



# HOW TO GET OUR BRANDING SPOT ON

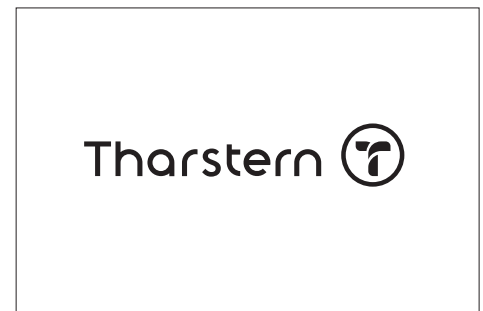
MARKET LEADER IN MIS PRINT SOLUTIONS

Tharstern 

## USE OF OUR LOGO

- Only use the logo artwork provided
- The Tharstern logo should never be redrawn, changed or altered
- Preferred use is the primary logo on a Tharsten Black background
- If using on a white background, use the secondary logo (as below)

Tharstern 

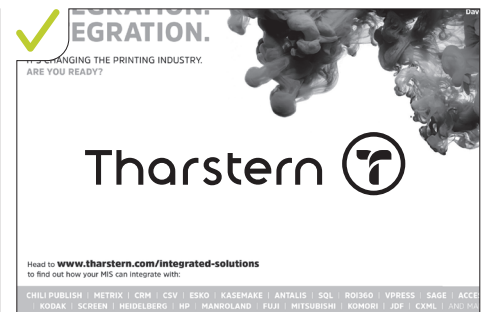
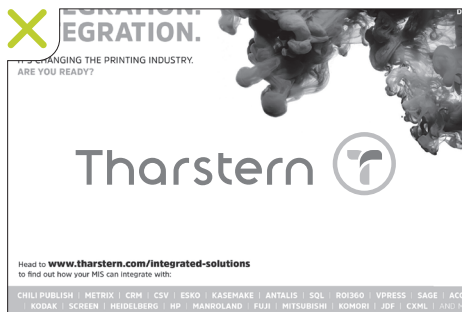


# EXCEPTIONS TO THE RULE

The colour logo should always be considered first but there may be some instances where a reversed or solid black logo is required. There are only two reasons this logo should be used:

1. For use on a coloured background or photography which makes the primary logo difficult to read
2. For use where colour printing is impractical or unavailable

**Put simply, please use common sense!**



Head to [www.tharstern.com/integrated-solutions](http://www.tharstern.com/integrated-solutions) to find out how your MIS can integrate with:

CHILIPUBLISH | METRIX | CRM | CSV | ESKO | KASEMAKE | ANTALIS | SOL | RO360 | VPRESS | SAGE | ACCR  
KODAK | SCREEN | HEIDELBERG | HP | MANROLAND | FUJI | MITSUBISHI | KOMORI | JDF | CXML | AND MORE

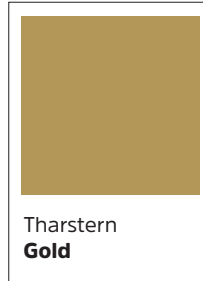
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# USE OF COLOUR

Our colour palette has been chosen to create a bold and impactful look to our branding.

- Plenty of white space should be used where possible along with the use of blocks of colour to make a bold statement.
- White space can be utilised by the choice of imagery that employs isolated backgrounds (see use of imagery opposite).
- Wherever possible, try to use both the gold and green in some form (eg. block colour, heading, highlighted text) along with one of the dark colours (black or grey). The use of purely dark colours is discouraged (where a colour process is available).
- Tints of these colours can be used where more options are necessary (eg. for highlighting purposes or tables).



**C** **M** **Y** **K**  
20 30 70 15

**R** **G** **B**  
180 151 90

**Web**  
#b4975a

**Pantone**  
871



**C** **M** **Y** **K**  
30 5 100 0

**R** **G** **B**  
190 204 48

**Web**  
#bfcd31

**Pantone**  
584



**C** **M** **Y** **K**  
0 0 0 95

**R** **G** **B**  
51 49 50

**Web**  
#333132

**Pantone**  
447



**C** **M** **Y** **K**  
5 0 0 60

**R** **G** **B**  
120 127 132

**Web**  
#787f84

**Pantone**  
444