

STYLE GUIDE



LOGO VARIATIONS



COLOUR VERSION
FOR SPOT COLOUR REPRODUCTION ON A BLACK OR WHITE BACKGROUND, THE LOGO SHOULD APPEAR IN PMS 021 AND PMS 887



COLOUR VERSION ON A BACKGROUND
A BLACK OR WHITE FILL (DEPENDING ON BACKGROUND COLOUR) SHOULD BE INCLUDED BEHIND THE LOGO



MONO/GREYSCALE VERSION
LOGO SHOULD APPEAR IN BLACK, WHITE OR 40% BLACK

COLOURS

PANTONE 021

CMYK - C0 M53 Y100 B0

PANTONE 887

CMYK - C0 M0 Y100 B40

MINIMUM SIZE

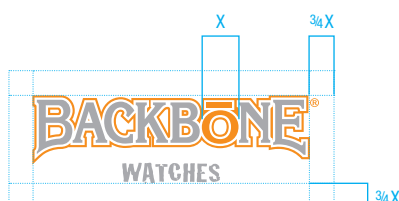


FOR LOGO REPRODUCTION SMALLER THAN 20mm, THE SIMPLIFIED VERSION OF THE LOGO SHOULD BE USED TO MAINTAIN LEGIBILITY



THE LOGO MAY APPEAR WITH OR WITHOUT THE WORD 'WATCHES' AT ANY SIZE

CLEAR SPACE



'O' GRAPHIC ELEMENT



COLOUR VERSION
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MONO/GREYSCALE VERSION
LOGO SHOULD APPEAR IN BLACK, WHITE OR 40% BLACK

TYPOGRAPHY

HELvetica NEUE
CONDENSED

HELvetica NEUE CONDENSED
IS THE STANDARD TYPEFACE
FOR BACKBONE BRANDING

CRACKED

CRACKED (HORIZONTAL SCALE
110%) CAN BE USED AS A
SECONDARY TYPEFACE