



The Extons Logo

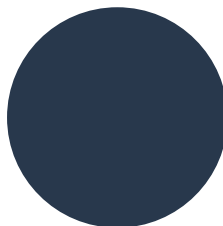
Please ensure the Extons logo always appears as shown in this brief guide.

The logo must never be re-drawn, re-coloured or altered in any way. It should always be seen with the specified fonts and colourways.



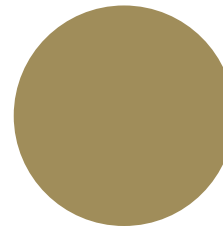
The Extons Colour Palette

To keep colour consistency across all media, please adhere to the following corporate colour breakdowns.



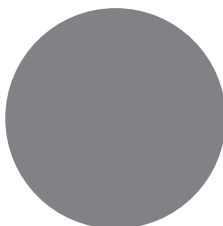
Extons Navy

CMYK 44 / 21 / 00 / 81
RGB 42 / 58 / 78
HTML 2A3A4E
Pantone 547



Extons Gold

CMYK 37 / 38 / 73 / 7
RGB 161 / 142 / 91
HTML A18E5B
Pantone 872



Extons Slate

CMYK 00 / 00 / 00 / 60
RGB 128 / 130 / 132
HTML 808284
Pantone Cool Gray 9

Extons Logo Variants

The preferred logo option for Extons is the positive version. However there are some circumstances where this format can't be used.

Please see the logos and information opposite and use as a guide to which format of logo should be used in different applications.



Positive CMYK
For use in full colour and digital printing

Positive 2 Colour PANTONE Logo
For use in 2 colour spot printing



Positive MONO
For use when printing in black and white



Positive Single Colour PANTONE
For use in single colour printing



Negative WHITE
*For use in single colour printing.
Only to be used when printing on a blue background,
i.e. promotional items*

Extons Corporate Fonts

In all printed communication, ITC New Baskerville should be used as a headline font and Roboto used for sub-heads and body copy.

When creating digital communication please use PT Serif as the headline font.

Roboto and PT Serif are both Google fonts and can be downloaded via Google.

ITC New Baskerville is available from www.myfonts.com

Roboto Regular

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
0123456789

abcdefghijklmnopqrstuvwxy
*ABCDEFGHIJKLMN**OP**QRSTUVWXYZ*
0123456789

ITC New Baskerville Regular

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
0123456789

abcdefghijklmnopqrstuvwxy
*ABCDEFGHIJKLMN**OP**QRSTUVWXYZ*
0123456789

PT Serif Regular

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
0123456789

abcdefghijklmnopqrstuvwxy
*ABCDEFGHIJKLMN**OP**QRSTUVWXYZ*
0123456789

Roboto Bold

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOP**QRSTUVWXYZ**
0123456789

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
0123456789

ITC New Baskerville Bold

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOP**QRSTUVWXYZ**
0123456789

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
0123456789

PT Serif Bold

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
0123456789

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
0123456789