



CANARY WHARF  
GROUP PLC

Logo Usage Guidelines

# THE BRAND MARK

## Choosing the right brand mark

---

Our brand marks will be used in many ways and on many different materials. So that we have a solution for every eventuality, our brand marks come in a family of alternative colours, shown over this and the following three pages.

### Our primary brand marks

These are our preferred versions of the brand mark for Canary Wharf Group plc. They are in **two colours** and are available in two versions, one suitable for light backgrounds and one for dark.



### Our secondary brand marks

There are times when our primary brand marks are not suitable. This might be because only a **single colour** is available to use, the type of material we are printing onto, or because of a difficult background colour. In these cases there are three other versions that can be used. The solid black logo should be used on all in-house printing and when adding the logo to templates.



## THE BRAND MARK

### Using Canary Wharf Group plc trademarks

---

Canary Wharf Group plc's trademarks, service marks, trade names, and trade dress are valuable assets. By using an CWG trademark, in whole or in part, you are acknowledging that CWG is the sole owner of the trademark and promising that you will not interfere with CWG's rights in the trademark, including challenging CWG's use, registration of, or application to register such trademark, alone or in combination with other words, anywhere in the world, and that you will not harm, misuse, or bring into disrepute any CWG trademark.

#### How should the ® symbol be used?

In general we have opted to use the Brand Mark without the trademark symbol in all applications. The ® should only appear with the approval of the brand team on special occasions.



THE BRAND MARK

Using the right logo

Primary brand marks  
Two colour



Secondary brand marks  
Single colour



This version of the logo can be used for items such as pens and ribbons.



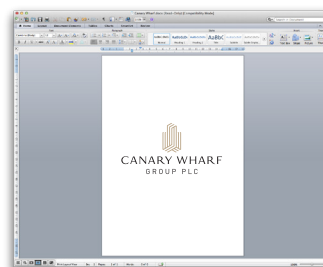
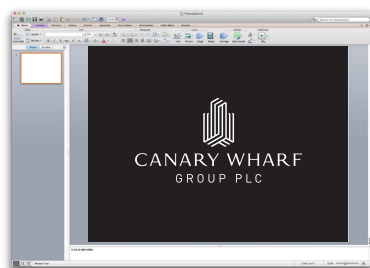
## THE BRAND MARK

### Using the right file type

All our brand marks are available in three different file types. Each of these are for use in different situations. More often than not you will be using either the **jpg**, **png** or **eps** file types for desktop publishing and presentation work. The **eps** file formats require creative software packages to open them.

The **RGB** colour model is used primarily for computer screen presentation. It is a colour model in which red, green and blue light are added together in various ways to reproduce a broad array of colours.

The **CMYK** four colour model is used in colour printing and is also used to describe the printing process itself. CMYK refers to the four inks used in some color printing: cyan, magenta, yellow, and key (black).



#### File types

**The png file format:** The great thing about png files is that they have transparent backgrounds, so they can be placed on solid colour, or photography. They are low resolution files however and best used for screen presentations. They are RGB colour files.

**The jpg:** Most people are familiar with the jpg format. Originally designed to make file sizes as small as possible, it is a low resolution file for on screen presentations and the CMYK version is perfect for desktop printing.

**The eps file:** The eps file is some times referred to as an eps file or vector file. It has no limit as to how big or small it is printed - it will always look crisp and clear. It also holds specialist colour information.

#### Why choose it?



The only version where the logo type or the whole logo mark is available in is white.

Opens up in most programmes versions for both desktop printing and on screen presentations.

An eps can be scaled to any size and hold specialist colour information. However, you will need creative software packages to open them.

#### Best used for



On screen presentations.

Desktop printing and on screen presentations.

All professional design work.

#### Watch out for



Not ideal for printing (the colour may vary). It will become blocky and pixelated if made too big.

Because jpgs have white backgrounds they shouldn't be used on a colour or photographic background.

You should always consult with the brand guardian before sending these files to an external agency.

#### Do not use when



They are low resolution files, so not suitable for professional printing or signage.

They are low resolution files, so not suitable for professional printing or signage.

These files will only open in creative software packages.

## THE BRAND MARK

### Looking after our brand marks







All our brand marks have been carefully drawn and arranged to form a balanced 'whole'. **It is vital not to change them.** Think of our brand mark as a signature. It needs to be consistently and predictably presented.



