

Basic elements

The background is a solid red color with several overlapping, semi-transparent red arrow shapes pointing to the right. The arrows are layered, with some appearing in front of others, creating a sense of depth and movement. The text 'Basic elements' is positioned on the left side of the slide, centered vertically relative to the main content area.

Our logo

The Exertis logo is our most valuable asset. It is a visual representation of everything we do and what we stand for.

The use of red as the primary colour reflects our energy, our vibrant enthusiasm. It promotes our ambition and determination to make the extraordinary happen. We should lead with the Exertis primary logo on all communications and collateral. It can be used as the

red on a white background, or reversed. Black is the alternative option when the logo must be reproduced in a black and white format.



Primary logo



Primary logo reversed



Black logo



Black logo reversed

Application

Preserving the integrity of the Exertis logo is fundamental to the successful and consistent execution of our brand. The logo should never be altered.

No other text or graphics elements, including other logos should encroach the designated clear space surrounding the logo. This enhances legibility and helps to maximise impact.



Clear space

Always maintain a minimum clear space around the logo. This clear space isolates the logo from competing graphics or other text elements that may divert attention. Clear space is equal to the height of the “e” in the logo itself. This is also the minimum distance the logo can be from the edges of a document, whether electronic or printed.

Minimum size: 7mm (H) / 26 pixels (H)

Minimum size

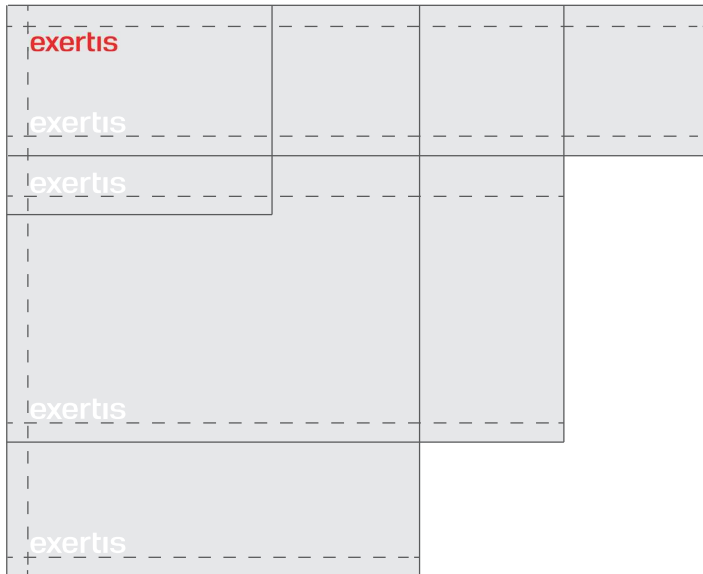
To ensure legibility of the Exertis logo, a minimum size must be maintained. For digital application, 26 pixels height is the recommended minimum size. For print application, 7mm height is the recommended minimum size. In exceptional circumstances, such as reproducing the Exertis logo on merchandise or promotional items, for example a pen or memory key, the minimum size can be reduced to 3.5mm.

Placement

Consistent placement will provide the Exertis logo with a distinct presence in the design and will have greater impact without distracting from other messages you wish to communicate.

Wherever possible, the Exertis logo should be placed at the top or bottom left corner of any print or digital application. However, there are some exceptions when from a design perspective, it makes more sense to place the logo on the top or bottom right corners.

On a rare occasion, it can be placed centrally to complement the design and optimise visibility.



Exception



Rare occasion

Incorrect logo usage

Our logo represents our identity and is the first visual contact a customer has with Exertis.

The strength of the Exertis logo is dependent on its consistent application which means the correct graphic must always be used without any modifications or additions. This includes changes to colour, proportions or placements not specifically highlighted in this guide.

Examples on this page demonstrate possible misuse.

