

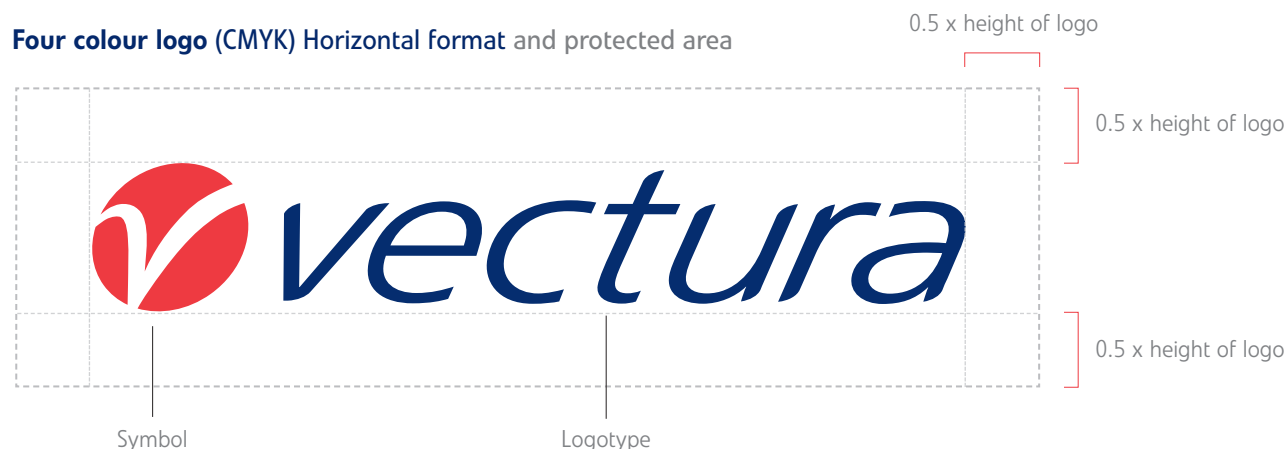


Vectura Group plc

Branding Guidelines

Vectura Group plc – Corporate Logo

Guidelines for use



The Protected Area

The protected area around the logo as shown is a guide to show the area which must not be encroached upon by any other graphic elements. NB. the dotted lines are for guidance only and do not print.

Spot colour logo (CMYK) and protected area



Logo Format

Whenever possible the horizontal form of the logo should be used in preference to the vertically stacked version as shown on the following page.

The Vectura logo has been created using a special drawn typeface and symbol. These elements and their relationship must never be altered in any way. The symbol may be used separately but only with approval from Doug Smalley, Director of Business Development and Licensing.

	C	M	Y	K
Red	-	76	91	-
Blue	100	80	-	40

For use on all four colour process printed media such as brochures, datasheets etc.

Web colours

Red	CC7334
Blue	1A2A68

Red	Pantone 185c
Blue	Pantone 281c

Pantone special colours are used on stationery or in special circumstances where only one or two colour printing is required.

This logo is the registered trademark of Vectura Group plc

Vectura Group plc – Corporate Logo

Guidelines for use

Four colour logo (CMYK) vertically stacked version and protected area



The Protected Area

The protected area around the logo as shown is a guide to show the area which must not be encroached upon by any other graphic elements. NB. the dotted lines are for guidance only and do not print.

Minimum permitted size



Vectura Group plc – Corporate Typeface

Guidelines for use

Veto Light

a b c d e f g h i j k l m n o p q r s t u v x y z
A B C D E F G H I J K L M N O P Q R S T U V X Y Z

Veto Light Italic

a b c d e f g h i j k l m n o p q r s t u v x y z
A B C D E F G H I J K L M N O P Q R S T U V X Y Z

Veto Regular

a b c d e f g h i j k l m n o p q r s t u v x y z
A B C D E F G H I J K L M N O P Q R S T U V X Y Z

Veto Italic

a b c d e f g h i j k l m n o p q r s t u v x y z
A B C D E F G H I J K L M N O P Q R S T U V X Y Z

Veto Medium

a b c d e f g h i j k l m n o p q r s t u v x y z
A B C D E F G H I J K L M N O P Q R S T U V X Y Z

Veto Bold

a b c d e f g h i j k l m n o p q r s t u v x y z
A B C D E F G H I J K L M N O P Q R S T U V X Y Z

Sample body text - Veto Light

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Sample body text - Veto Regular

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Sample body text - Veto Regular

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet.

Sample body text - Veto Regular

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet.

The typeface used throughout literature and stationery is Veto (supplied by Linotype).

General rules

Do not set large amounts of text using italics.

It should only be used for emphasis or for small amounts of copy, such as captions.

All text should be set ranged left, as this makes word spacings consistent and easier to read.

Paragraphs should be broken by line spacing and not by using indented first lines.

A full range of these fonts is available in both Mackintosh and PC compatible formatted.

ABC
ABC
ABC
ABC

Vectura Group plc – Corporate Logo

Guidelines for use

Reversed out logo (colour)



Reversed out logo (mono)



Reversed out logo

These versions of the logo can be used on photographic backgrounds where necessary but it must be ensured that the logo is clearly visible and legible.

The rules regarding the protected area around the logo must be adhered to with regard to individual elements which may encroach on the logo and affect the clarity of the brand mark.

The logo should NEVER be used on detailed photographic backgrounds.

Red	Pantone 185c
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Blue	Pantone 281c
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Pantone special colours are used on stationery or in special circumstances where only one or two colour printing is required.