



Brand Style Guide

A close-up photograph of a person's hand typing on a computer keyboard. The keyboard has white keys with blue backlighting. A blue circular overlay is positioned in the upper left corner, containing white text. The background is dark and out of focus, showing the laptop screen and other parts of the device.

We provide a complete AV and Event Management solution backed by years of experience, innovative technology, and the promise that we'll do whatever it takes to make sure your event goes off without a hitch.

Our Brand

Con-sol offers a holistic, customer-centric solution. Unlike competitors, con-sol can provide a complete solution for events, delivered at the same quality every time.

No matter what issues arise, con-sol will find the solution, even if it means flying across Australia to sort it out.

Customer-Centric

con-sol deeply cares about their customers and will go to great lengths to give them the best possible experience.

Holistic

con-sol is your one stop shop for everything AV and Events.

Consistent

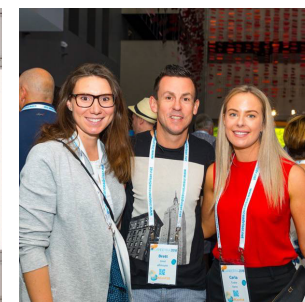
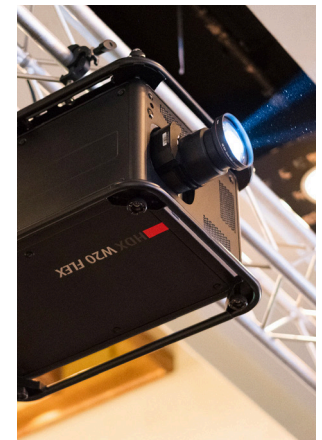
When you work with con-sol, you can expect the same incredible experience every single time.

Solution-Focused

We're in the business of making sure your event is memorable and goes off without a hitch. We'll use our extensive experience to make sure everything goes to plan.



We are
not your
average
event
company.



We are committed
to delivering the
ultimate
experience for
our mutual clients,
every time.

Logo

con-sol's logo should never be changed, altered or manipulated from its original state.

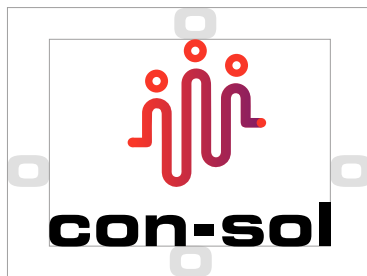
Position, size and colour, along with spacial and proportional relationships of the logo elements are crucial to the overall visual brand identity.

con-sol's branding consists of stacked, horizontal, text only and icon only variations of the logo design.

Download the logo suite here.



Minimum Width 15 mm



Use 'o' as spacing element



Logo Variations

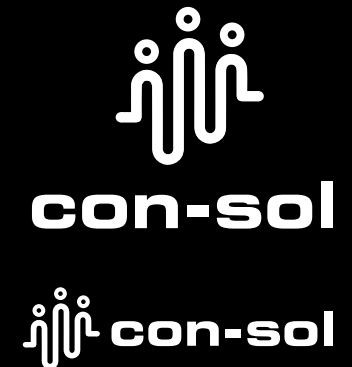
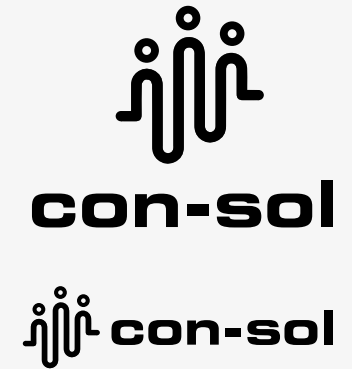
Flat colour

con-sol also has flat coloured logo variations which are to be used only when necessary (for example, with embroidery).

Icon only

con-sol's icon can be used as a stand alone graphic mark to be used in graphic material.

Again, opt for the gradient version where possible.



Fonts

con-sol uses **Ubuntu** as the primary font for all digital and professionally designed materials.

Ubuntu should be used in all communications to project a consistent identity. This includes promotional materials, advertising, digital assets and printed materials.

Raleway is used as the supporting font and the in-house font for documents, tenders and proposals.

