

13th AUGUST 2007

REVIEW DUE: 13/09/07





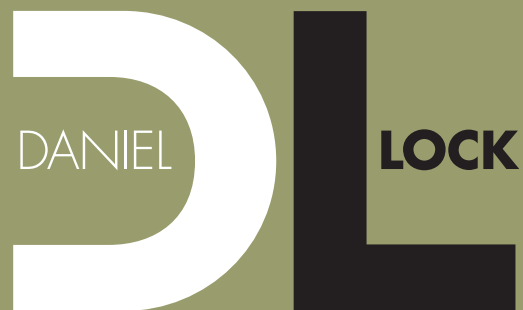
CORPORATE IDENTITY
STYLEGUIDE

Welcome to the identity of Daniel Lock. This style guide has been developed to maintain brand consistency for Daniel Lock – outlining typography, colour and usage. It is important that this guide is followed and understood before developing artwork that will include any Daniel Lock branding.





SPOT	 PMS 5763	 BLACK	 PAPER
PROCESS PRINT	C.45 M.31 Y.68 K.0	C.0 M.0 Y.0 K.100	C.0 M.0 Y.0 K.0
WEB / TV	R.118 G.124 B.82	R.0 G.0 B.0	R.255 G.255 B.255



Results driven coaching & consulting.

FUTURA LIGHT
FUTURA BOOK
FUTURA BOLD

MAIN LOGO (CAN BE USED WITH OR WITHOUT BPS)



EMBLEM (TO BE USED AS SUPPORT BRANDING)



LOGOTYPE

DANIEL**LOCK**



WEB ADDRESS

www.daniellock.com.au



MONO LOGOS (ONLY FOR PHOTOCOPY/FAX MONO PRINTING)



DANIEL**LOCK**

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DANIEL**LOCK**

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S.M.E BUSINESS COACHING
EXECUTIVE COACHING
PROFESSIONAL SPEAKING
CORPORATE CONSULTING



www.daniellock.com.au

Thank you for reading this style guide. All logos are available upon request in the following formats:

- vector eps (print / signage)
- rgb jpg (tv / web / office use)
- cmyk tif (process print)

For a specific request please email:
alex_bianchini_kometer@yahoo.com.au

