



fusion
COMPUTERS



style guide
APRIL 2007



INTRODUCTION

Fusion Computers is a designer computer company for business and home use. Our computers are modern, stylish, and sophisticated and we endeavor to offer our customers a number of smart solutions for all of their computer needs.

Established in 1995 in South Australia, Fusion Computers began as a family owned company, assembling and designing computers and computer hardware tailor made to suit the needs of the customer. We are now one of Australia's primary computer hardware specialists, offering computers, monitors, speakers, and other peripherals produced by our brand.

Our company's branding has been developed to showcase our modern way of operating. Our title and logo represents the coming together of a great products and quality service, with the three primary colours of the logo representing the three tiers of the company.

This style guide has been developed for you to adapt the corporate message for Fusion Computers into all marketing and advertising material, to keep all materials uniform and consistent with the company's vision. With these guidelines we are ensuring that our corporate material will convey professionalism and demonstrate the care we show for our customers.

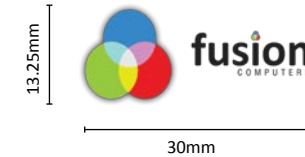
Outlined are breakdowns of the logo, including the sizes and formats we permit it to take, as well as the colours used and the typefaces associated with the logo as well as the brand. Copies of the logo for white and dark backgrounds are available on request to ensure that it will always be of the highest quality.

If there are any further specifications not covered in this guide, contact us via email at:

company@fusioncomputers.net.au

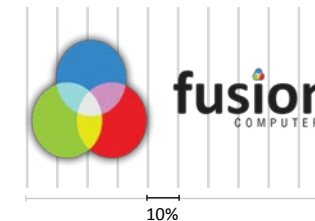
MINIMUM SIZE

The logo for Fusion Computers must be kept to a minimum size of 30mm wide and 13.25mm height. Beyond this limit, the text becomes unreadable and destroys the integrity of the logo.



EXCLUSION AREAS

Where both image and text appear, the text must be kept at approximately one-tenth or 10% of the entire image's size.



A further 15% of the image's height should be kept around the image before the placement of any other typographical or image elements appear. This rule also applies for all logo variations outlined on the following page.



FUSION COMPUTERS

accepted logo alterations

GREYSCALE LOGO

This logo is to be used in black and white applications. It is preferable if you use this for black and white printing for colour accuracy rather than the colour logo where coloured ink is not available.



BLACK & WHITE LOGO

Where only two colours are available such as Fax machines and photocopiers, this logo removes all colour but keeps the segments of the logo visible rather than showing a single black shape.



DARK BACKGROUND LOGO

Where darker backgrounds are used, invert the colour of the text. This is a perfectly acceptable logo alteration often used by the company (for example, the cover of this style guide)



VERTICAL LOGO

This logo, is used extensively on our products, as opposed to the others which are primarily for promotional material and company stationary. Can be used on dark backgrounds with inverted text, as above. Text 'COMPUTERS' does not appear.



This logo should have a minimum size of 15mm in width. Exclusion area rules outlined on the previous page also apply here.



FUSION COMPUTERS

typography

TYPOGRAPHICAL ELEMENTS

Fusion Computers uses a number of modern, sleek looking fonts to comply with its branding of a similar nature. Calibri, included in Windows Vista and Office 2007 is used in several weights among both headings and body text, as well as in our logo.

Tahoma or Verdana are acceptable substitutes but only if Calibri is unavailable.

Helvetica Neue Condensed and Extended fonts are used in headings and subheadings, but never for body text. Substitute for Arial family if unavailable.

Calibri

abcdefghijklmnopqrstuvwxy
 ABCDEFGHIKLMNOPQRSTUVWXYZ
 1234567890!@#\$%^&*()_+

Helvetica Neue 53 Extended

abcdefghijklmnopqrstuvwxy
 ABCDEFGHIKLMNOPQRSTUVWXYZ
 1234567890!@#\$%^&*()_+

Helvetica Neue 63 Medium Extended

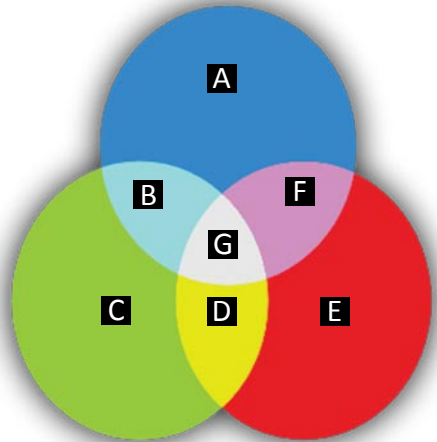
abcdefghijklmnopqrstuvwxy
 ABCDEFGHIKLMNOPQRSTUVWXYZ
 1234567890!@#\$%^&*()_+


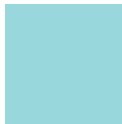

Helvetica Neue 57 Condensed

abcdefghijklmnopqrstuvwxy
 ABCDEFGHIKLMNOPQRSTUVWXYZ
 1234567890!@#\$%^&*()_+

FUSION COMPUTERS




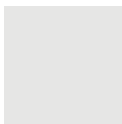


colour



A		C ● 76% M ● 38% Y ● 0% K ● 0%	R ● 54 G ● 135 B ● 200
B		C ● 38% M ● 0% Y ● 15% K ● 0%	R ● 152 G ● 215 B ● 219
C		C ● 47% M ● 0% Y ● 100% K ● 0%	R ● 149 G ● 201 B ● 61

FUSION COMPUTERS

colour

D		C ● 14% M ● 0% Y ● 100% K ● 0%	R ● 229 G ● 229 B ● 22
E		C ● 4% M ● 100% Y ● 100% K ● 1%	R ● 228 G ● 30 B ● 37
F		C ● 16% M ● 50% Y ● 0% K ● 0%	R ● 206 G ● 144 B ● 191
G		C ● 9% M ● 6% Y ● 7% K ● 0%	R ● 230 G ● 230 B ● 229
H			
		C ● 73% M ● 67% Y ● 65% K ● 78%	R ● 26 G ● 25 B ● 26



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