DARCHEM ENGINEERING

Brand Guidelines

Descriptor

Darchem Engineering Limited is a **world class** Engineering Company providing products and services primarily to meet the needs of its customers for engineered solutions to high temperature/thermal engineering problems.

Strapline

TAKING THE HEAT OUT OF YOUR PROBLEMS

Logo

WHITE GOLD VERSION

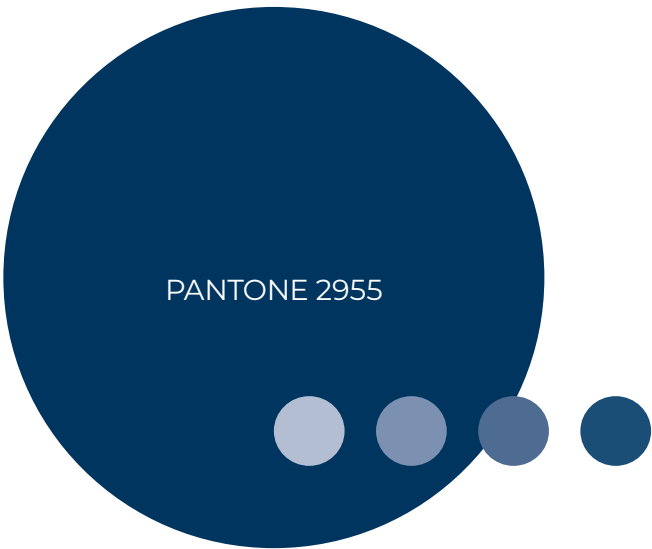WHITE VERSION

BLACK VERSION

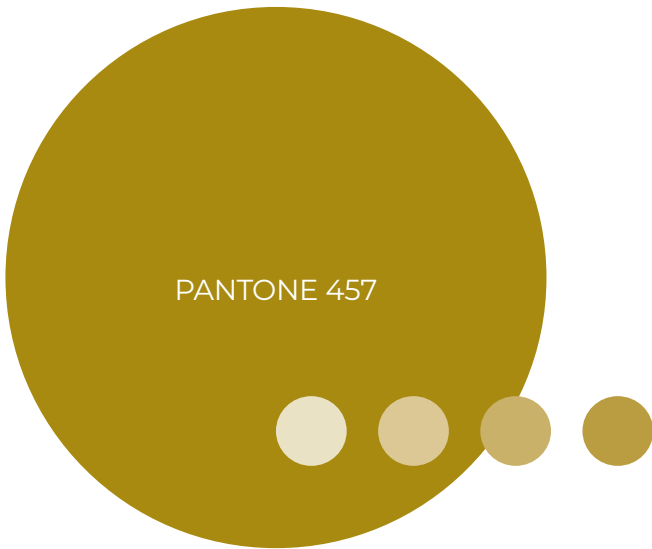# Colour Palette

Primary palette

Our primary colour palette is formed of 2 colours:

Blue - Pantone 2955
Gold - Pantone 457

Tints may only be used.

Always use the correct colour values for the correct application type i.e. CMYK for print, RGB for digital.

PRIMARY BRAND COLOURS

PANTONE 2955

PANTONE 457

RGB: 0 56 101

HEX: 003865

CMYK: 100 60 10 53

RGB: 184 157 24

HEX: B89D18

CMYK: 9 24 100 32

Secondary palette

Our secondary colour palette is formed of 3 colours:

Dark Grey - Pantone Cool Grey 11
Mid Grey - Pantone Cool Grey 6
Light Grey - Pantone Cool Grey 1

Tints may only be used.

Always use the correct colour values for the correct application type i.e. CMYK for print, RGB for digital.

SECONDARY BRAND COLOURS

PANTONE
COOL GREY 11

PANTONE
COOL GREY 6

PANTONE
COOL GREY 1

RGB: 83 86 90

HEX: 53565A

CMYK: 44 34 22 77
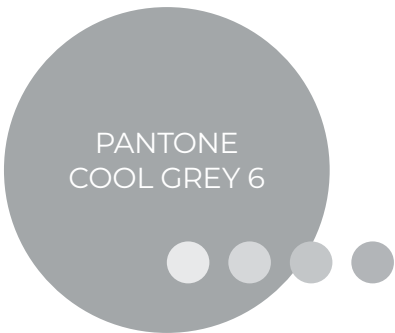
RGB: 167 168 170

HEX: A7A8AA

CMYK: 16 11 11 27

RGB: 217 217 214

HEX: D9D9D6

CMYK: 4 2 4 8

Logo Sizing

1. CLEAR SPACE

X

X

X

The clear space around the logo is based on the height of the word Darchem. Always use this as a guide when placing next to any other graphic element.
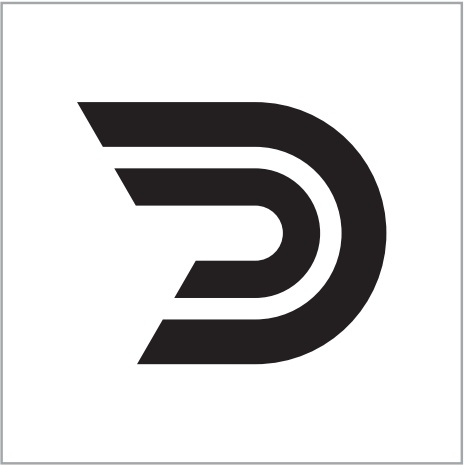
2. MINIMUM SIZE

33mm

Signature
Graphic

The Darchem signature graphic is distinctive and helps extend our visual presence.

