

CORPORATE LOGO USAGE

All company logos can be found on the Dawsons intranet, under marketing and company logos.

STANDARD VERSIONS



Reverse logo for dark back grounds



ALTERNATE VERSIONS



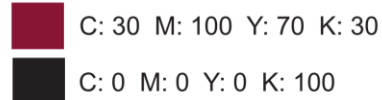
COLOUR GUIDE



Pantone Colour Breakdown



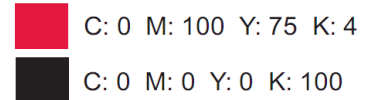
CMYK Colour Breakdown



Pantone Colour Breakdown



CMYK Colour Breakdown



EMBROIDERY

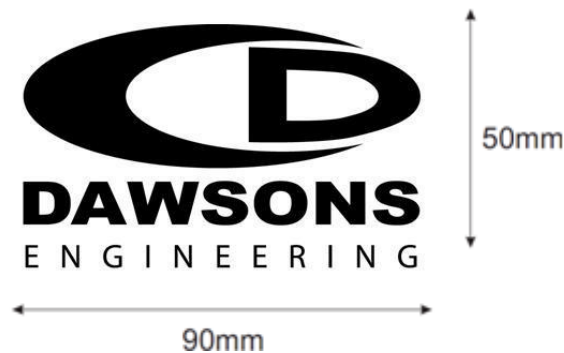
The recommended and preferred size and positioning for all embroidery on high-vis shirts, long sleeve workshop shirts, polo shirts and caps is: **Width:** 90mm x **Height:** 50mm **Position:** Left hand chest



Thread colours:

Polo shirts

Red (Madeira thread 1037) and White (Group of Companies)
'Dawsons Group of Companies' logo



High-Vis PPE shirts (Orange)—All (excluding Charters Towers)

Black

'Dawsons Engineering' logo



Workshop shirts (Navy) — Cairns and Townsville Sheds

White

'Dawsons Engineering' logo

BOC Codes:

Cairns:

Logo only = EMB2071

Logo and name = EMB4198

Name only = EMB1797

Townsville:

Logo only = (product code) A1

Logo and name = (product code) A2



Navy Workshop shirts – Construction and Asbestos

White

'Dawsons Construction' logo

Cairns:

BOC Code: EMB5439 (Logo and name)



Navy Workshop shirts – Charters Towers

White

'Dawsons Charters Towers' logo

SCALE

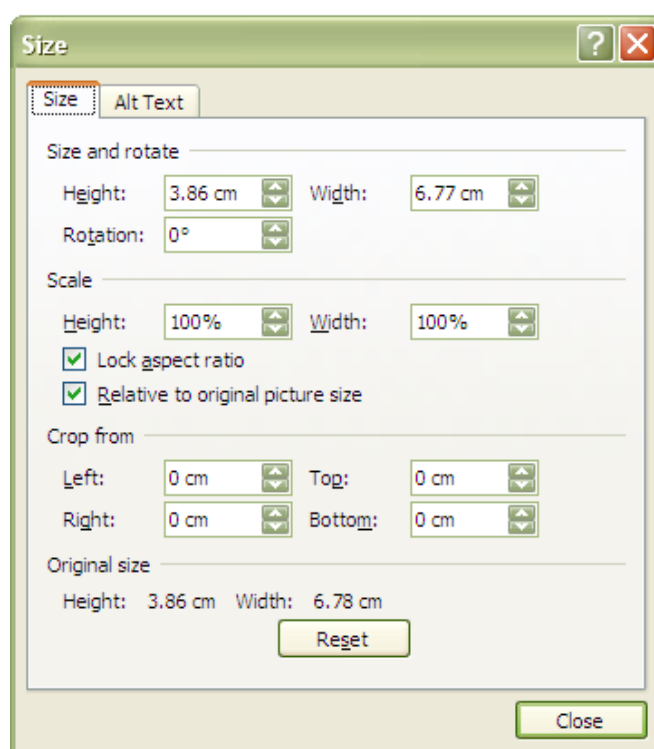
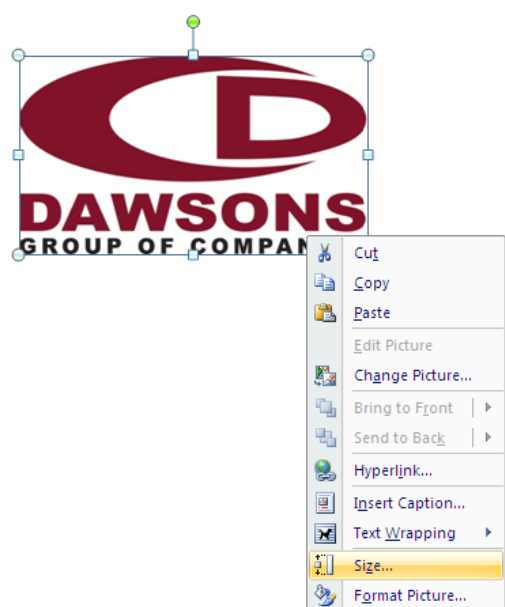
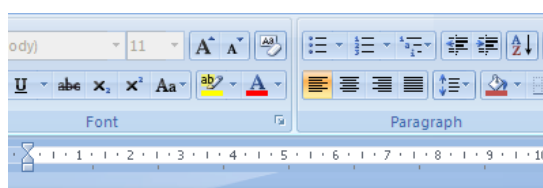
Do not resize any of the logos vertically or horizontally as this will cause the logo to warp.

