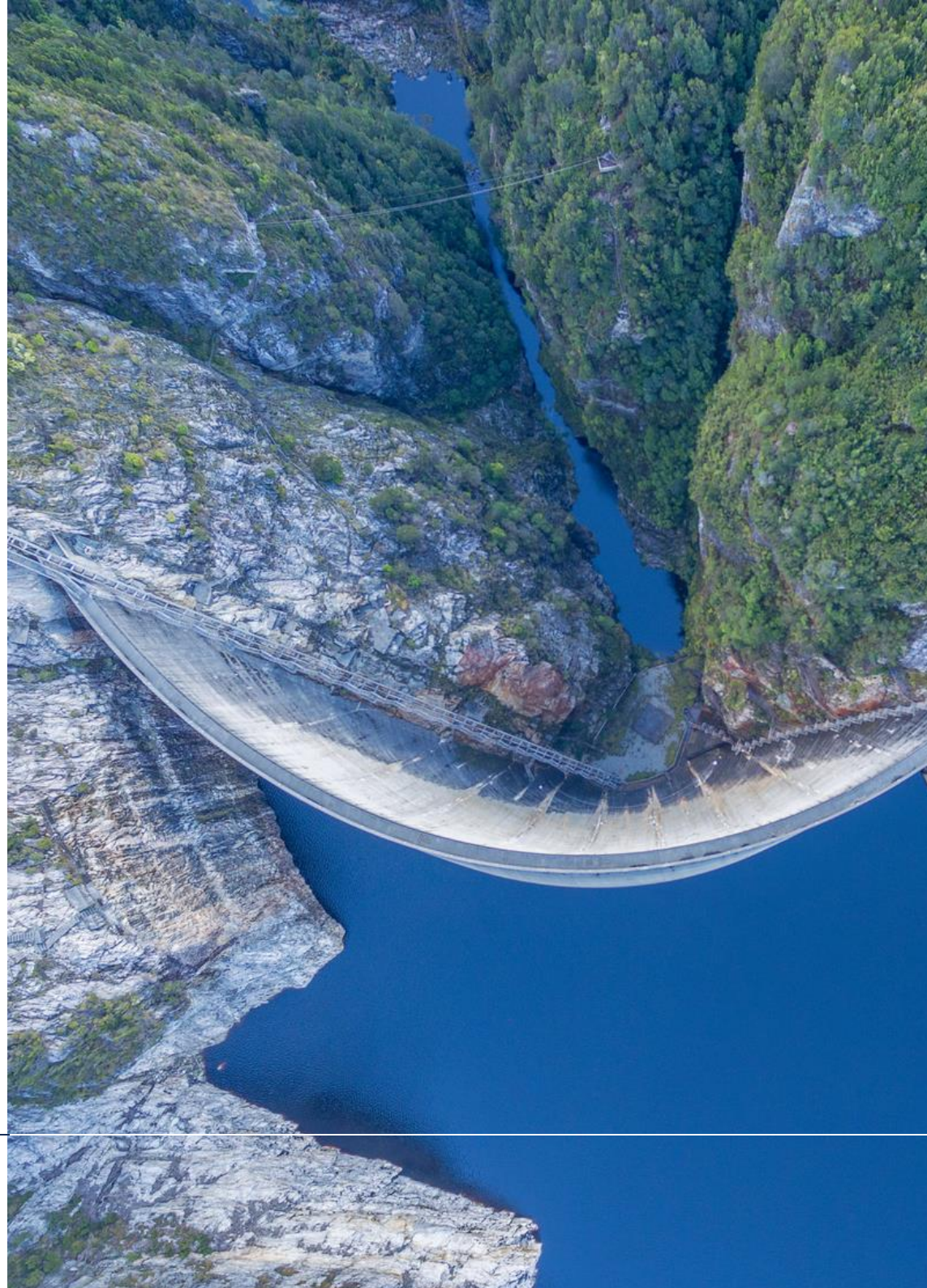
Aither (a Ricardo company) Brand Guidelines

