

July 2006

The Corus mark

Corporate policy

The Corus mark

Corus places great importance in the way in which it is represented through the use of corporate branding. If you wish to use the Corus mark, please ensure you follow these guidelines.

The Corus mark

The Corus mark consists of two components: a symbol and a brand name. Together they represent a powerful and identifiable mark.

The brand name symbol has the red Corus colour and the text is black. The symbol prints at Pantone® 1788. The word Corus prints as black.

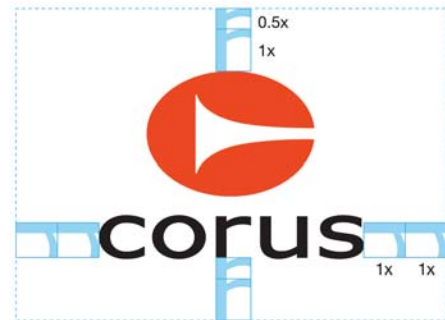
This is the preferred version of the mark and should be used wherever possible.



Exclusion zone

Always keep a clear space around the Corus mark. This ensures that the mark is never compromised by any other graphic, typography or imagery. Calculate this exclusion zone by taking the x-height of the 'r' character in the wordmark and repeating it horizontally and vertically as illustrated on the right.

This exclusion zone is included as a non-printing element in all digital master artwork to aid design.



Minimum size

The mark must never be reproduced smaller than 12 mm wide to ensure that it can always be clearly seen.



Colour variants of the Corus mark

The full-colour version of the Corus mark cannot always be reproduced clearly. When this is the case, use an approved colour option. The only acceptable applications of the mark are illustrated here.

Reversed white mark

When using a coloured background that clashes with Corus Red, the Corus mark can be shown in white.



Solid black mark

In a limited number of applications such as 2 colour printing, a solid black version of the Corus mark can be used. Never use tints of black and never substitute another colour for black.



Reversed colour mark

When there is a dominant background the reversed colour mark is used. The symbol is Corus Red and the word mark appears white out of the background.



Good practice makes perfect

The following Do's and Don'ts will help you ensure that you have used the Corus mark correctly.

- **Do** use the Corus mark on all forms of communication
- **Do** ensure the Corus mark is prominent
- **Do** use the full-colour version of the Corus mark wherever possible
- **Do** follow the guidance on the correct positioning of the mark on all applications
- **Do** consult the rules of applications when using colour variants of the Corus mark
- **Don't** redraw any element of the Corus mark
- **Don't** change the relationship between the symbol and the word mark
- **Don't** attach Business Unit or operating entity name to the Corus mark
- **Don't** attach product descriptors to the Corus mark
- **Don't** invade the Corus mark exclusion zone
- **Don't** recreate the Corus mark in colours other than those specified
- **Don't** use the Corus mark smaller than the specified minimum size