



The
S.E.A.
Group



a guide to the use of our corporate logotype

S.E.A.



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Group

IMPORTANT:

Do NOT copy, scan, print or reproduce the logos used to illustrate this guide.

Instead, use only logos supplied as graphic files or as bromides, specially made for reproduction purposes.

Logos are available from the S.E.A. web site, www.sea.com.au, or by contacting your nearest S.E.A. office.



styles of the logotype

The S.E.A. Group logotype is available in four distinct styles, depending on available space.

Preferred style:

This is the style that should **always** be used, unless space restrictions apply.



Vertical style:

Use this style if the design does not lend itself to the horizontal "Preferred" style.



Cluster only:

For applications where space is at a premium, the S.E.A. honeycomb "cluster" may be used without the text at the side or bottom. In this style, the lettering "S.E.A." is added to the bottom hexagon.



Single hexagon:

The single S.E.A. hexagon should only be used where available space is very small and precludes the use of any other option.



IMPORTANT:
Do not modify the available designs.

specifying colour in various media

The colour of the S.E.A. Group logotype can be specified in a number of ways, depending on the method of reproduction.



Pantone Matching System® (PMS):

The ink matching system used by printers when printing a special flat colour.

Colour number: 300

CMYK:

The colours (Cyan, Magenta, Yellow, Black) used in four-colour process printing.

C100 — M43 — Y0 — K0

RGB:

The system (Red, Green, Blue) used to specify colours on a computer monitor.

R0 — G102 — B204

HEX:

Same as RGB, but expressed in hexadecimal for use in HTML programming.

0066CC

HSB:

System used in computer graphics to describe colour in terms of Hue, Saturation and Brightness.

H210 — S100 — B80

LAB:

A colour description system used in computer graphics

L43 — A8 — B-62

IMPORTANT:

Do not use any other colour as a substitute. If absolutely necessary (for instance, if having a logo embroidered onto a garment), always choose a BLUE colour that is as close as possible to the S.E.A. corporate blue colour.

black & white styles of the logotype

If colour is not available, The S.E.A. Group logotype is available in black & white, in the same four styles as the colour logo.

Preferred style:

This is the style that should **always** be used, unless space restrictions apply.



Vertical style:

Use this style if the design does not lend itself to the horizontal "Preferred" style.



Cluster only:

For applications where space is at a premium, the S.E.A. honeycomb "cluster" may be used without the text at the side or bottom. In this style, the lettering "S.E.A." is added to the bottom hexagon.



Single hexagon:

The single S.E.A. hexagon should only be used where available space is very small and precludes the use of any other option.



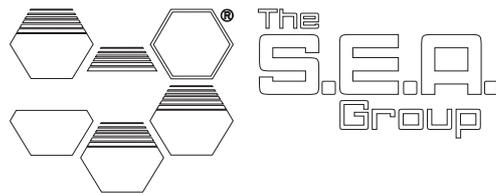
IMPORTANT:
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outline styles of the logotype

The outline styles are special styles that are **NOT intended for printing**. They are available for special uses, such as creating an embossing or debossing block, and in vinyl and decal cutting. Outline artwork of the logo is available in the same styles as the colour logo.

Preferred style:

This is the style that should **always** be used, unless space restrictions apply.



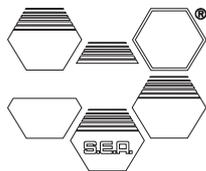
Vertical style:

Use this style if the design does not lend itself to the horizontal "Preferred" style.



Cluster only:

For applications where space is at a premium, the S.E.A. honeycomb "cluster" may be used without the text at the side or bottom. In this style, the lettering "S.E.A." is added to the bottom hexagon.



Single hexagon:

The single S.E.A. hexagon should only be used where available space is very small and precludes the use of any other option.



IMPORTANT:
Do not modify the available designs.

when to use which logotype

This is a brief guide to the use of the various styles and colours of the logotype

When to use which style:

Style:	Example:	Application:
Preferred style		Whenever possible.
Vertical style		Only if preferred style is impossible due to shape restrictions.
Cluster only		Only if size is at a premium.
Hexagon only		Only if no other style is practicable.

When to use which colour:

Application:	Colour:	B & W:	Reversed:	Outline:
White background	Yes	Yes		
Black background			Yes	
Light (pastel) flat colour background	Yes*	Yes		
Dark (saturated) flat colour background			Yes	
Light halftone (photo) background	Yes*	Yes*	Yes*	
Dark halftone (photo) background			Yes	
Process colours not available		Yes*	Yes*	
PMS spot colour not available		Yes*	Yes*	
Embossing/debossing				Yes
Vinyl cutting				Yes

*) Depends on the nature of the background

general points for stationery

Stationery will necessarily have to look somewhat different, depending on the region in which it is used. This is due to regional variables such as company names, paper sizes, standards symbols, logos of industry associations and other factors.