#### The brand mark

Our brand mark contains two elements, the logo mark and the logotype. Collectively we refer to them as the brand mark. The logotype is designed to accommodate the different companies and sub-brands within the group.

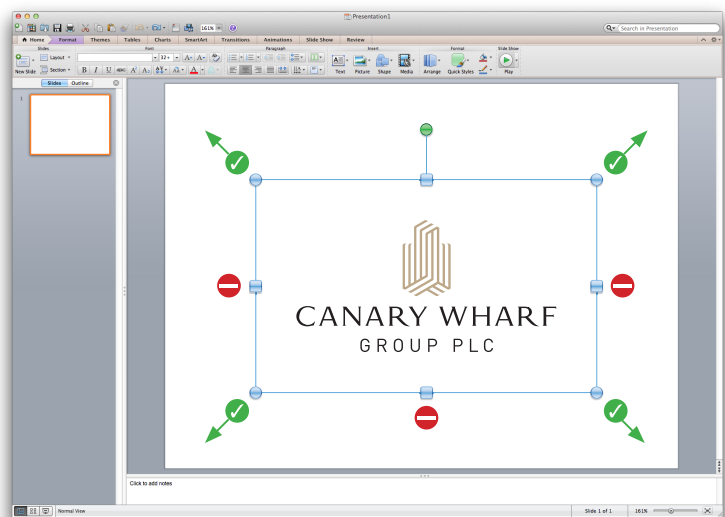
#### Some common mistakes in displaying the brand mark

-  **do not** alter the size of the mark or the type
-  **do not** change the position of the mark or type
-  **do not** change the name in any way or 'stack' the text
-  **do not** 'box' the brand mark
-  **do not** change the colour of any part of the brand mark
-  **do not** stretch the brand mark

## THE BRAND MARK

### A word about resizing

One of the easiest mistakes to make when using our brand marks is to resize them incorrectly. To help you, here are a few hints and tips to preserve the integrity of the brand mark when resizing.



#### Resizing the brand mark proportionally

If you have to resize the brand mark in Microsoft PowerPoint or Word always click and drag diagonally from the corner of the bounding box. This way the mark will be scaled proportionally. In other programs, holding down the shift key while resizing scales the brand mark without distortion.



Resize by dragging from the corner and holding shift

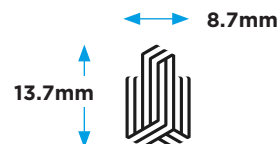
#### Size of the brand mark

The brand mark should never appear smaller than 46mm wide. There may be occasions whereby this is not possible, in which case, prior to engaging costs, please consult the brand guardian.

- ✓ The brand mark is 47mm wide on all templates



- ✓ The logo mark is 8.7mm wide on all continuation paper (actual size shown below)



#### Common resizing mistakes

It's too easy to distort when resizing and end up with the brand mark squeezed or squashed. If it is distorted, delete and re-import the file. Make sure you are not making the brand mark too big - it might end up looking blocky or pixelated.



## THE BRAND MARK

### Using the logo mark on its own

There are occasions when, due to size restrictions or the desire to create something decorative - or as a background - the logo mark may be used on its own without the logo type (the Canary Wharf text) beneath it. A few examples are shown below.

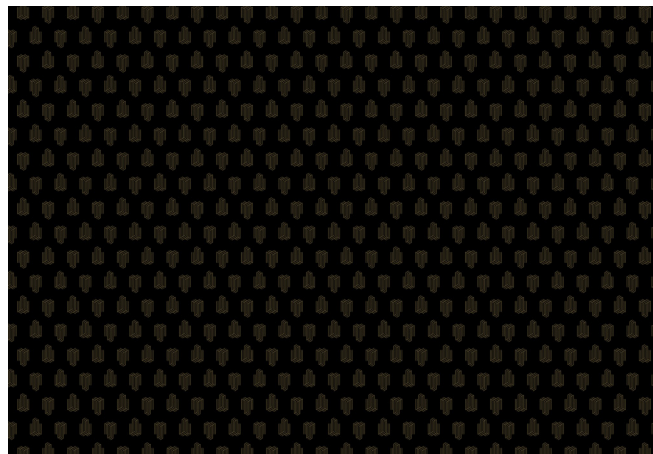
BADGING



TREE GRATE



WASTE BINS



WRAPPING PAPER



USB STICK



PAVING INSERTS





## THE BRAND MARK

### The importance of clear space

Making our brand mark the hero of our communications isn't about how big we make it, it's about how much space we give it. To make sure we have enough space around our brand marks we suggest a 'clear space' area equivalent to the height of two letter 'Cs' all around.

