



SAN LEON
ENERGY

San Leon Energy plc

Brand identity guidelines // June 2013

UNIFORMITY & CONSISTENCY

All great identities are applied with uniformity and consistency.

To achieve consistency please adhere to the rules in this manual.

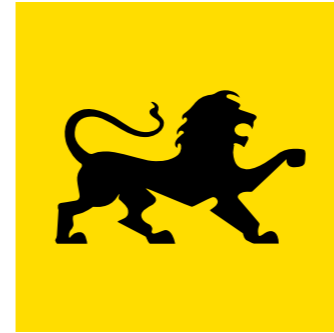
If you have any questions please email guy.lane@the-college.com at The College, our brand agency in London.

Please also ensure that you copy elizabeth@sanleonenergy.com and guy.lane@the-college.com, on all applications before you go into production.

Our brand identity will be successful only if we all ensure uniformity and consistency across all our applications.

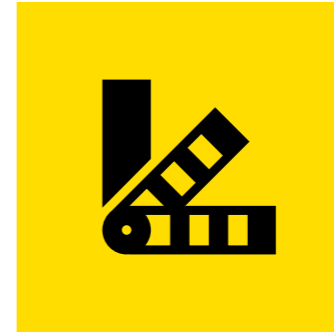
Ray King

Company Secretary
San Leon Energy plc



Logo //

See page 2



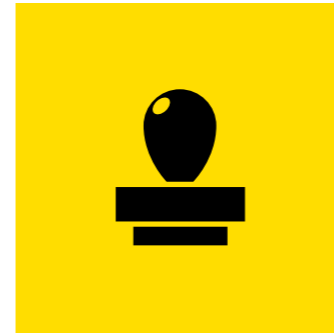
Colours //

See page 6



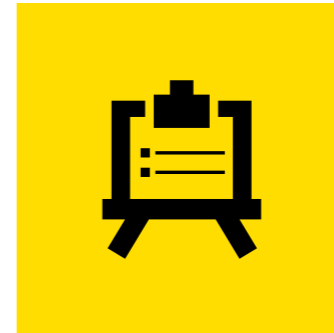
Typography //

See page 8



Stationery //

