

Helimods

Brand Guidelines

This document outlines the rules, guidelines and restrictions that need to be considered when working with the HeliMods brand.

Please follow these guidelines to ensure HeliMods maintains a strong brand image and consistent visual identity.

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1.1 Logo Variations

SOLID LOGO

There are three colour variations of the solid HeliMods logo.

The full colour version is the preferred version for use on a white background while the white version is the preferred choice for use on a blue background.

The black and white versions are available for use when colour is not suitable / available.

NOTE: Always use the logo files supplied. Never alter the logo in anyway or recreate the logo files.

The image shows the word "HeliMods" in a bold, italicized, sans-serif font. The letters are a vibrant blue color. The logo is centered within a white rectangular box with a thin grey border.

HeliMods_Logo_Full_Colour
(shown on white background)

The image shows the word "HeliMods" in a bold, italicized, sans-serif font. The letters are white, and they are set against a solid blue rectangular background. The logo is centered within a white rectangular box with a thin grey border.

HeliMods_Logo_White
(shown on blue background)

The image shows the word "HeliMods" in a bold, italicized, sans-serif font. The letters are black. The logo is centered within a white rectangular box with a thin grey border.

HeliMods_Logo_Black
(shown on white background)

1.1 Logo Variations

OUTLINED LOGO

There are three colour variations of the outlined HeliMods logo.

The full colour version is the preferred version for use on a white background while the white version is the preferred choice for use on a blue background.

The black and white versions are available for use when colour is not suitable / available.

NOTE: Always use the logo files supplied. Never alter the logo in anyway or recreate the logo files.



HeliMods_Logo_Full_Colour
(shown on white background)



HeliMods_Logo_White
(shown on blue background)



HeliMods_Logo_Black
(shown on white background)

1.1 Logo Variations

SOLID ICON

There are three colour variations of the solid HeliMods icon.

The full colour version is the preferred version for use on a white background while the white version is the preferred choice for use on a blue background.

The black and white versions are available for use when colour is not suitable / available.

NOTE: Always use the logo files supplied. Never alter the logo in anyway or recreate the logo files.



HeliMods_Logo_Icon_Solid_Full_Colour
(shown on white background)



HeliMods_Logo_Icon_Solid_White
(shown on blue background)



HeliMods_Logo_Icon_Solid_Black
(shown on white background)

1.1 Logo Variations

OUTLINED ICON

There are three colour variations of the outlined HeliMods icon.

The full colour version is the preferred version for use on a white background while the white version is the preferred choice for use on a blue background.

The black and white versions are available for use when colour is not suitable / available.

NOTE: Always use the logo files supplied. Never alter the logo in anyway or recreate the logo files.



HeliMods_Logo_Icon_Outline_Full_Colour
(shown on white background)



HeliMods_Logo_Icon_Outline_White
(shown on blue background)

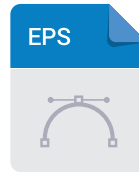


HeliMods_Logo_Icon_Outline_Black
(shown on white background)

1.2 File Types Explained

The HeliMods logo files have been supplied as three different file types (EPS, JPG and PNG) for use across all print and digital media.

Read on for further explanation as to which file to use for which application.



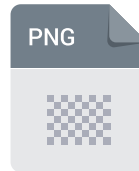
EPS

An EPS is a vector file used by designers. EPS files are an industry standard file type that can be imported into all major design programs. An EPS file is one of the most preferred formats by printers, promotional product companies, signage companies and other third party creatives.



JPG

A JPG file is a compressed image file that does not support a transparent background. JPG files can vary in resolution with high quality for desktop printing, medium quality for web viewing and low quality for email. When compressed repeatedly the overall quality of a JPG image is reduced.



PNG

A PNG file format is most commonly used online due to its low resolution. PNG files are bitmap images that employ lossless data compression. The major benefit of PNG files is that they support transparent backgrounds.



1.3 Exclusion Zones

The exclusion zone is the clear space left around the logo to protect its aesthetic integrity.

It is crucial that the correct exclusion zone be applied to the logo at all times. For the HeliMods logo it is determined by the height of the 'X', as shown in the diagram to the right.



HeliMods_Logo



HeliMods_Icon

1.4 Logo Rules

Always use the logo files supplied.
Never alter the logo in anyway
or recreate the logo files.

DO NOT DO ANY OF THE FOLLOWING:

1. DO NOT alter the colours of the logo
2. DO NOT delete parts of the logo
3. DO NOT rotate parts of the logo
4. DO NOT use backgrounds that make the logo hard to read
5. DO NOT rotate the logo
6. DO NOT distort the logo
7. DO NOT change the logo fonts
8. DO NOT move individual logo elements
9. DO NOT scale parts of the logo

1.