Brand guidelines and brand applications

Last updated: March 2024

RICARDO AITHER



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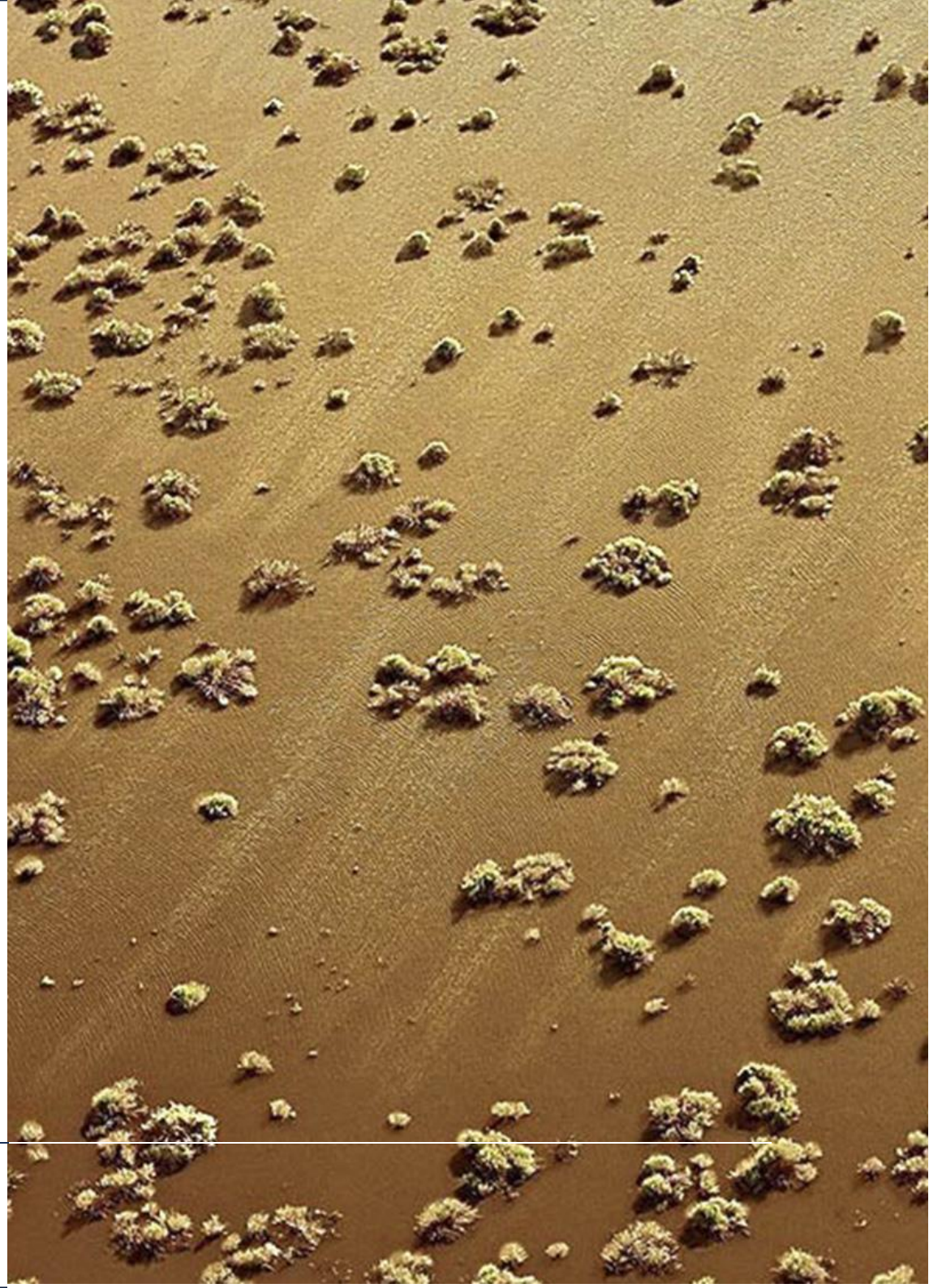

Introduction

These guidelines have been designed to ensure that the integrity of the Aither (a Ricardo company) brand is maintained through all communications.

Through reading these guidelines and by always using the digital artwork supplied, you can ensure the Aither (a Ricardo company) brand always delivers a consistent presentation. It is also important to arrange appropriate proofs wherever possible when reproducing artwork to ensure accurate colour and layout.

