

**Simple, powerful,  
honest and real**

---



# Welcome

---

These Constructionline brand guidelines are here to help maintain an effective brand identity, a consistent look for the logo and to prevent misuse.

We have kept the guidelines as simple and brief as possible. All examples shown should be used as guidance, inspiration and benchmarks.



# Logotype

The Constructionline logo is a key visual element of our brand, helping us to stand out and remain unique and distinctive. It is important to always use the logo correctly. Here are some simple guidelines for its use.

## Constructionline Logo

This is the preferred logo, used in all cases and should remain consistent – wherever and whenever it appears. It should never be altered, redrawn or recreated in any way. We are proud of our name and logo and should use it with confidence.

## Colourways

The preferred logo features the corporate colours of Pantone® 527 (typography) and Pantone® 3125 (pillar) on a white background.

## Exclusion zone

For maximum impact the Constructionline logo should always be prominent and legible. The exclusion zone gives the logo enough space to make this impact and not become compromised by other elements.

A clear space of the height and width of the character 'O' in the logo must be maintained.



# Sizing the logo

To ensure communications are branded clearly and consistently, we have provided a set of logo measurements for a range of different formats.

## How to size the Constructionline Logo

The Constructionline logo should always be clearly visible and easy to read. The logo should never be reproduced smaller than 20mm in width and is measured from the right of the 'C' to the left of the 'e' of constructionline.

Format	Minimum logo size mm (width)	Example Applications
DL	31mm	Direct Marketing
A6	31mm	Direct Marketing
A5	31mm	Leaflet
A4	44mm	Brochure
A3	62mm	Mini Poster
A2	88mm	Poster
A1	124mm	Poster
A0	176mm	Poster
Double A0 Banner	248mm	Poster
6 Sheet Poster 48	305mm	Exhibition
Sheet Poster	280mm	Outdoor Advertising
	800mm	Outdoor Advertising

# What to avoid

The Constructionline logo must be applied consistently across the visual identity and usage must adhere to the guidelines at all times. Any deviation will undermine the integrity of the brand.

## Examples of how NOT to use Constructionline Logo



# Colour Palette

The Constructionline colour palette is a key distinguishing aspect of our brand identity. It comprises of two colours: Constructionline purple and Constructionline blue.

## Using the core colour palette











The Constructionline core colour palette provides a consistent and recognisable format for all Constructionline communications.

## Highlight colours

In addition to these core colours, we also use highlight colours to emphasise key information and help to create our iconography.

## Production notes

Where practical, consider using Pantone® colours as these will give a more accurate representation of Constructionline core colours.

	<b>Constructionline Purple</b> PMS: 527 CMYK: 69 99 0 0 RGB: 128 49 167 HEX: #8031A7		<b>Constructionline Blue</b> PMS: 3125 CMYK: 84 0 18 0 RGB: 0 174 199 HEX: #00AEC7
	<b>Highlight Blue</b> PMS: 286 CMYK: 100 75 0 0 RGB: 0 51 160 HEX: #0033A0		<b>Highlight Red</b> PMS: 1788 CMYK: 0 88 82 0 RGB: 238 39 55 HEX: #EE2737
	<b>Highlight Green</b> PMS: 7481 CMYK: 82 0 86 0 RGB: 0 183 79 HEX: #00B74F		<b>Highlight Orange</b> PMS: Orange 021 CMYK: 0 65 100 0 RGB: 254 80 0 HEX: #FE5000
	<b>Black</b> PMS: Process Black CMYK: 0 0 0 100 RGB: 39 37 31 HEX: #27251F		<b>White</b> PMS: - CMYK: - RGB: 255 255 255 HEX: #FFFFFF
	<b>Membership Bronze</b> PMS: 7571 CMYK: 0 48 97 21 RGB: 198 125 48 HEX: #C67D30		<b>Membership Gold</b> PMS: 7752 CMYK: 2 13 88 14 RGB: 207 176 35 HEX: #CFB023
	<b>Membership Silver</b> PMS: Cool Grey 4 CMYK: 12 8 9 23 RGB: 187 188 188 HEX: #BBBCBC		<b>Membership Platinum</b> PMS: Cool Grey 9 CMYK: 30 22 17 57 RGB: 117 120 123 HEX: #75787B

# Membership Logotype

The Constructionline Membership logos are a key visual element of our brand, helping us to stand out and remain unique and distinctive. It is important to always use the logos correctly. Here are some simple guidelines for its use.

## Logo

These are the preferred logos, used in all cases and should remain consistent – wherever and whenever they appear. They should never be altered, redrawn or recreated in any way.



## Colourways

### Associate Member



PMS: 3125  
CMYK: 84 0 18 0  
RGB: 0 174 199  
HEX: #00AEC7

### Approved Buyer



PMS: 527  
CMYK: 69 99 0 0  
RGB: 128 49 167  
HEX: #8031A7

### Membership Bronze



PMS: 7571  
CMYK: 0 48 97 21  
RGB: 198 125 48  
HEX: #C67D30

### Membership Gold



PMS: 7752  
CMYK: 2 13 88 14  
RGB: 207 176 35  
HEX: #CFB023

### Membership Silver



PMS: Cool Grey 4  
CMYK: 12 8 9 23  
RGB: 187 188 188  
HEX: #BBBCBC

### Membership Platinum



PMS: Cool Grey 9  
CMYK: 30 22 17 57  
RGB: 117 120 123  
HEX: #75787B

## Exclusion zone

For maximum impact the Constructionline Membership logo should always be prominent and legible.