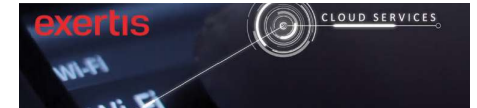










Proportions

Do not distort, reshape or resize the logo elements in any way.

Colour

Never alter the colours of the logo. When the logo is used on a coloured background, you should only use white for legibility, never the open red.

Recreation

Never attempt to recreate, redraw, modify or add to the identity in any way. Do not encroach the integrity of the logo by placing other graphic elements over or near it. This includes creation of sub brands, there is an approved process that must be followed for this.

Legibility

To ensure legibility, do not place the logo on busy backgrounds or images. Print textures are ok e.g. spot UV to pull out the logo.

If in doubt, email group.marketing@exertis.co.uk

Short form logo

The Exertis logo is the primary identifying mark and should be used in all communications, internal and external. Wherever possible, this is the preferred logo.

In the few cases where the Exertis logo is not optimal, a short form version using the chevron symbol can be applied. Typical applications include social media and apps, or where there is limited space to use the full Exertis logo. Avoid using this in monochrome, the red

helps identify it with the primary logo. However, it can be reversed out. The same principles apply as for our primary logo usage.



Clear space

Always maintain a minimum clear space around the short form version of our logo. This clear space isolates the logo from competing graphic or other text elements that may divert attention. Clear space is equal to the height of the "e" in the logo itself. This is also the minimum distance the logo can be from the edges of a document, whether electronic or printed.

Containing shapes

It can be applied within a containing shape, for example a square, rectangle or a circle if appropriate.

Dual branding - linear and stacked

The aim is to always lead with the Exertis logo only, unless there is a dual branding strategy in place.

The dual branding strategy may apply to acquisitions or specialist technology divisions. The dual branding strategy is managed by the corporate marketing team and only they can authorise creation of dual branded logos. The full view of current logos can be found on the Brand Hub.

With dual branding, a linear approach, as below, is our preferred option. The stacked option is only to be used in exceptional circumstances when more flexibility is required.

Linear

exertis | HAMMER

exertis | HAMMER

exertis | PRO-AV

exertis | PRO-AV

exertis | SERVICES

exertis | SERVICES

Stacked

exertis
HAMMER

exertis
HAMMER

exertis
PRO-AV

exertis
PRO-AV

exertis
SERVICES

exertis
SERVICES

DCC endorsement

Exertis is the principal trading name of DCC Technology part of the DCC Group. It's important we make the connection to our parent company. To do this, we use the collective brand identity logo; 'a DCC business'.

This must accompany the Exertis primary logo in all business correspondence and in all our advertising, marketing collateral and websites. When both logos are present, Exertis is the primary logo and should be more prominent. The DCC collective brand identity

logo should be slightly smaller and placed away from the primary Exertis logo.



a **DCC** business



Clear space

The space around the DCC logo should be equivalent to half of its height, as shown above.



a **DCC** business

Minimum size: 15mm (W)/130 pixels (W)

Minimum size

In print it should be no smaller than 15mm wide. On screen, the recommended minimum size is 130 pixels wide.

Colours

Colour is very important to a brand. Consistency in the use of our colour scheme strengthens our identity in the market. More than just a visual aid, it helps to convey emotions and experiences.

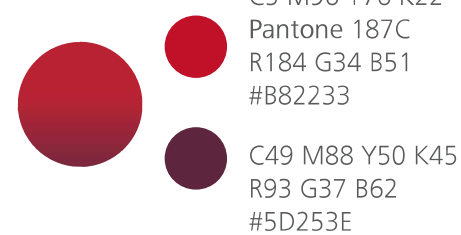
Our red, as the primary colour, speaks for our brand's identity and its personality, conveying the energy, passion and drive of our people to make the extraordinary happen. The strongest impression of our brand comes from our primary colour palette, but

the red is also supported by a set of neutral colours to build sophistication, while the introduction of tones adds warmth and depth. These are again supported by the grey tones and make up the main colour palette.