These guidelines have been put together to assist us and our partners with managing our brand to ensure clear and consistent communications. They provide visual and written information to consumers in plain language which forms the essential conditions to establish and maintain the Aither (a Ricardo company) brand identity.

These guidelines are a necessary aid in promoting a consistent style to which all advertising, stationery, signage and various visual communication or expressions are to be adapted. This consistency ensures the integrity of the Aither (a Ricardo company) brand identity.

The examples provided in these guidelines provide indicative standards which should be regarded as benchmarks when working with the Aither (a Ricardo company) identity.

Any variations of the prescribed identity in form, shape, proportions, use, size, colour or relative placement of typography are unacceptable. Authorisation to use the brand identity is at the discretion of Aither (a Ricardo company) who may exercise the right to reject incorrect or inappropriate reproduction of the brand identity.

Brand administrator

All uses of the Aither (a Ricardo company) brand must be signed off by the Brand Administrator prior to reproduction. This is to ensure that consistency is achieved, and standards are adhered to.

A sample of any new item where the brand appears, needs to be submitted to the Brand Administrator for approval.

Any work which is commissioned which diverges from given standards and which has not been approved by the Aither (a Ricardo company) Brand Administrator will be in breach of these guidelines.
Customers should be aware of the stringent conditions placed on the Aither (a Ricardo company) brand and associated brand marks and the same terms and conditions apply to customers' use of the Aither (a Ricardo company) visual elements.

Aither (a Ricardo company) Brand Administrators

Akriti Goel

Water – Marketing Solutions Lead

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Master brand mark

The Aither (a Ricardo company) brand mark is the core element of the brand.

The brand mark is made up of a type mark. Each and every time Aither (a Ricardo company) appears in an external document as a brand mark, approval and sign-off for correct usage must be obtained by the Brand Administrator.

Correct written brand

It is important to adopt a consistent approach to how the word Aither (a Ricardo company) is written across all medium, internally as well as externally.

Written word consistency
Each and every time the word Aither (a Ricardo company) is to be written, including typed correspondence, it is to appear as with the first character in uppercase. The only exception where the word will appear as lower case, is the URL and emails.

Aither (a Ricardo company)

Written word – correct use

~~**Aither (a Ricardo company)**~~

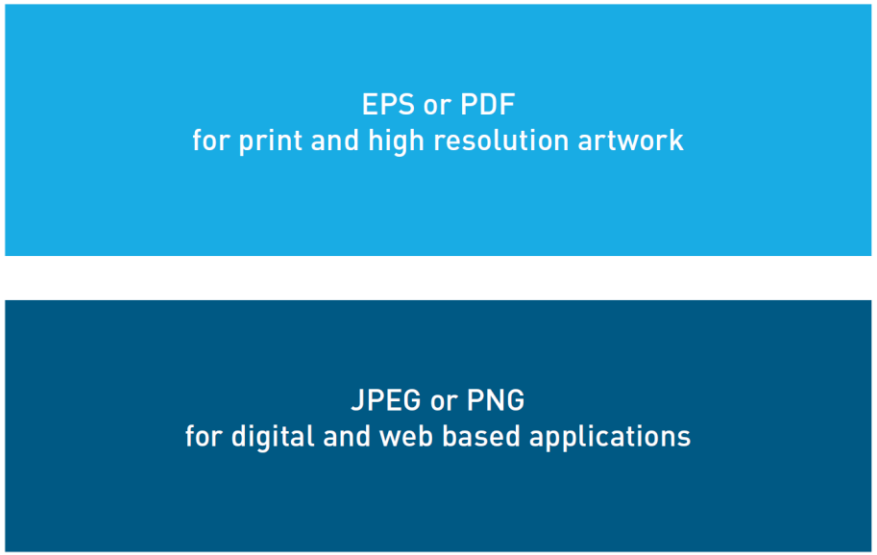
Written word – incorrect use

Supplied file formats

All the master artwork files have been provided as the highest quality most flexible file formats. That is EPS or PDF for print and high resolution artwork and JPEG or PNG for digital or web based applications.

We have used ESP or PDF files as they are small and efficient and can be viewed by most stakeholders. They should be used for all professional printed communications. They are created as Illustrator vector files and are resolution independent. They are the highest quality files and can be converted to Illustrator EPS or AI files with no loss of quality and can be scaled to any size.