The signature graphic allows flexibility needed throughout our communications, simply on its own or combined with typography and photography. Used with confidence can create impact and colour.

Use of Logos

EPS

An EPS file is a vector file of a graphic, text. Because it is vector it can easily be resized to any size it needs to be. An EPS file can be reopened and edited in specific apllications such as Adobe illustrator. Best use - Graphics and print designs.

PNG

PNGs are compatibale with a variety of applications and platforms. A PNG can have a transparent background. A PNG is ideal for websites or presentations such as Powerpoint because they can be placed over a coloured background. PNG is a raster image made up of pixels so therefore scaling an image or logo may be restricted depending on the dpi (dots per inch). Best use - logos, icons and other images where a transparent background is

JPEG

JPEG is another raster image. JPGs can be optimized, when saving out of photoshop, to find the perfect balance of small file size and high quality. Can be used for both print and web depending on the dpi. A JPG can't have a transparent background.

Typography

Google open source fonts are used for all copy and can be downloaded here: **https://fonts.google.com**

Header font

Montserrat Light is used for headlines on applications such as signage, posters, and literature covers as well as inside page literature headlines, coloured in Pantone 457 or reversed out white.

Sub header font

Montserrat semi bold is used for sub headers, coloured in Pantone 2955.

Body copy font

Montserrat is used for body copy although should be used sparingly. If a document is text heavy then Roboto should be used. Use Pantone Cool Grey 11.

Alternative body copy font

Roboto is used when documents require a lot of body copy. Roboto is compact font as opposed to Montserrat which is slightly wider. Pantone Cool Grey 11.

HEADER FONT

MONTSERRAT LIGHT FOR HEADERS

SUB HEADER FONT

Montserrat semi bold upper and lower case

BODY COPY FONT

Montserrat Regular	*Montserrat Regular Italic*
Montserrat Medium	*Montserrat Medium Italic*
Montserrat Bold	***Montserrat Bold Italic***

ALTERNATIVE BODY COPY FONT

Roboto

Roboto Light	*Roboto Light Italic*
Roboto Regular	*Roboto Regular Italic*
Roboto Bold	***Roboto Bold Italic***

Imagery

Images showcase our products and work and should convey a light, fresh and contemporary approach. Colours to be vibrant and use natural lighting when possible.

Show people in their natural environment avoiding overally staged settings.

Product shots to be set on a clean white background when possible.

Support images should be dramatic to showcase the capabilities of our products.

DARCHEM ENGINEERING
Brand Identity

Technical Brochures

Based on the unique Darchem brand creating a distictive and flexible approach for technical documents internally and externally.

Cover examples

DARCHEM ENGINEERING

AEROSTRUCTURE PRODUCTS
High temperature complex aero engine and airframe assemblies.

DARCHEM ENGINEERING

THERMAL PROTECTION
Passive fire protection systems and all metallic insulation.

DARCHEM ENGINEERING

SPECIALIST FABRICATION
Solutions for the marine, industrial and chemical process markets.

DARCHEM ENGINEERING

AEROSTRUCTURE PRODUCTS
High temperature complex aero engine and airframe assemblies.

DARCHEM ENGINEERING

THERMAL PROTECTION
Passive fire protection systems and all metallic insulation.

DARCHEM ENGINEERING

SPECIALIST FABRICATION
Solutions for the marine, industrial and chemical process markets.

DARCHEM ENGINEERING
Brand Identity

Hi-impact Brochures

Based on the unique Darchem brand creating a distictive and flexible approach for high-impact external communications.

Cover examples

DARCHEM ENGINEERING

AEROSTRUCTURE PRODUCTS

High temperature complex aero engine and airframe assemblies.

TAKING THE HEAT OUT OF YOUR PROBLEMS

DARCHEM ENGINEERING

THERMAL PROTECTION

Passive fire protection systems and all metallic insulation.

TAKING THE HEAT OUT OF YOUR PROBLEMS

DARCHEM ENGINEERING

SPECIALIST FABRICATION

Solutions for the marine, industrial and chemical process markets.

TAKING THE HEAT OUT OF YOUR PROBLEMS

DARCHEM ENGINEERING

AEROSTRUCTURE PRODUCTS

High temperature complex aero engine and airframe assemblies.

TAKING THE HEAT OUT OF YOUR PROBLEMS

DARCHEM ENGINEERING

THERMAL PROTECTION

Passive fire protection systems and all metallic insulation.

TAKING THE HEAT OUT OF YOUR PROBLEMS

DARCHEM ENGINEERING

SPECIALIST FABRICATION

Solutions for the marine, industrial and chemical process markets.

TAKING THE HEAT OUT OF YOUR PROBLEMS