However, designers should strive to approximate the general layout guidelines provided here.

Business cards:



Notes:

Use good quality, matt, white paper stock.

Use the preferred (horizontal) logo style.

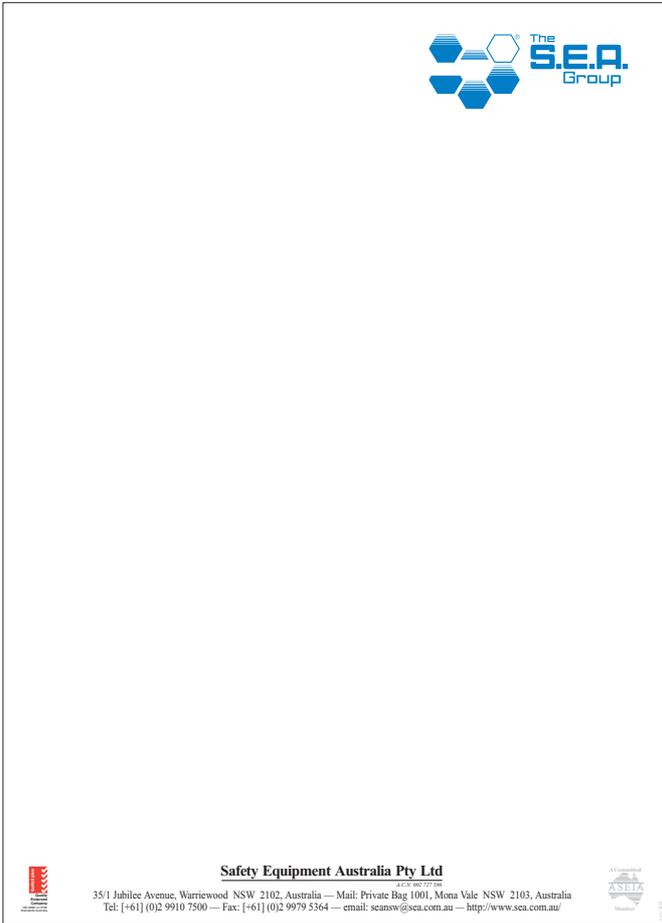
The horizontal line on this card is gradated from 100% PMS300 to 0%. Other designs are possible.

Keep other logos (standards, associations) well away from S.E.A. logo.

On this card design, full address details are printed on the back of the card. If desired, these may be moved to the front of card, space permitting.

general points for stationery

Letterheads:



Notes:

Use good quality, matt, white paper stock.

Use the preferred (horizontal) style logo.

Place logo in the top right hand corner. This is for a number of reasons:

- Works well in ring-binders (left placement becomes hidden by previous page in a full binder)
- Stays on top in portrait-style filing cabinets
- Stays on top in landscape-style filing cabinets

Address block at the bottom of the page allows a clean, clear addressee block at the top.

Keep other logos (standards, associations) well away from S.E.A. logo.

general points for stationery

Invoices/statements/orders:

<p>TAX INVOICE</p>	<p align="center">Safety Equipment Australia Pty Ltd <small>North Shore Business Park 35/1 Jubilee Avenue Warriewood NSW 2102, Australia Mail: Private Bag 1001, Mona Vale NSW 2103 Tel: [+61] (02) 9910 7500 Fax: [+61] (02) 9979 5364 E-mail: seansw@sea.com.au Internet: http://www.sea.com.au/</small></p>																		
<p>Sold To:</p>	<p>Account No:</p>																		
	<p>Invoice No:</p>																		
<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <th style="width: 30%;">Customer Order No.</th> <th style="width: 20%;">Terms of Payment</th> <th style="width: 20%;">Mode of dispatch</th> <th style="width: 20%;">Invoice Date</th> <th style="width: 10%;">Due Date</th> </tr> <tr> <td> </td> <td> </td> <td> </td> <td> </td> <td> </td> </tr> </table>	Customer Order No.	Terms of Payment	Mode of dispatch	Invoice Date	Due Date														
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<p><small>The supply of these Goods is subject to the conditions printed overleaf. PLEASE READ THE CONDITIONS CAREFULLY! BANK Payment: National Australia Bank BSB No 082-146 ACCOUNT No. 03 529-0976</small></p>						<p>Total Value (excluding GST): <input style="width: 50px;" type="text"/></p>													
						<p>GST Amount: <input style="width: 50px;" type="text"/></p>													
						<p>TOTAL PRICE (including GST): <input style="width: 50px;" type="text"/></p>													

Notes:

- Invoices, orders, statements etc can also be written on standard S.E.A. letterheads.
- Use good quality, matt, white paper stock.
- Use the preferred (horizontal) style logo.
- Keep other logos (standards, associations) well away from S.E.A. logo.



typefaces and styles in long documents

The typographic design of advertisements, leaflets, posters, brochures, exhibition displays and web pages is up to the designer.