For electronic use we have created high resolution RGB JPEG or PNG files.They can be used in Microsoft applications like Word and Powerpoint. They are ideal for electronic communication and can be used up to about 5cm high when laser printing.



Master brand mark - Matrix

Here is a list of the different file types and their roles.

Artwork files have been created for most realistic production scenarios. Where appropriate, the files are resolution independent EPS or PDF files (vector) or high resolution RGB PNG or JPEG files.

Colour
The most used format.

Reversed
ONLY for situations where the brand mark needs to be reversed out of a dark background.

Mono
One colour artwork for use in black and white publications or line artwork applications

Colour

Reversed

Mono

Incorrect use of brand mark

The Aither (a Ricardo company) brand mark may not be redrawn or altered in any way or under any circumstances.

Do not compress, extend or distort the brand mark in any way.

Do not reproduce the brand mark text in any other typeface.

Do not alter the colours of the brand mark.

Do not infringe upon clear space or add any extra elements to the brand mark.

Do not rotate the brand mark.

Do not reproduce the brand mark on a photographic or illustrative graphic or background that does not provide sufficient contrast.

Do not compress, extend or distort the brand mark in any way.

Do not reproduce the brand mark text in any other typeface.

Do not alter the colours of the brand mark.

Do not infringe upon clear space or add any extra elements to the brand mark.

Do not rotate the brand mark.

Do not reproduce the brand mark on a photographic or illustrative graphic or background that does not provide sufficient contrast.

Clear space and minimum size

Clear space

To maximise the visual impact and integrity of the brand mark a 'clear space' must be allowed. This ensures that no other elements are positioned within the area specified. The 'clear space' signifies the minimum clearance only; where possible, more space should be maintained. The dimension of the 'clear space' is in direct relationship to any size in which the brand identity may appear. The clear space is recognised as the 'x-height' which is the cap height of the wording 'Aither (a Ricardo company)'. Please refer to the diagram opposite.

Clear space (x-height)

Minimum size

To ensure that the clarity of the Aither (a Ricardo company) brand mark
is maintained, you must adhere to a minimum size.
The minimum size is based upon the cap height of the wording 'Aither (a Ricardo company)'. As a rule, it should never be reduced to a size smaller than 6.5mm. Refer to example opposite.

Minimum size

Typefaces

Master Typeface – Sofia Pro

Sofia Pro

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Sofia Pro Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Sofia Pro Extra Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Sofia Pro Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Sofia Pro Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Sofia Pro Medium Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Sofia Pro Semi Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Sofia Pro Ultra Light Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Electronic Typeface – Segoe UI

Segoe UI

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Segoe UI Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Segoe UI Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Segoe UI Semi Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Primary colour palette

The Aither (a Ricardo company) colour palette is a fundamental component of the brand identity. It helps to ensure consistent and coherent communications.

Most print applications will be CMYK and all electronic use will be RGB. The Aither (a Ricardo company) Blue is to be used the majority of the time across all corporate and primary branding applications.

Master colour palette

Aither (a Ricardo company) Blue	**Aither (a Ricardo company) Light Blue**
CMYK 72.46.0.66	CMYK 58.31.0.21
RGB 24.47.87	RGB 84.139.201
Hex #182F57	Hex #548BC9
Pantone 534C	Pantone 2718C

Secondary colour palette

The secondary colour palette is to be used for all relevant communication that requires a range of colours.

Pastel Colours
To be used behind black text.

Bold Colours
To be used for graphs, headings and infographics - not to be used behind text.

Dark Colours
To be used for graphs, headings, infographics and behind white text.