Download fonts here.

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

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abcdefghijklmnopqrstuvwxyz

0123456789

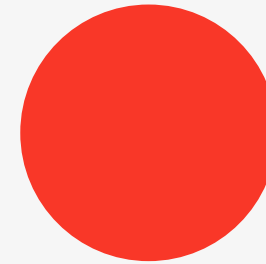
Colours

Use of colour is extremely important for maintaining a strong identity. The following palette has been selected for use in all communications and collateral.

Gradient is used for digital collateral, as well as circumstances when printed materials have been quality tested for an optimal colour outcome.

Gradient artwork may be used for signage purposes if provided in an ai or eps format to the printer. Always double check printer recommendations first.

A flat coloured icon should be used for embroidering purposes.



Red

CMYK 0 / 92 / 93 / 0

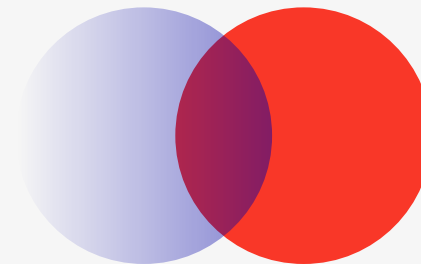
RGB 249 / 55 / 40

HEX #f93728

Pantone

199 C

2035 U



Blue Gradient Overlay

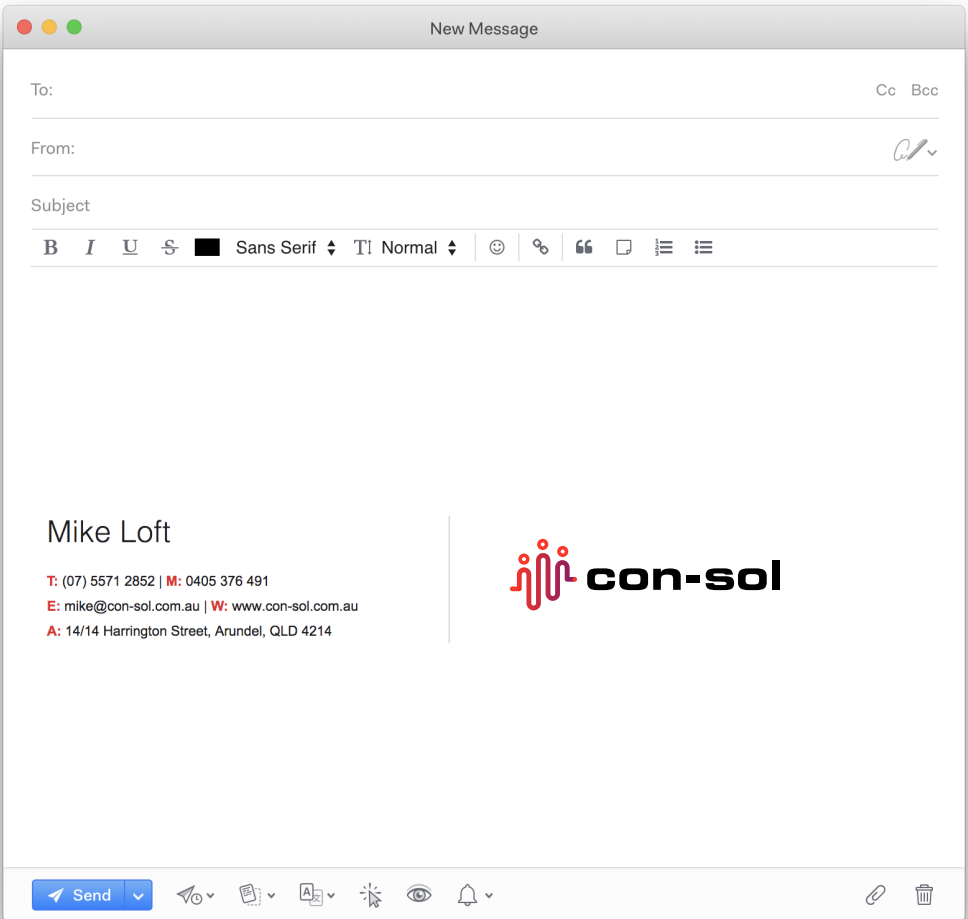
CMYK 100 / 97 / 0 / 2

RGB 0 / 0 / 168

HEX #0000a8

Set gradient to 0% > 100%

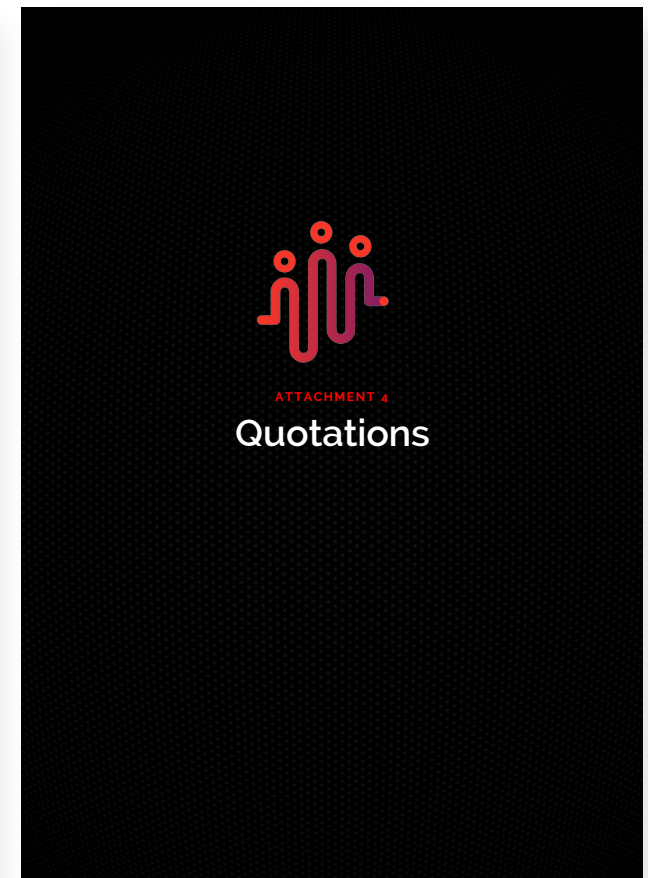
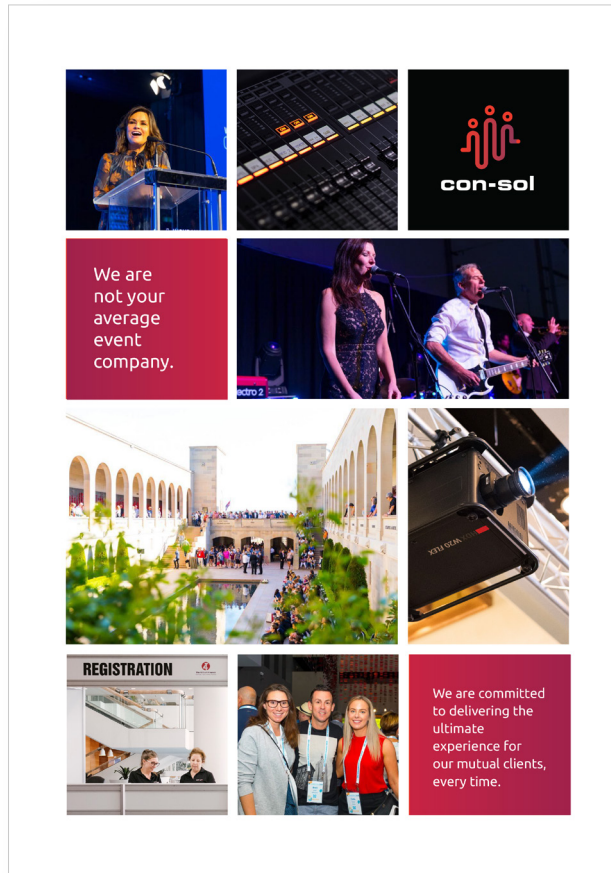
Opacity from left to right.



Email signature

Letterhead

Tenders



Tenders are to be created using the branded word document template, accompanied with unique cover page, lead-in graphical page and attachments cover page.

Website

