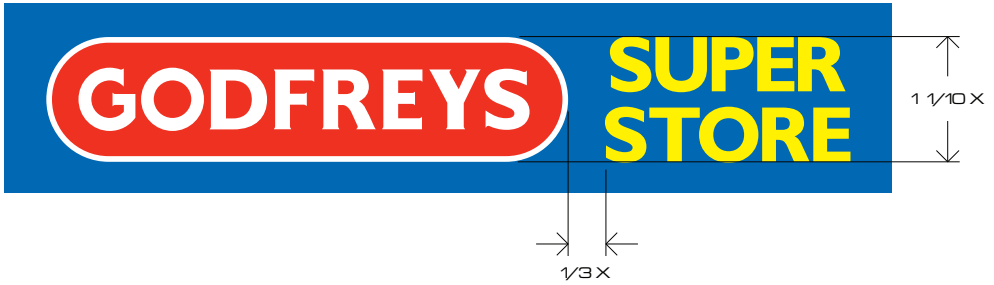


logo specifications continued





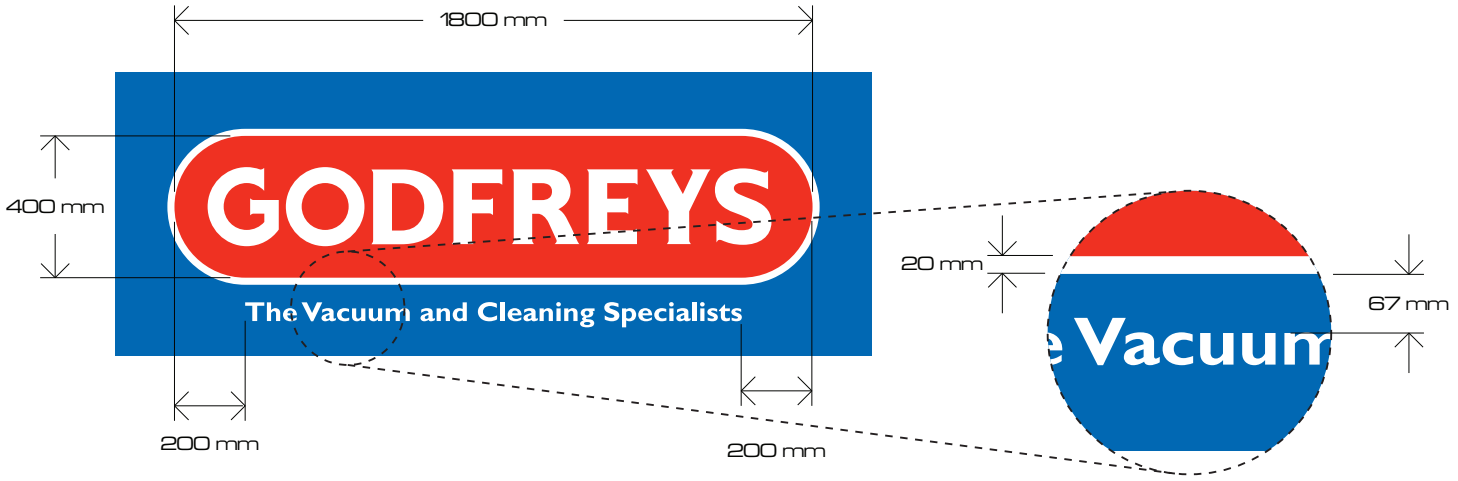
logo specifications continued



NB: In situations where further informational text is to be provided to customers, the Godfreys corporate typeface is Gill Sans Bold, either in Godfreys corporate yellow, blue or white.

examples

The following are examples of implementing the specification ratios. By starting with a known dimension (such as the width of the logo) it is easy to determine the other measurements. In the instance below the logo is 1800mm wide.



In the example below, Y is the cap height of the text in the logo (ie. the 'F', 'E' or 'Y'), as well as the height of the left stem of the letter 'H' in "Helping". This then determines the length of the tagline.

examples

Godfreys fascia signage is produced from either digitally printed banner material or computer-cut vinyl clad weath-ertex, colourbond or 10mm foamed PVC.

The following images show before and after examples of shop fascia photomontages.