CMYK 225.215.239 RGB 6.10.0.6	CMYK 11.0.6.5 RGB 216.242.228	CMYK 0.5.13.0 RGB 254.241.221	CMYK 0.0.0.15 RGB 216.216.216
CMYK 36.61.0.34 RGB 107.66.168	CMYK 66.0.35.28 RGB 62.184.119	CMYK 0.27.67.2 RGB 251.184.84	CMYK 0.0.0.58 RGB 108.108.108
CMYK 37.61.0.67 RGB 53.33.84	CMYK 66.0.35.64 RGB 31.92.60	CMYK 0.39.98.36 RGB 164.100.4	CMYK 0.0.0.85 RGB 38.38.38
CMYK 19.0.6.0 RGB 203.234.237	CMYK 9.20.7.0 RGB 227.204.214	CMYK 0.6.18.2 RGB 249.232.205	CMYK 0.28.16.0 RGB 250.195.191
CMYK 76.18.36.0 RGB 45.160.166	CMYK 12.99.35.0 RGB 214.31.107	CMYK 0.30.97.0 RGB 253.185.29	CMYK 6.92.100.1 RGB 223.59.35
CMYK 90.47.50.22 RGB 14.97.105	CMYK 35.100.63.41 RGB 115.15.50	CMYK 36.39.90.8 RGB 162.135.62	CMYK 25.100.100.21 RGB 158.29.33

Headshot photography

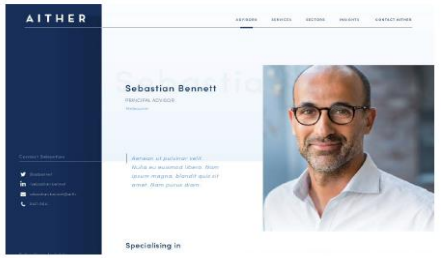
All headshots must adhere to the following:

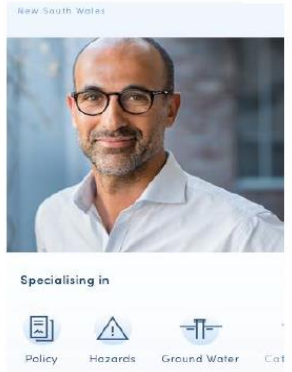
- Landscape photo
- Mid chest and up, space above head
- Person to be framed centre of photo
- Softer, not too bright, no highlights
- Consistent lighting and framing across the series
- Blurred backgrounds
- Variance in what you see in the backgrounds
- Professional clothing
- Cooler colours, blues and soft green hues
- Skin tones to be true to life
- Not too serious looking - smiles and happy but professional

*Please see examples to the right (please note do **not** crop the head like in the examples**)**.

Example Source Image

Example Image in Use





Examples of framing (after being cropped) and variance in backgrounds

Aither (a Ricardo company) stock photos

Aither (a Ricardo company) have over 200+ stock photos available for use in reports, presentations, brochures, and web pages.

Do not use images that are low resolution or may be copyrighted. All images not immediately available in the Aither (a Ricardo company) Stock Photo Library must first be approved by the Brand Administrator.

All photos are available in six dimensions:

- Original image dimensions
- 4x3 PPT Cover Page – 750x1126
- 4x3 PPT Divider Slide – 1089x1128
- 16x9 PPT Cover Page – 1000x1125
- 16x9 PPT Cover Slide – 1453x1125
- Word Cover Page – 1110x1097
- Word Landscape Cover Page – 806x1125

Images are grouped in the following categories:

Water Utilities & Infrastructure

Resilience & Adaptation

Water Policy Management

General

Water Markets

Event photography

Images are mostly used for social media and future event promotion.

Do:

- **Capture dynamic images of people -** Candid, real interactions or single or groups of people. Crowd shots with people enjoying themselves, try to get as high as you can. Speakers actively engaged with each other, try to position yourself at the side of the stage.
- **Capture in-focus images -** Try to have a light source behind you.

Avoid:

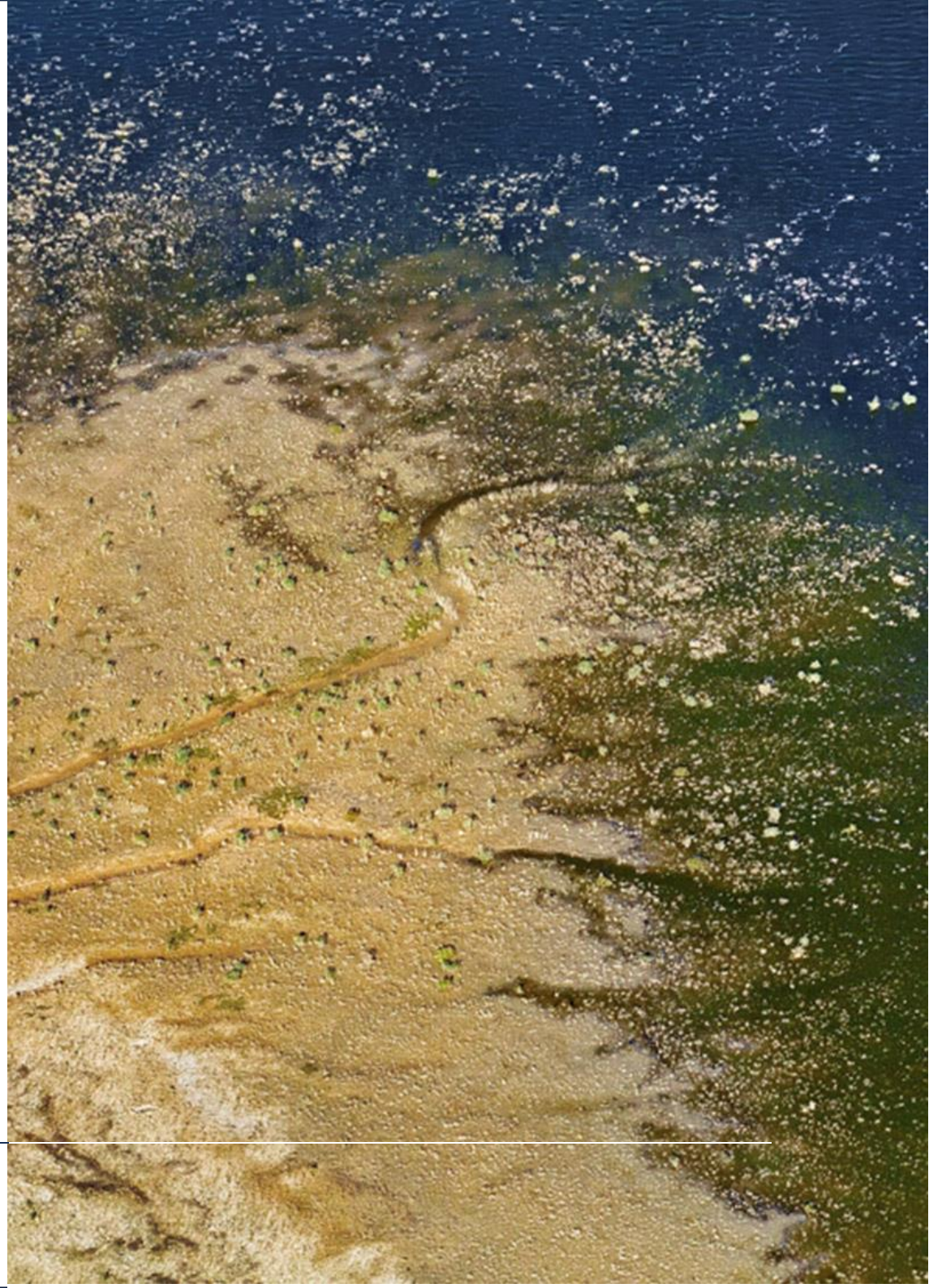
- **Blurry or low light images -** Avoid taking images from the back of the room.
- **Empty rooms, collateral only shots or the screen -** The branding will be added to these images, including the presentation is not necessary.

Brand Applications

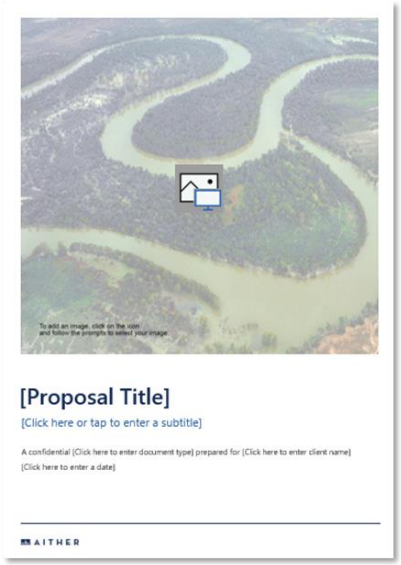
14. Aither (a Ricardo company) templates