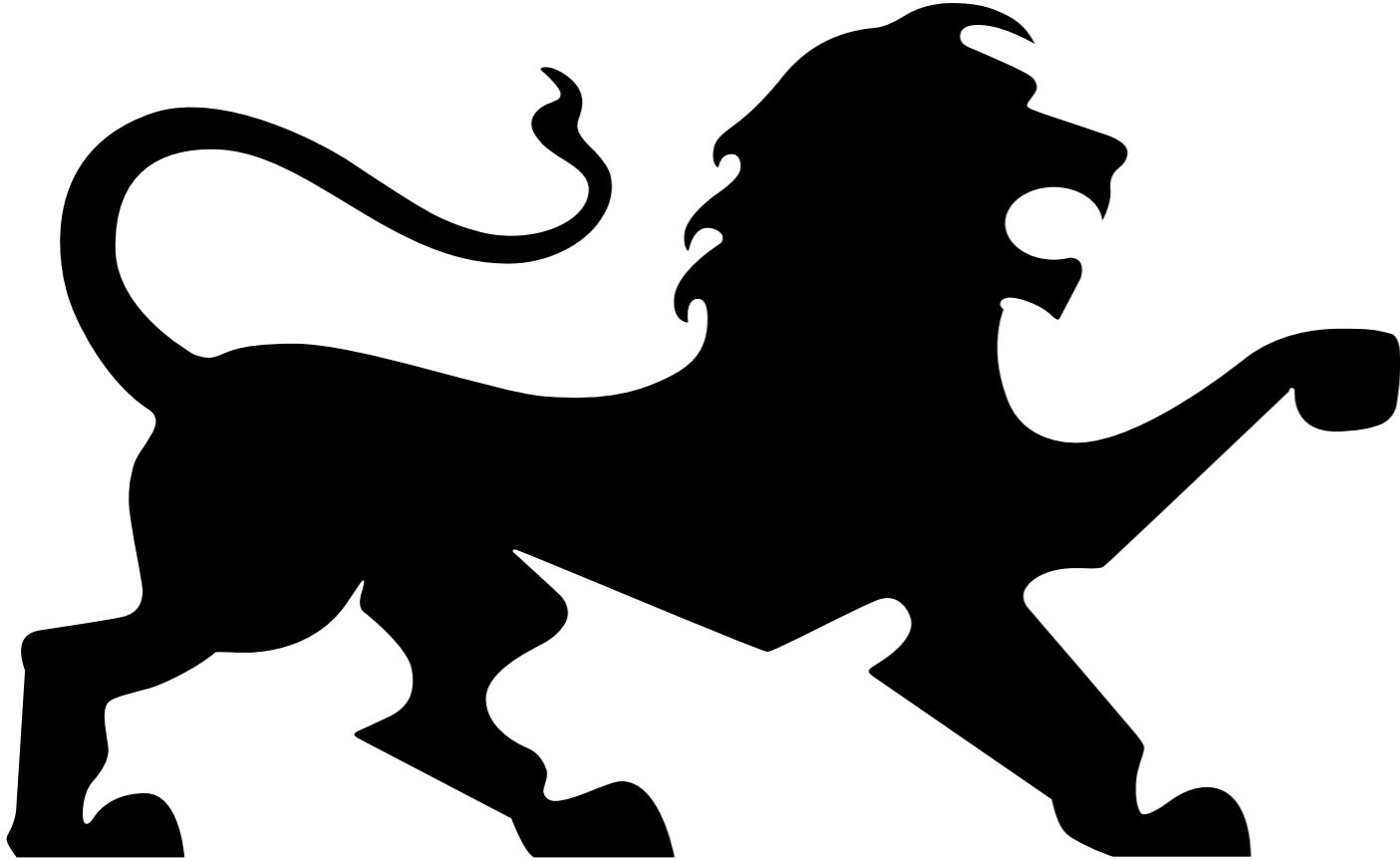
See page 10



Presentations //

See page 13

Logo // Marque



Logo // Options

Linear version



Linear version // Reversed



Stacked version



Stacked version // Reversed



You can use either the linear or stacked version according to what you think works best.

Logo // How to use it

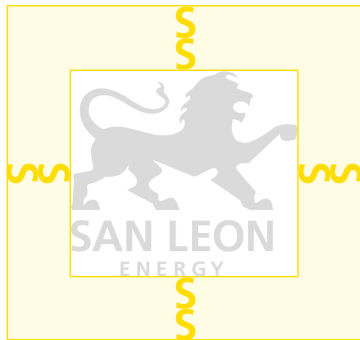
Safe area



Minimum size



Safe area



Minimum size



Logo // Correct/incorrect use

Correct use

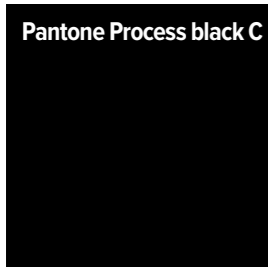


Incorrect use

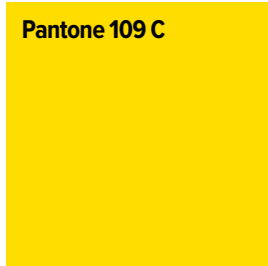


The positive version of the logo can be used on light, simple backgrounds. You should use the white-out version on dark colours and images.

Colours // Primary



CMYK //
C0 M0 Y0 K100
RGB //
R0 G0 B0
HTML //
1E1E1E



CMYK // C0 M10 Y100 K0
RGB // R254 G209 B0
HTML // FED100
Note // For uncoated paper stock use Pantone 108 U for a better representation.