✓ Great standout clearspace all around the brand mark



✗ The brand mark is crowded by the image and the page edge



# COLOUR

## Our colour palettes

There is a primary and secondary palette available to us to use when creating our brand look and feel. Our primary palette is based around the colours in our brand marks. The secondary palette is available for use in all aspects of the marketing mix.

All of the colours shown here have their colour breakdowns, be they for four colour printing (CMYK), single colour printing (Pantone) and screen presentations (RGB). In addition, metallic foil and vinyl specifications are shown.

**Please note:** the gold for single colour printing is a special colour mix and should be indicated as such when briefing printers.

### Primary colour palette



C40 M40 Y40 K100  
PANTONE BLACK  
R16 G12 B8  
KPMF VINYL K71021  
Matt Black  
RAL 9005



C15 M23 Y40 K15  
HEIDLBURG INK  
MIX REF:  
SU22PMSCSP001  
SAPHIRA PANTONE  
CANARY WHARF  
GRP GOLD  
R199 G177 B145  
RAL 1001



METALLIC FOIL  
KURZ GTS 429  
KPMF SERIES  
METALLIC CAST  
VINYL K70936  
Summer Gold  
Metallic



C0 M0 Y0 K50  
PANTONE SILVER  
R157 G157 B156  
RAL 7004



METALLIC FOIL  
API METAFOL 1000  
SILVER  
KPMF SERIES  
METALLIC CAST  
VINYL K70911  
Silver Metallic



C0 M30 Y100 K0  
PANTONE 1225C  
PANTONE 115U  
R251 G186 B20  
KPMF SERIES GLOSS  
CAST VINYL K70036  
Buttercup  
RAL 1003

### Our primary brand palette:

includes the black, white, gold, silvers and yellow found in our brand marks. They have been chosen to excite a sense of value and luxury. Yellow is reserved for use by Canary Wharf Contractors only.

### Our secondary brand palette:

includes ten bright contemporary colours chosen to give great stand-out and differentiation. Each of the ten colours is available in three different shades or tints. This palette is available and pre-loaded in all our PowerPoint and Word document templates.

## COLOUR

### Identity colour suite

FOILING	COATED	UNCOATED	CMYK	RGB + HEX
 <b>CANARY WHARF</b> GROUP PLC METALLIC FOIL: KURTZ GTS 429	 <b>CANARY WHARF</b> GROUP PLC COATED METALLIC: HEIDELBERG INK MIX REFERENCE - SU22PMSCSP001	 <b>CANARY WHARF</b> GROUP PLC UNCOATED: HEIDELBERG INK MIX REFERENCE - SU22PMSCSP001	 <b>CANARY WHARF</b> GROUP PLC C15 M23 Y40 K15	 <b>CANARY WHARF</b> GROUP PLC R199 G177 B145 #C7B191
 <b>CANARY WHARF</b> MANAGEMENT METALLIC FOIL: API METAFOL 1000 SILVER	 <b>CANARY WHARF</b> MANAGEMENT COATED METALLIC INK: PANTONE SILVER	 <b>CANARY WHARF</b> MANAGEMENT UNCOATED: COOL GRAY 4U	 <b>CANARY WHARF</b> MANAGEMENT C0 M0 Y0 K50	 <b>CANARY WHARF</b> MANAGEMENT R157 G157 B156 #9D9D9C
<b>CANARY WHARF CONTRACTORS</b> NOT TO BE FOILED	 <b>CANARY WHARF</b> CONTRACTORS COATED INK: PANTONE 1225C	 <b>CANARY WHARF</b> CONTRACTORS UNCOATED INK: PANTONE 115U	 <b>CANARY WHARF</b> CONTRACTORS C0 M30 Y100 K00	 <b>CANARY WHARF</b> CONTRACTORS R251 G186 B0 #FBBA00

# CONTACT

---

For further information please contact:

Manuela Zwingmann Wood

Group Marketing Manager

Telephone: +44 (0)20 7418 2030

Email: [manuela.zwingmannwood@canarywharf.com](mailto:manuela.zwingmannwood@canarywharf.com)