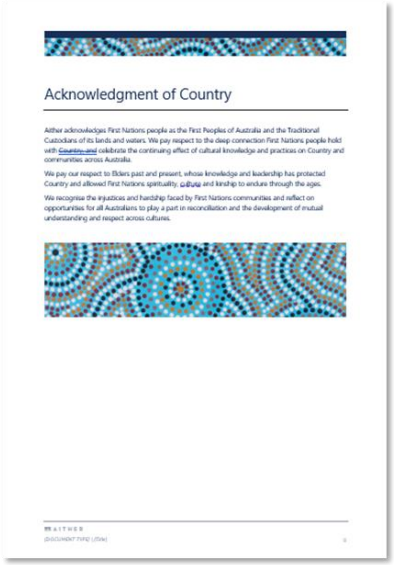
15. Aither (a Ricardo company) capability statements

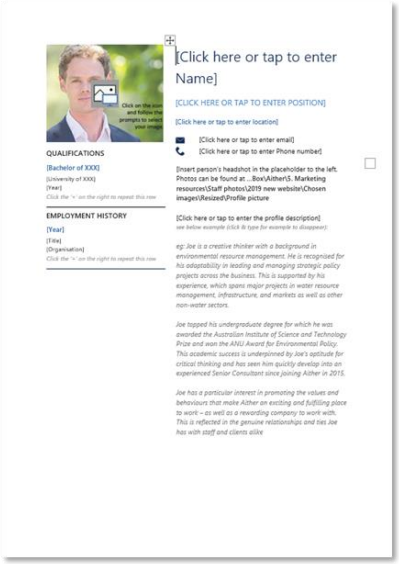
16. Aither (a Ricardo company) social media

