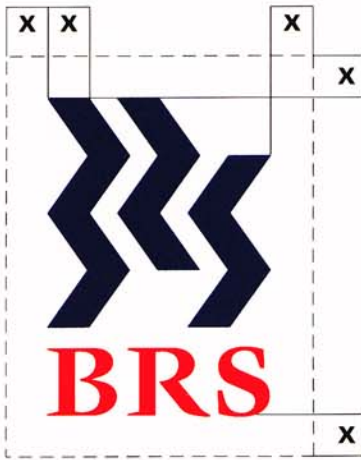


BASIC ELEMENTS



Positive format (vertical)

Both formats of the BRS logotype, positive and reverse applications, have protected zones. The area indicated by the dotted rule (positive) and the background panel (reverse) is the protected zone. This area must never be encroached upon by any additional element. The protected zone should be strictly observed on all applications.



Negative format (vertical)



Positive format (horizontal)



Negative format (horizontal)

THE LOGOTYPE

The BRS 'namestyle' and the chevron 'symbol' combine to make up the BRS logotype. This has been carefully designed to represent the company and its use is therefore rigidly prescribed. Only in exceptional circumstances, with Head Office approval, may these two elements be separated.

The relative sizes of the components of the logotype and the respective distance between them is important, and must not be changed. *The logotype must not be redrawn or altered in any way and must only be reproduced from the master artwork.*

A useful rule of thumb is that the BRS logotype should only be applied in areas where the standards are of the highest. It should not, for example, be applied on vehicles carrying elements of the old identity, nor should it appear on forms that are cramped and illegible. These should be redesigned before applying the logotype.

CORPORATE COLOURS

The two main corporate colours are red (to match Pantone* 485 matt coated) and blue (to match Pantone 282 matt coated); colour swatches are supplied in this guide. In most cases the logotype should be reproduced using these colours on a white background.

If an application requires the logotype to be reversed out, the background colour should be BRS blue. In some special cases it may not be possible to reproduce the logotype in any of the corporate colours. In such cases it may be printed black. If single colour printing is required the BRS blue may be used.

If it is necessary to reproduce the logotype on a background other than white, pale tints of up to 50% of the BRS blue 282 may be used on a background.

Alternatively the pale grey 420, or tints of the grey, may be used. It is imperative that any background colour is light enough to ensure legibility.

It is important to note that different surfaces will give slight variations in colour when the same ink is applied. Colour swatches in this guide are provided on a matt coated paper. Printers should be supplied with a sample of the material to be printed on, along with the appropriate colour swatch from the back of this guide and should be requested to match the colours visually. Additional swatches may be obtained from Head Office.

CORPORATE TYPEFACES

The type used in all communications is another factor that says something about our company, and so is another aspect that requires careful control.

Frutiger and Veljovic are the supporting typefaces used to complement the logotype.

Frutiger should be used for main headings and sub-headings. Veljovic should be used for body text, and may be used for headlines. Italic forms of all these faces may be used where appropriate to give a subtle emphasis.

These typefaces must be used on certain corporate items, such as stationery and forms. Although consistent use does indicate continuity and control, it is not imperative to use these typefaces in all situations - although the more 'formally corporate' the items the more appropriate the use of a corporate typeface is likely to be. However, the logotype must always be accurately reproduced according to the guidelines.

Text type is normally ranged left or justified. Paragraphs should not be indented, and should be set with a half line space between them.