



Brand Book

Premier Group Marketing Department.

Please refer to this document for guidelines relating to the correct usage of the Brunel Logo.

If you have any queries about Brunel, please do not hesitate to contact the Marketing Department.

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Our powerful corporate color, Brunel Blue, shows our spirit, promotes brand recognition and reinforces the stature of our company.

See the current edition of the PANTONE formula guide. The colors shown on this page and throughout this guide have not been evaluated by Pantone, Inc. for accuracy and may not match the PANTONE Color Standards. Consult current PANTONE Publications for accurate color.

PANTONE® is the property of Pantone, Inc.

Do not try to alter any aspect of the logotype and do not try to recreate it. Use only the logotype which has been supplied and approved.

The logotype and tagline should never be separated.

Brunel Colours

	Pantone®	Process Newsprint/Uncoated	Process Coated C/M/Y/K	RGB	Hexadecimal
■ Brunel Blue	PMS 2995 C	100/0/0/0	85/0/0/0	4,178,240	#04b2f0
■ Black	na	0/0/0/100	0/0/0/100	0,0,0	#000000

For additional information, such as RAL colours or unusual substrates please contact the Marketing Department for advice.

Colour Usage

Preferred usage

NB: The logotype and tagline form an integrated logo and should NEVER be separated.

Do not try to alter any aspect of the logotype and do not try to recreate it. Use only the logotype which has been supplied and approved.



On a pale/white background



On a dark background, such as the Group Blue.



On a mid tone background, such as Cyan.



Do not use the Primary Logo on dark backgrounds

Mono Usage

Preferred usage

NB: The logotype and tagline form an integrated logo and should NEVER be separated.
Do not try to alter any aspect of the logotype and do not try to recreate it. Use only the logotype which has been supplied and approved.



On a pale/white background



On a dark background, such as the Group Blue.



On a mid tone background, such as Cyan.



Do not amend the logotype, or use tints of Black.

Do not use the Black Logo on dark backgrounds

Corporate Font

Font Usage

Frutiger is the recommended font for all print applications. All weights are acceptable.

Verdana is the recommended font family Web/Internet applications where fonts cannot be embedded

Do not use any other fonts without the permission of the Marketing Department

Frutiger Regular

Frutiger Light

Frutiger Bold

Frutiger Black

Frutiger Regular Condensed

Frutiger Italic