Colours // Secondary



CMYK //
C31 M85 Y59 K74
RGB //
R94 G48 B50
HTML //
5E3032



CMYK //
C0 M71 Y100 K0
RGB //
R255 G88 B0
HTML //
FF5800



CMYK //
C11 M95 Y71 K33
RGB //
R158 G48 B57
HTML //
9E3039



CMYK //
C0 M0 Y95 K0
RGB //
R250 G231 B0
HTML //
FAE700



CMYK //
C0 M96 Y90 K2
RGB //
R205 G32 B44
HTML //
CD202C



CMYK //
C31 M0 Y100 K3
RGB //
R182 G191 B0
HTML //
B6BF00

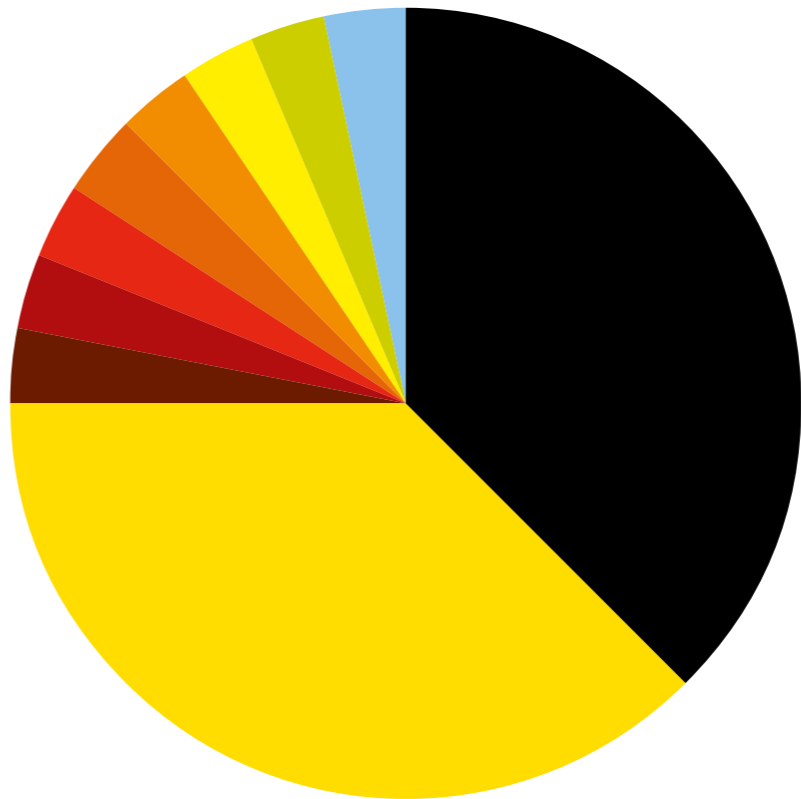


CMYK //
C0 M82 Y94 K2
RGB //
R210 G73 B42
HTML //
D2492A



CMYK //
C59 M11 Y0 K0
RGB //
R99 G177 B229
HTML //
63B1E5

Relative use



We use our two primary colours, black and yellow, by default and have the opportunity to also use secondary colours for accent.

Use secondary colours carefully, such that they do not dominate any given application. The sum of the secondary colours should not equate to more than 25% of total colour use.

It is important that our primary colours predominate.



ABCDEFGHIJ
KLMNOPQRSTUVWXYZ

abcdefghijkl
klmnopqrstuvwxyz

Aa Thin
Aa Thin italic
Aa Light
Aa Light italic
Aa Regular
Aa Regular italic

Aa Semibold
Aa Semibold italic
Aa Bold
Aa Bold italic

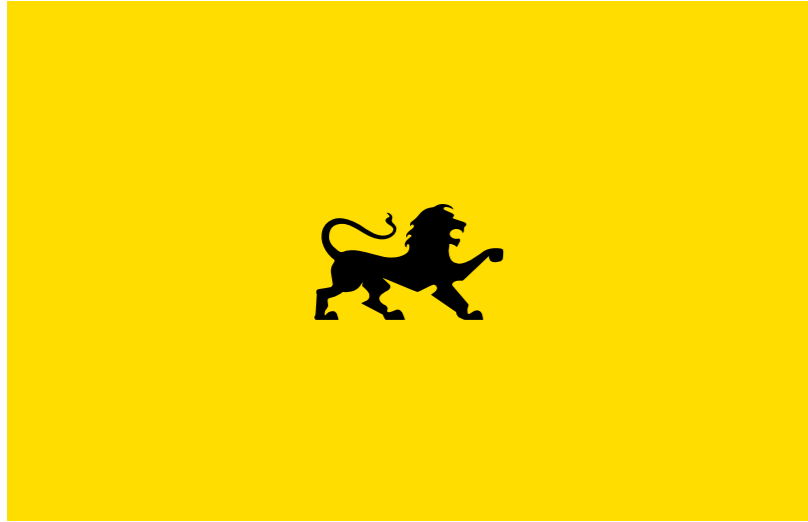
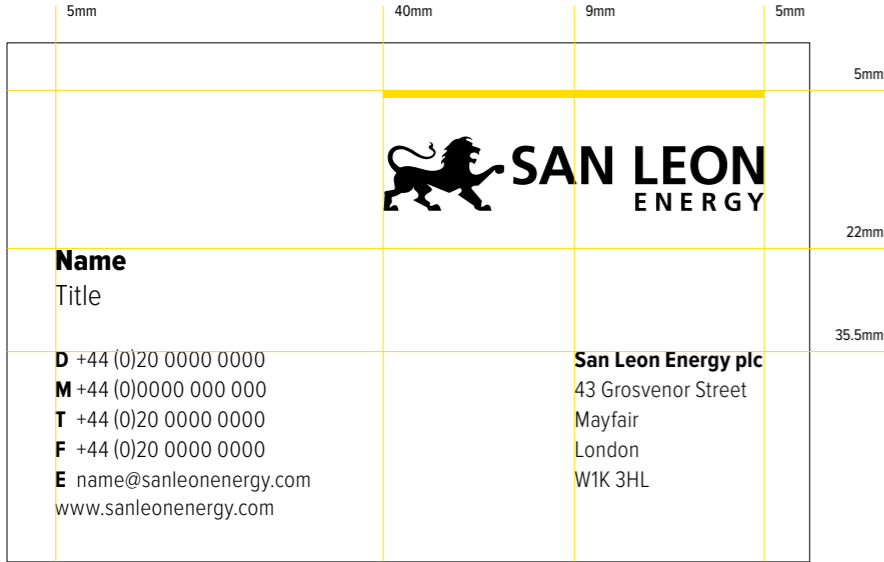
Aa Extrabold
Aa Extrabold italic
Aa Black
Aa Black italic