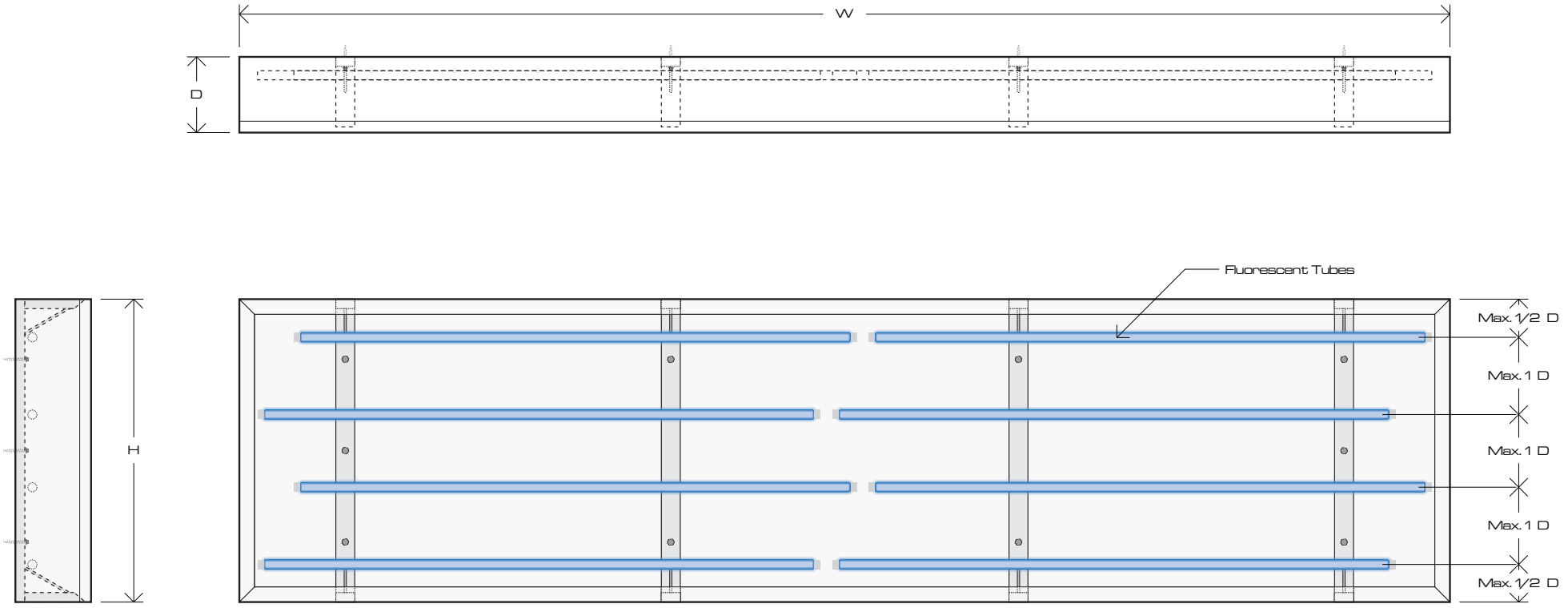
GODFREYS

LOGO SPECIFICATION GUIDELINES

structurals

The following structural drawings are typical of those used to produce illuminated Godfreys signage. Faces are either acrylic, high impact plastic or polycarbonate decorated with computer-cut vinyl, or - when the box's physical dimensions dictate - digitally printed flexface.

Single-Sided Lightbox Structutral



signbox

Single- and double-sided signboxes are an effective and eye-catching way of promoting Godfreys stores. They are constructed from a shell of either reinforced MDF or aluminium, with fabricated 3D opal acrylic punching 20mm through the face of the shell. Internal fluorescent illumination adds to their effectiveness as a promotional tool. They are produced in either 1500, 2700, 3000 or 3600W x 150D sizes, with concealed fixings and cabling, and have a removable access panel to enable fluorescent tube replacement.

Single- or Double-Sided Signbox View

Single-Sided Signbox Rear View

product signage

Instore signage is available to promote Godfreys product brands and services. This page shows corflute signage overlaid with digital prints promoting product sectors. The following signs are available in two sizes: either 1490 x 600mm or 850 x 342mm, and are available to order through your Godfreys representative.

1490 x 680mm or 850 x 388mm

product signage continued

The following instore signs are available in either 620 x 260mm or 450 x 190mm.

These instore product branding signs are available in either 1270 x 370mm or 750 x 230mm.

conclusion

This manual has been produced with the aim of maintaining continuity in the way Godfreys is portrayed to the public. It is essential that these guidelines are adhered to as closely as possible. In circumstances where a topic is not covered by these guidelines or deviation from them is required it is advised to contact your Godfreys representative to ensure consistent brand integrity.