



# **StyleGuidlines**

# **DITCHFIELD**

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## Default logo



- red Pantone 185C - grey Pantone 425C
- cmyk breakdown red C0 M100 Y100 K0 Grey C0 M0 Y0 K80
- vinyl colour Avery 737 bright red

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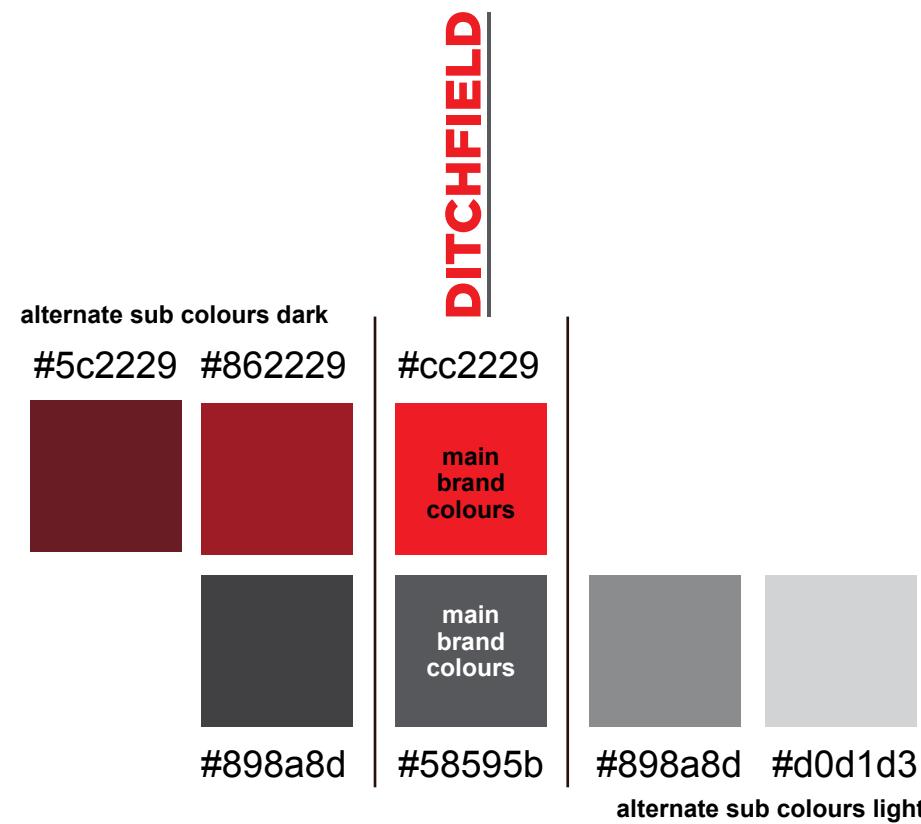
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## Alternate sub colours - WEB

these are not to be the main focus of design but a secondary design aspects for web banners - sub headings colour blocks etc.

This will allow the brand to stay in a similar strong brand colour space.

First call for strong brand elements are the **main brand colours**



Alternative single colour reverse

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**Alternative**black&white

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# Business card styling

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## Image watermark example



# Letterhead Styling

- ! Arial regular or similar 10Point for main copy
- 14 point for headings if required

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CIVIL • MINING • PLANT

ABN 16 056 793830

**Tuncurry**  
Lot 8 Dee Crescent  
Tuncurry NSW 2428  
Postal PO Box 256

**Newcastle:**  
PO Box 93  
HRMC NSW 2310

**Port Macquarie:**  
PO Box 5560,  
Port Macquarie BC  
NSW 2428

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## Alternative watermark

- ! This option may be used when default watermark is unclear due to image





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