Helimods

2.



Helimod

3.



Helimods

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5.



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HELIMODS

8.



*Heli
mods*

9.



*Heli
Mods*

2.1 Colour Palette

This page shows all the colours associated with the HeliMods brand. When designing for HeliMods please ensure these exact colour codes are used. Colours that are not displayed on this page should not be used without approval by the brand manager.

CMYK

> Use for digital and offset printing

CMYK indicates the ink colours used in full colour printing; Cyan, Magenta, Yellow and Black.

PMS (Pantone)

> Use for offset printing

PMS (Pantone) colours are specific colour codes created to ensure consistency when colours are printed using the offset method.

RGB

> Use for web & digital

RGB stands for Red, Green and Blue. These are the colours that are used to form images on screen.

HERO (LOGO) COLOURS

HELIMODS BLUE

PMS 2172C
C86. M42. Y0. K0.
R0. G127. B196
HEX# 007FC4

NAVY

PMS 654C
C100. M71. Y10. K47.
R0. G58. B112.
HEX# 003A70

FULL COLOUR PALETTE

HELIMODS BLUE

PMS 2172C
C86. M42. Y0. K0.
R0. G127. B196
HEX# 007FC4

NAVY

PMS 654C
C100. M71. Y10. K47.
R0. G58. B112.
HEX# 003A70

LIGHT BLUE

PMS 656C
C10. M2. Y0. K0.
R221. G229. B237
HEX# DDE5ED

STEEL GREY

PMS 430C
C33 18 13 40
R124 135 142
HEX# 7C878E

BLACK

100K
C0. M0. Y0. K100.
R0. G0. B0.
HEX# 000000

STEALTH GREY

PMS 432C
C65. M43. Y26. K78.
R51. G63. B72.
HEX# 333F48

TAN

PMS 7528C
C5. M10. Y17. K16
R197. G185. B172.
HEX# C5B9AC

BURNT ORANGE

PMS 7417C
C1. M83. K85. K0.
R224. G78. B57.
HEX# E04E39

A complimentary warm colour

A call to action colour

3.1 Brand Fonts

When designing applications for HeliMods always ensure the correct fonts (specified on this page) are used.

The corporate font is **Din Next LT Pro**, with the primary weights being Regular and Bold. This font should be used on all corporate and promotional material where possible.

A substitute font has been specified for when the corporate font is unavailable.

CORPORATE FONT

Din Next LT Pro Regular

abcdefghijklmnopqrstuvwxyz

1234567890 > < ! @ # \$ % ^ & * ?

Din Next LT Pro Italic

abcdefghijklmnopqrstuvwxyz

1234567890 > < ! @ # \$ % ^ & * ?

Din Next LT Pro Bold

abcdefghijklmnopqrstuvwxyz

1234567890 > < ! @ # \$ % ^ & * ?

Din Next LT Pro Italic

abcdefghijklmnopqrstuvwxyz

1234567890 > < ! @ # \$ % ^ & * ?

SUBSTITUTE FONT

Arial Regular

abcdefghijklmnopqrstuvwxyz

1234567890 > < ! @ # \$ % ^ & * ?

Arial Regular Italic

abcdefghijklmnopqrstuvwxyz

1234567890 > < ! @ # \$ % ^ & * ?

Arial Bold

abcdefghijklmnopqrstuvwxyz

1234567890 > < ! @ # \$ % ^ & * ?

Arial Bold Italic

abcdefghijklmnopqrstuvwxyz

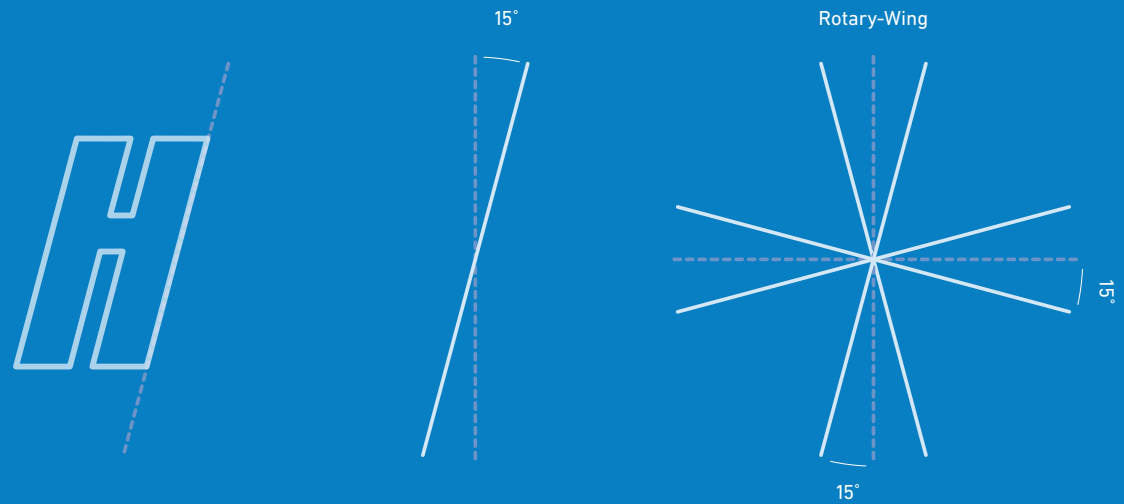
1234567890 > < ! @ # \$ % ^ & * ?