However, in the case of instruction manuals, induction texts, discussion papers, editorial articles and other long documents, some basic typographic points must be kept in mind.

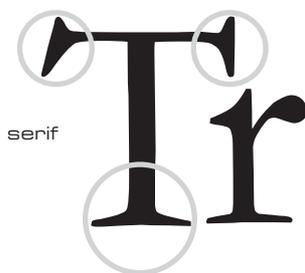
What is a 'long document'?

A 'long document' contains large blocks of text that require concentrated, continuous reading.

The word 'long' refers to the reading of the text, not to the extent of the document. For example, although it contains many pages, this style guide is NOT a long document, because it is mainly a 'look-up' utility.

Choice of typeface for body text

Generally, the typeface used in the body text of printed long documents should be a basic **serif** font, such as one of the following:



Baskerville

Century

Garamond

Palatino

Times Roman



The reason for using a serif typeface is that serif typefaces have been shown to be significantly more readable than sans serif typefaces in long texts.

There are many suitable typefaces, and designers are not confined to only the samples given. Choose any 'traditional' serif typeface, such as those used in book publishing.

typefaces and styles in long documents

Text divisions and hierarchy of headings

The division of a text into logical segments will make it easier not only to read and digest the text, but also to form an overview of the text before it has been read thoroughly. There are many ways of achieving this. One document may require only one or two sub-levels, whereas another might demand a more complex hierarchy. The main objective is to create a logical and visually obvious sub-level system, and then stick to it consistently.

Below are a few examples of various devices that can be used to divide the text into contextual blocks.

MAJOR HEADINGS

Major headings in S.E.A. long documents should preferably be **bold** and centred. The typeface can be the same serif font as used in the body text, or a sans-serif typeface for contrast.

Major headings are usually set in a distinctly larger type size than the rest of the text.

Note that the first line after the major heading should not be indented.

Subheadings

Subheadings can be used to point out the main subject of a sub-section. Set subheadings one or two point sizes larger than the body text. Use the same typeface as the body text, but in bold. Alternatively, if a sans serif font is used for major headings, use the same font for the subheadings.

Subheadings should appear at the left edge of the column. The first line after the subheading should not be indented.

Minor subheadings

If yet another sub-level of side headings is required, set the heading in the same typeface and type size as the body text, and set it apart from the text by making the heading **bold**.

Minor subheadings should appear at the left edge of the column. The first line after a minor subheading should not be indented.

Run-on headings can be used for minor subdivisions of the text. They are normally set in the same typeface and type size as the body text, but set apart from the text by making them **bold**, *italic*, or setting them as SMALL CAPITALS. Run-on headings should not be indented.

Margin headings

Margin headings are an excellent way to give an overview of various sections of a long text.

It is up to the designer or writer to use other devices, such as:

- bullets
- em rules
- b) letters
- (3) numbers
- 5.16 index markers



typefaces and styles in long documents

Some don'ts in S.E.A. long documents

It is both easier and more appropriate to point out a few design pitfalls that should be avoided, rather than to give precise guidelines as to what *should* be done.

DON'T...

...set the text in such a way that each line contains more than, say, fifteen words. The ideal line length for comfortable reading is considered to be around eleven or twelve words per line. If the lines are too long, either increase the type size, or present the text in columns.

DON'T...

...use fully justified text. This is particularly important if the column is narrow, resulting in ugly holes in the text. The preferred S.E.A. style is range left.

DON'T...

...set the body text in a sans serif typeface. It has been shown that body text set in the traditional serif typefaces are easier to read for most people. However, it is fine to use traditional sans serif fonts (such as arial, avant garde, helvetica, and univers and many others) for headings and captions.

DON'T...

...use italicised text in big blocks. Italics in long passages can be tiring on the eye. Instead, if a section needs to stand out from the rest of the text, use some other typographic or design device, such as placing it in a box or on a tinted background.

DON'T...

...use both paragraph indents and paragraph spacing. The preferred S.E.A. style is to indent paragraphs (except the first paragraph after a heading), in which case paragraphs do not need to be separated by any extra space.

If the document demands that paragraphs should be flush left, it is necessary to insert a little space between paragraphs.



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Artwork for the corporate
logotype is available at our
web site.

www.sea.com.au

Should you have any
queries or comments
about the logo, please
write to:

seansw@sea.com.au

or fax:

[+61] (0)2 9979 5364