Proxima Nova Condensed is San Leon’s corporate typeface. It was chosen for its legibility and bold, simple appearance.

All media has to use Proxima Nova Condensed i.e. stationery, signage, brochures, annual reports, websites, presentations, etc.

System/PC Font
The system font Arial has been selected as an alternative. This should only be utilised when Proxima Nova Condensed is not available.

Stationery // Business card



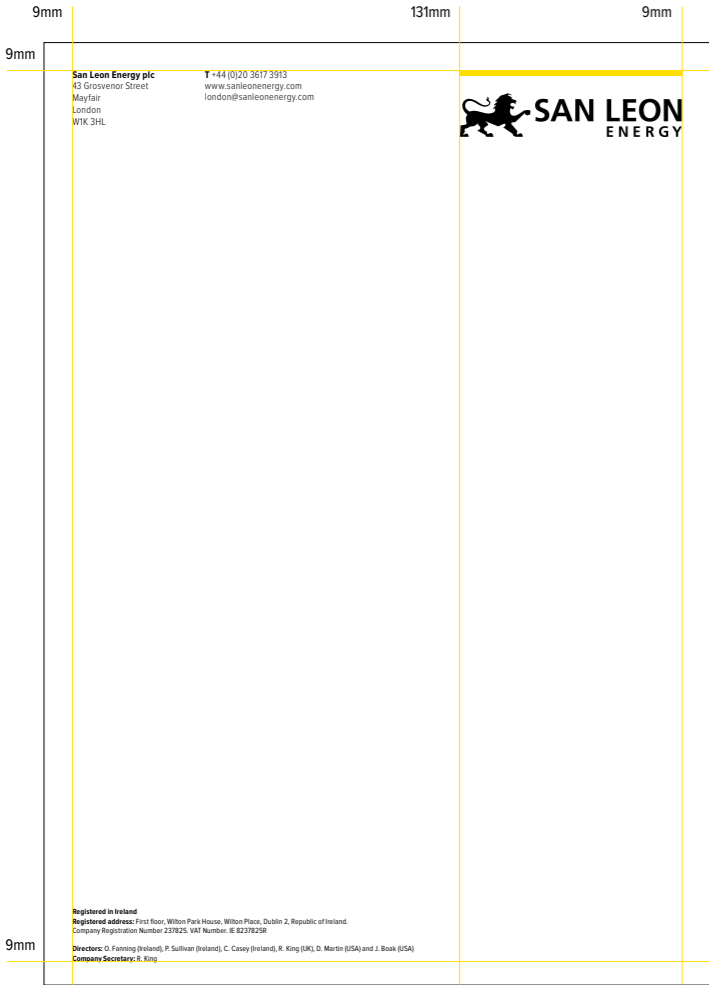
Business card dimensions: 85mm(w) x 55mm(h)

Stationery // Compliments slip



Compliments slip dimensions: 210mm(w) x 100mm(h)

Stationery // Letterhead




Letterhead dimensions: 210mm(w) x 297mm(h)

Presentations // PowerPoint

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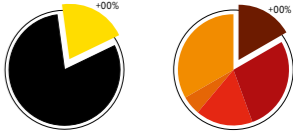


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SAN LEON ENERGY 00





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