

## Core elements

Using the Barloworld logotype in colour and black and white

### 1 Four colour (CMYK)

For use on literature, stationery, signage, vehicles, and advertising, where the logotype needs to be prominent.

When product logotypes appear on stationery they should ideally be four-colour versions.

When it is not possible to use the logotype in full colour, use one of the approved options below:

### 2 Two colour

(Barloworld Blue and black)  
For low-end literature, large size on newsprint or where there are budget limitations.

### 3 One colour (Barloworld Blue)

For forms, leaflets and flyers where there are budget limitations.

### 4 Black and white

For forms, leaflets and flyers where there are budget limitations.

### 5 Vector based

This simplified logotype is for use where reproduction is poor, e.g. faxes and small-size newsprint.

Reversed-out versions of all logotypes can be found in the master logotype suite.

The logotype colours must not be changed in any way.

An embroidered version of the logotype is available from Corporate Communication.

### Giving the logotype room to breathe

To make sure the logotype really stands out to maximum effect, give it room to breathe. Keep other graphic elements or type away from it. The diagrams here show the minimum area you should leave clear around the logotype and the simple way to calculate it. In principle, leave as much space as you can without damaging your designs.



Please note  
1X = cap height of 'B' of Barloworld.  
The relationship of each of these elements is fixed and cannot be altered.

The tinted keyline and the letter 'B' are positional guides only, they do not print.

### Using the logotype on backgrounds

When producing communications which require a background image or colour, always use one of the approved options illustrated here. It is important that the Barloworld logotype is always clear and legibility is never compromised.

1 Two-colour world symbol with a black wordmark on a 40% Barloworld Blue background.

2 One-colour world symbol with reversed white wordmark on a 100% Barloworld Blue background.

3 Four-colour world symbol with a black wordmark on light coloured imagery.

4 Four-colour world symbol with reversed white wordmark on dark coloured imagery.

5 Black and white logotype on a white background.

6 Black and white world symbol with reversed white wordmark on a black background.

