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brand guidelines

**THE CORPORATE DESIGN GUIDELINES
FOR PARTNERS**

July, 2021

CORPORATE DESIGN GUIDELINES V.1.0-2107

LOGO
COLOUR SYSTEM
TRADEMARK

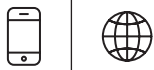
These guidelines
are designed
to amplify the
Carbine brand
through our
partners & ensure
consistency across
all mediums.

an
introduction

We encourage partners to prominently display, promote, and otherwise refer to CARBINE products and services.

In doing so, you will show your prospects and customers that your business is a partner of one of the innovation leaders in the locks and associated hardware industry. Moreover, by following these guidelines you will help the collective reseller channel by promoting a unified CARBINE identity.

The CARBINE brand and all related logos, wordmarks, trademarks, service marks, and trade dress (collectively, “Trademarks”) need to be properly depicted and consistently portrayed in all communications including, but not limited to print, media, packaging, event marketing, website, and electronic communications.



DOWNLOAD LINK

<https://carbine.com.au/brand>



Our Logo is the key building block of **our identity**, the primary visual element that identifies us.

Logo Guidelines

LOGO GUIDELINES

As of the date of this printing, the only authorised CARBINE logos that may be used are listed below. Please update all other CARBINE logos in your materials.

LOGO USAGE

Online Usage
For online applications, please use logos in the JPG format. By displaying our logo on your website, you agree to present the logos without alteration, modification, or misrepresentation in any way, shape or form. Depending on use, you may need to convert the JPG format to a GIF or PNG format. All logos used online need to be in the RGB colour space.

Print Usage
For print applications, please use logos in encapsulated post script (.eps) format only, according to the guidelines below. These logos are available by visiting www.carbine.com.au/brand

1. The logos may be scaled proportionally but not altered in any other way.
2. A reasonable amount of space must be left between the logos and any other object such as type, other logos, photography, borders, edges, and so forth.

Do not use JPEG versions of the logo for print applications; this will result in dramatic and unacceptable loss of quality. Depending on use, you may need to convert the EPS format to a TIF format. All print applications need to be in the CMYK colour space.

1

DARK



1. Dark
To be used in light background and/or white background.
This is the full logo of CARBINE.

2

LIGHT



2. Light
To be used in dark background and/or black background.
This is the full logo of CARBINE.

3

ALTERNATIVE VARIATION



3. Alternative Version
To be used in dark background and/or black background.
This is the full logo of CARBINE with white outline.

Recommended Formats:
.eps | .ai | .png | .jpg | .tiff

Attention
Use of any stylised, animated, hand drawn or other versions of an official logo is not permitted. This undermines the logo system and brand consistency. Please consult with CARBINE marketing if you have any questions or need further help.



THE NEXT GENERATION IN LOCKING





Colours are one of the most important elements in our branding.

PRIMARY COLOUR SYSTEM

Colour plays an important role in our identity program. The colours below are recommendations for various media. A palette of primary colours have been developed, which comprise the “One Voice” colour scheme.

Consistent use of these colours will contribute to the cohesive and harmonious look of CARBINE brand identity across all relevant media. Check with your designer or printer when using the corporate colours that they will always be consistent.



Colour System

PRIMARY COLOUR
LIGHT BLUE

Colour Codes
CMYK : C67% M41% Y0% K0%
RGB : R90 G135 B198
Web : #5A87C6
Pantone : Pantone 2718 C

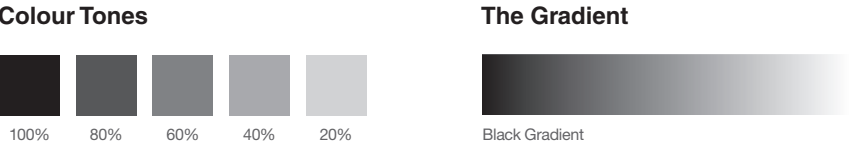
Pantone 2718 C



PRIMARY COLOUR
BLACK

Colour Codes
CMYK : C0% M0% Y0% K100%
RGB : R35 G31 B32
Web : #231f20

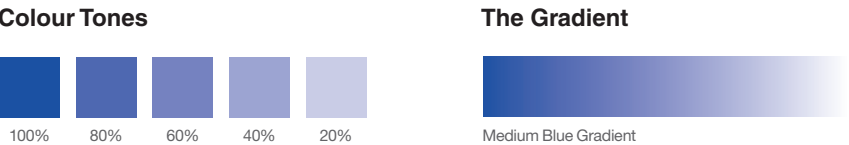
CARBINE Black



SECONDARY COLOUR
MEDIUM BLUE

Colour Codes
CMYK : C96% M78% Y0% K0%
RGB : R29 G81 B163
Web : #1D51A3
Pantone : Pantone 2728 C

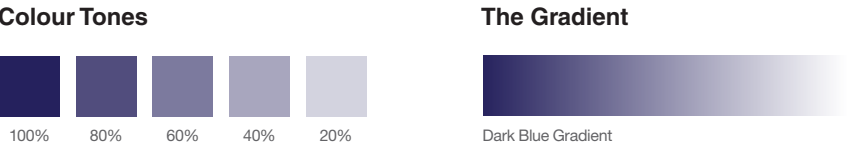
Pantone 2728 C



TERTIARY COLOUR
DARK BLUE

Colour Codes
CMYK : C100% M100% Y32% K25%
RGB : R37 G33 B93
Web : #25215D
Pantone : Pantone 273 C 2

Pantone 273 C 2



Explanation:
CARBINE has two official colours: Light Blue and Black. These colours have become a recognisable identifier for the brand.

Usage:
Use them as the dominant colour palette for all internal and external visual presentations of the brand.



CARBINE
Trademarks
identify a brand,
not a product.



Trademark Guidelines

TRADEMARK GUIDELINES

CARBINE Trademarks identify a brand, not a product. We encourage our authorised partners to refer to CARBINE brand products and services. When referring to CARBINE wordmarks within text, take care to place the proper trademark symbol immediately following the wordmark.

In addition to the graphical logos indicated above, the CARBINE brand includes the following wordmarks:

CARBINE®

Avoid displaying or using our trademarks in any manner that would tend to confuse customers as to the origin of the material or in material that is false or misleading. Do not register CARBINE Trademarks in domain names. Do not display CARBINE Trademarks more prominently than your own product or service names. Do not use product or service names that could be confused with CARBINE Trademarks.

You may not give or license the Trademarks or logos to any company or person.

Do not expressly indicate or imply a relationship with CARBINE through any means including using our trademarks unless you are currently an authorised CARBINE partner.

Please notify us immediately if you are aware of any uses of CARBINE trademarks that do not fully comply with these guidelines, including any use by an individual or company who is not an authorised partner of CARBINE.

Compliance
To assist you with compliance, we recommend forwarding a PDF of any newly created material for review. Please email the PDF to marketing@carbine.com.au or to your Sales Representative. We will review and advise if the advertising meets CARBINE guidelines.



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