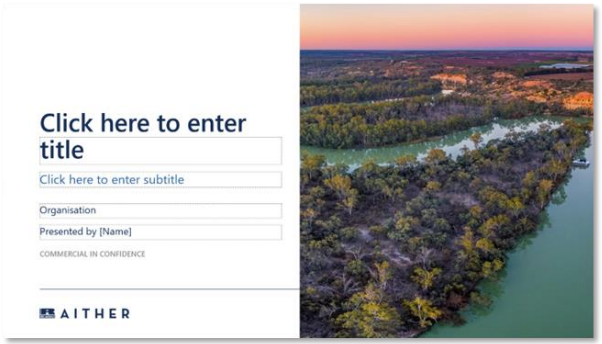


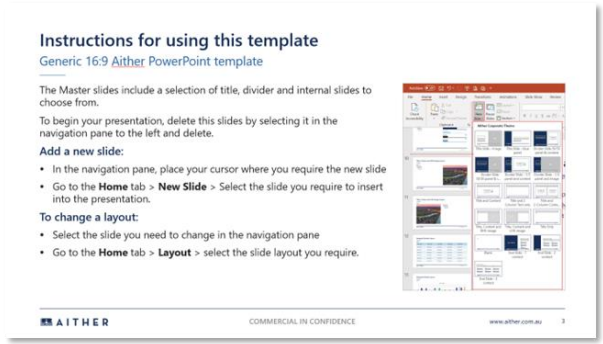
Aither (a Ricardo company) templates



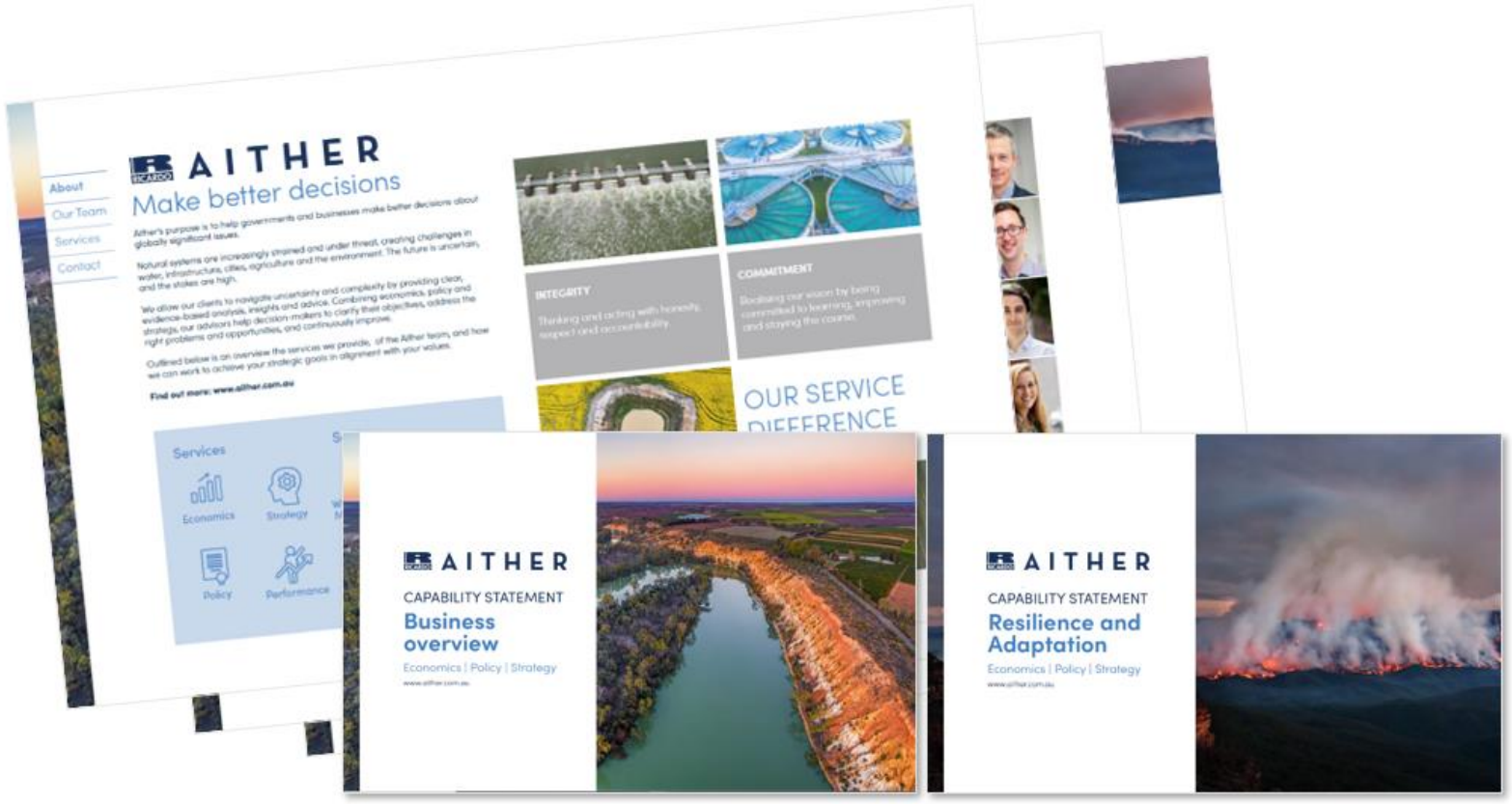




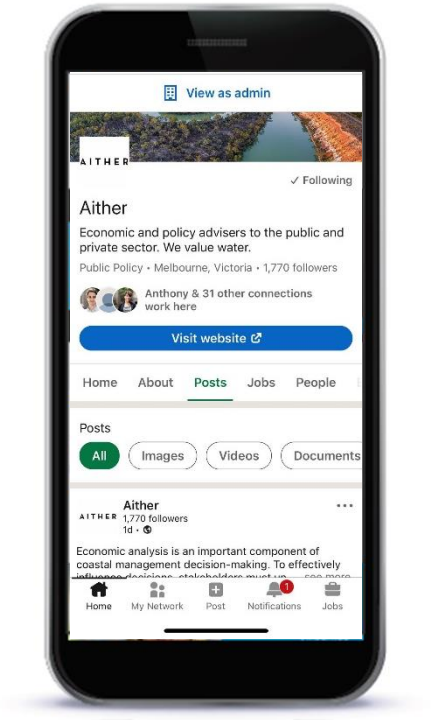


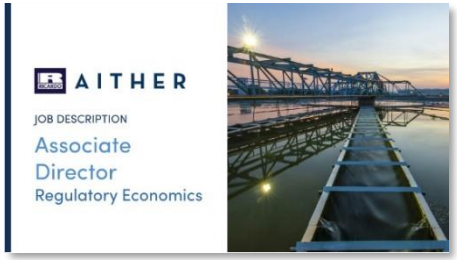


Aither (a Ricardo company) capability statements



Aither (a Ricardo company) social media





www.aither.com.au

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