Exertis red



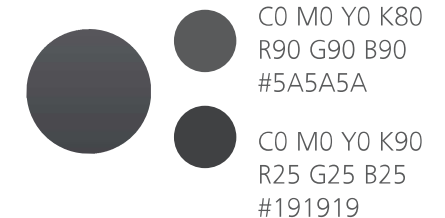
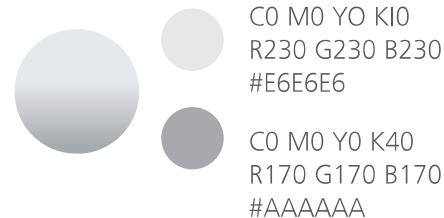
Supporting colour



Charcoal



Grey tones

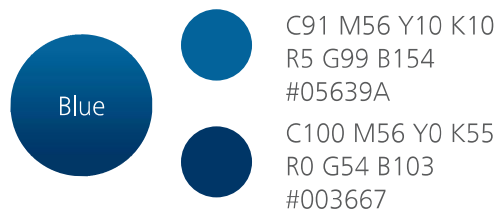
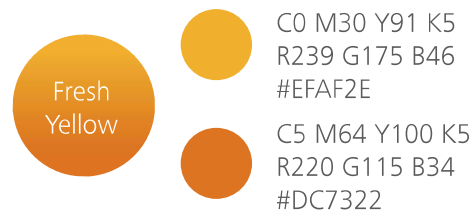


Colours

Our secondary palette has been selected to support our primary colour palette. The colours work particularly well with the core brand red, when used in the right proportions.

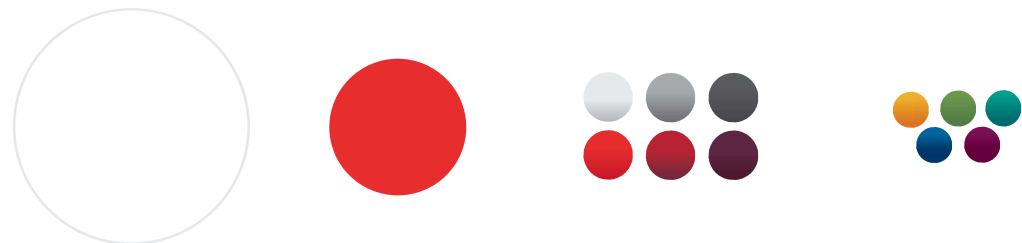
The secondary palette also contains two tones for each colour to use for depth and creating gradients. Their role is to support the primary colour palette, not replace it. We use them for accents to provide variety and visual interest without leaving the recognised palette.

Secondary colours and gradients



Proportional use

Our Exertis red is our main brand colour. We should be mindful of this when using the other colours in the palette to ensure balance and consistency. Of course never forgetting that white space should in fact be most prevalent.



Typeface

Frutiger Next Pro is our primary typeface, providing a distinct, clean and modern look. It should be used for all print and digital communications.

Calibri has been selected as the preferred in-house typeface to be used on all Exertis digital communications – such as websites and emails, as well as all PC and Office based applications. When using the Exertis brand name in written text, Exertis,

should always be written using an uppercase capital 'E'. For consistency across all Exertis marketing communications always use the charcoal grey for text.

Frutiger Next Pro
Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890@£\$%&

*Frutiger Next Pro
Light Italic*
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890@£\$%&

Frutiger Next Pro
Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890@£\$%&

Frutiger Next Pro
Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890@£\$%&

*Frutiger Next Pro
Medium Italic*
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890@£\$%&

**Frutiger Next Pro
Bold**
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890@£\$%&

Calibri
Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890@£\$%&

*Calibri
Light Italic*
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890@£\$%&

*Calibri
Italic*
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890@£\$%&

Calibri
Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890@£\$%&

**Calibri
Bold**
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890@£\$%&

*Calibri
Bold Italic*
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890@£\$%&