4.1 HeliMods Framework

BRAND RULES

Taken from the letter 'H', a 15° degree angle is the hero throughout the HeliMods Brand.

Reflective of a rotary-wing, the following page explores the rules of how this angle may be implemented.



4.1 HeliMods Framework

BRAND RULES

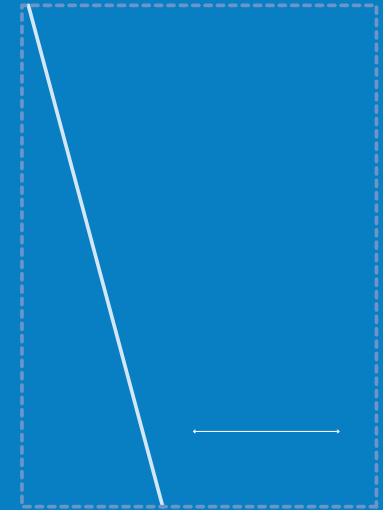
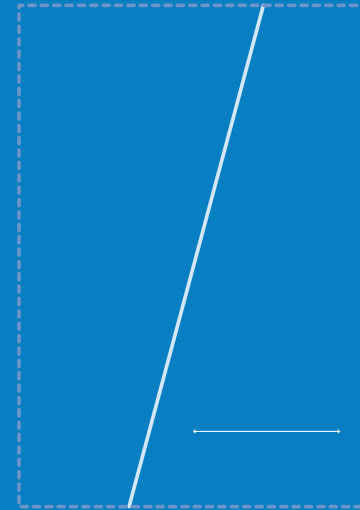
When designing applications for HeliMods always ensure the correct angles (specified on this page) are used.

A vertical 15° degree angle may be placed at any point within the design.

A vertical -15° degree angle may be placed at any point within the design.



A vertical 15° degree angle may be placed at any point within the design



A vertical -15° degree angle may be placed at any point within the design

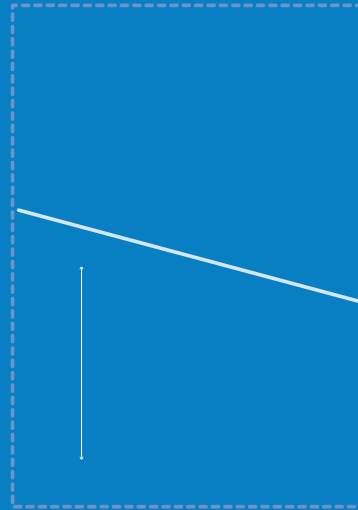
4.1 HeliMods Framework

BRAND RULES

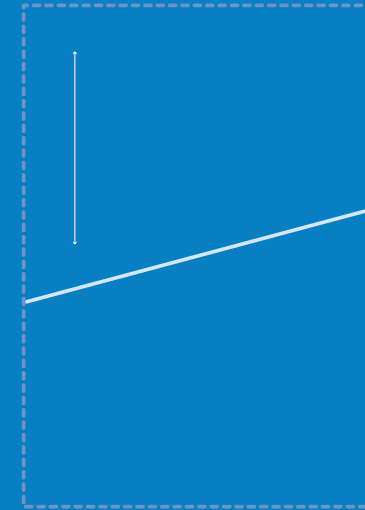
When designing applications for HeliMods always ensure the correct angles (specified on this page) are used.

A horizontal 15° degree angle may be placed at any point within the design.

A horizontal -15° degree angle may be placed at any point within the design.



A horizontal 15° degree angle may be placed at any point within the design



A horizontal -15° degree angle may be placed at any point within the design

For further information about these guidelines or to request brand assets please email design@weareva.com.au