Scale percentage for both height and width of the picture need to remain the same to avoid distortion. Please see below for a simple way to check that this has not occurred after image resizing:

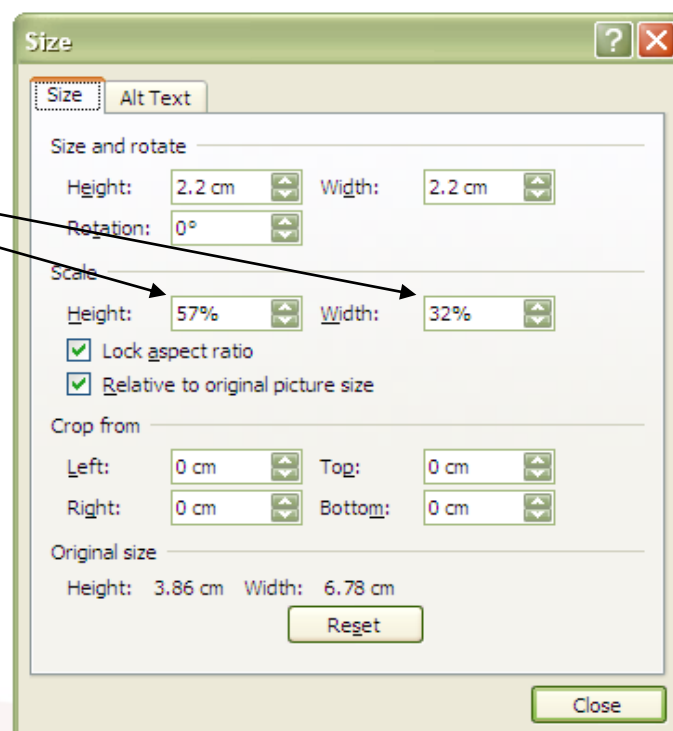
Right click on the image and choose 'Size'. Check that both the 'Height' and 'Width' percentages are the same.

It is important to have the 'Lock aspect ratio' box ticked also.

There is no minimum recommended print size due to varying applications however please be aware of 'fill-in' with some printing methods if the logo is too small or pixilation if the logo is too large.



Incorrect example:



PRIMARY FONT

CALIBRI

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890\$%&(',""/!?

SIZE

HEADING 1: 14
HEADING 2: 12
BODY: 11

ALTERNATE FONT

ARIAL (Not the preferred font but an acceptable substitute where the primary font is unavailable)

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890\$%&(',""/!?

SIZE

HEADING 1: 14
HEADING 2: 12
BODY: 11

STATIONARY TEMPLATES

BUSINESS CARDS



ENVELOPES – ADDRESS LABELS



Position: Top, left corner



Black



C: 0 M: 0 Y: 0 K: 100

EMAIL SIGNATURE

Employee's Name **Employee's Position**
Dawsons Group of Companies **Location or department here**

50 Greenbank Road, Stratford QLD 4870
p xx xxxx xxxx | **f** xx xxxx xxxx | **m** xxxx xxx xxx
xxxxxxxxx@dawsonsend.com.au | www.dawsonsend.com.au

This can be changed to your department or office e.g. Townsville, Training, Construction, etc.

Font: Tahoma

Size:

11 (Employee and company details)

8.5 (Contact details)

Colour: Red, Accent 2, Darker 25%

To apply to an email account:

1. Amend the above signature with your details
2. Copy and paste signature into Gmail (Settings) and SAVE

CERTIFICATION LOGOS



The word star logos above can be used in colour, mono or reversed. There is no minimum size and for use on business cards the 'ISO' wording may be removed.

Dawsons Engineering (N.Q.) Pty Ltd was awarded certification for quality and safety management systems inclusive of the below scope only:

Asbestos Removal, structural steel fabrication, plate work, pipe work, steam mains and mechanical repairs.

No parent or subsidiary companies can use these logos for marketing or promotional purposes other than those under the scope.

AFFILIATED COMPANY LOGOS

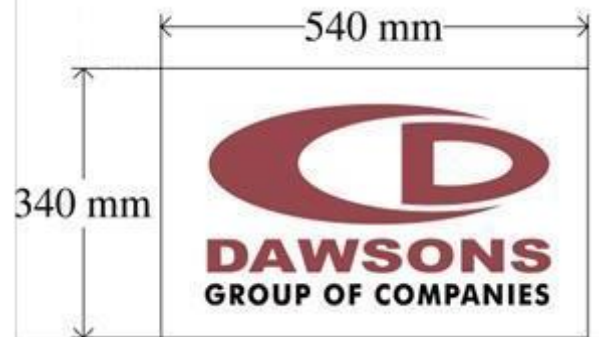


VEHICLE DECALS

Flatbed printed and laminated on ACM backing (x2)

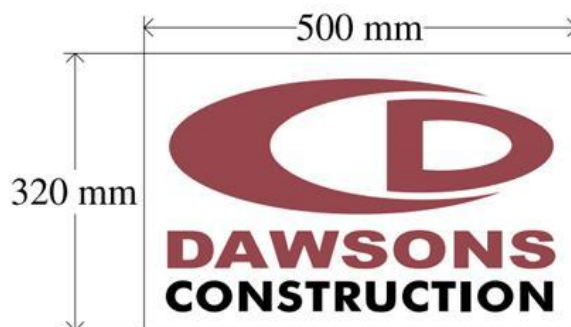


Larger Vehicles



Standard Vehicles

Magnets only for Construction Vehicles (x2)



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