

Smiths logotype

A.1

smiths

bringing technology to life

The preferred option in Smiths blue Pantone® 3005

smiths
bringing technology to life

Black



Exclusion zone



'White out' of contrasting background colours

However, never incorporate white logotype within colour rectangle to contrast against light background. (see A. 3 Prohibitions)

smiths
bringing technology to life

Printed matter: 15 mm On-screen: 55 pixels

Minimum size

The logotype should not normally be reproduced below these sizes. This example is not to scale.

Smiths logotype

The Smiths logotype, comprising of the two elements – the 'smiths' letterform and the tagline 'bringing technology to life', is unique in helping to differentiate our products and services. To ensure accurate reproduction, always use the electronic master artworks available from **E: designhat@aol.com**. These artworks must not be altered in any way.

The 'smiths' letterform is the registered trademark of Smiths Group plc. It may not be reproduced or otherwise used by non-Smiths Group companies without the permission of Smiths Group plc. To retain the effectiveness of registered trademark, continuous and consistent use is necessary globally. For this reason the letterform must be used on products (where practicable), on invoices, in advertising and promotional material, on packaging, all forms of electronic media, buildings, signs and exhibitions. It is not sufficient to use our trademark alone on letterheadings or with the name of a company or division.

The Smiths logotype may be used in the following ways:

The preferred option is in Smiths blue Pantone® 3005. If this is not possible, the logotype can be produced in black or 'white out' of a contrasting background.

The logotype may only be used in black when reproduction is restricted to black and white printing. There are no other permitted ways of using the logotype.

Exclusion zone

To maximise the visual impact of the Smiths logotype, it is protected by an exclusion zone, no other visually distracting or confusing graphic element (type, imagery or other logotypes/symbols) should be placed within this exclusion zone. The minimum exclusion zone is defined by the 's' height of the logotype, as shown in the diagram opposite.

Note: It is important to give the logotype as much free space around it as possible.

Minimum size

When reproduced in printed matter, the Smiths logotype must never be reproduced smaller than 15 mm in width.

On-screen it must never be used smaller than 55 pixels wide.

Need help?

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Division logotypes

A.2

smiths detection
bringing technology to life

smiths medical
bringing technology to life

**smiths
interconnect**
bringing technology to life

▲ The preferred options, the 'smiths' letterform and tagline in 100% Pantone® 3005, the relevant Division name in a 45% tint of Pantone® 3005

smiths detection
bringing technology to life

smiths medical
bringing technology to life

**smiths
interconnect**
bringing technology to life

▲ The 'smiths' letterform and tagline in white, the relevant Division name in a 35% tint of Pantone® 3005, with all three elements reversed out of a contrasting background

smiths detection
bringing technology to life

smiths medical
bringing technology to life

**smiths
interconnect**
bringing technology to life

▲ The 'smiths' letterform and tagline in 100% black, the relevant Division name in a 45% tint of black, ideally on a white background

smiths detection
bringing technology to life

smiths medical
bringing technology to life

**smiths
interconnect**
bringing technology to life

▲ The 'smiths' letterform and tagline in white, the relevant Division name in a 35% tint of black, with all three elements reversed out of a black background

smiths detection
bringing technology to life

smiths medical
bringing technology to life

**smiths
interconnect**
bringing technology to life

▲ The 'smiths' letterform, tagline and the relevant Division name in 100% black, ideally on a white background, use of these versions is restricted to applications where reproduction of tints is difficult and of poor quality

smiths detection
bringing technology to life

smiths medical
bringing technology to life

**smiths
interconnect**
bringing technology to life

▲ The 'smiths' letterform, tagline and the relevant Division name 'white out' of a contrasting background, use of these versions is restricted to applications where reproduction of tints is difficult and of poor quality

IMPORTANT: See opposite, note on use of one line version of the Smiths Interconnect logotype

Division logotype

Smiths Detection, Smiths Medical and Smiths Interconnect, each have their own logotype, comprising of three elements – the 'smiths' letterform, the Division name and the tagline 'bringing technology to life' and are unique in helping to differentiate our products and services. To ensure accurate reproduction, always use the electronic master artworks available from **E: designhat@aol.com**. These artworks must not be altered in any way.

Division logotypes may be used in the following ways:

The preferred option is in Smiths blue Pantone® 3005 onto a white background, the 'smiths' letterform and tagline are in 100% Pantone® 3005, the relevant Division name is in a 45% tint of Pantone® 3005.

If this is not possible, the logotypes can only be produced in one of the following colourways:

- the 'smiths' letterform and tagline in white, the relevant Division name in a 35% tint of Pantone® 3005, with all three elements reversed out of a contrasting background;
- the 'smiths' letterform and tagline in 100% black, the relevant Division name in a 45% tint of black, ideally on a white background;
- the 'smiths' letterform and tagline in white, the relevant Division name in a 35% tint of black, with all three elements reversed out of a black background;
- the 'smiths' letterform, tagline and the relevant Division name in 100% black, ideally on a white background;
- the 'smiths' letterform, tagline and the relevant Division name 'white out' of a contrasting background.

Use of these last two versions is restricted to applications that will not provide good quality reproduction of tints.

The logotype may only be used in black when reproduction is restricted to black and white printing. There are no other permitted ways of using the logotypes.

Exclusion zone

To maximise the visual impact of a Division logotype, it is protected by an exclusion zone, no other visually distracting or confusing graphic element (type, imagery or other logotypes/symbols) should be placed within this exclusion zone. The minimum exclusion zone is defined by the 's' height of the 'smiths' letterform.

Note: It is important to give the logotype as much free space around it as possible.

Minimum size

When reproduced in printed matter, the 'Smiths' element of a Division logotype must never be reproduced smaller than 15 mm in width.

On-screen it must never be used smaller than 55 pixels wide.

Smiths Interconnect logotype – use of one line version

The use of the version with the Division name 'smiths interconnect' on a single line is restricted to applications where the height or depth of the available space is limited, such as:

- PowerPoint text slides;
- Web sites;
- E-mail signatures;
- Envelopes;
- Address labels;
- Signs on buildings.

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Logotype mis-use

A.3



Do not reproduce the Smiths or a Division logotype in colours other than the options shown in A.1 and A.2.



Do not distort a Smiths or Division logotype.



Prohibited uses of the logotype

The strength of our visual identity depends on consistency of its application, particularly the Smiths and the Division logotypes.

For this reason the logotypes as single configurations which must be respected in every application. The logotypes must not be modified in any way.

Shown here are examples of mis-use of the logotypes.



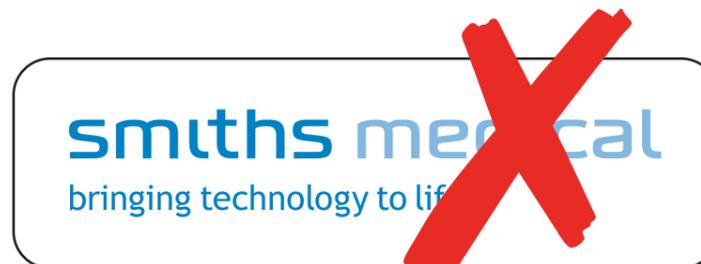
Do not attempt to create a Smiths or Division logotype from FF DIN or any other standard typeface – always use the master artworks.



Always ensure that sufficient contrast exists between the logotype and the background.



The 'smiths' letterform must not be used within text to form part of a sentence.



The Smiths or a Division logotype should not appear within another graphic shape.



The Smiths or a Division logotype must not be used in a vertical format.

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Typeface

A.4

FF DIN Light

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890.,;:&!?

FF DIN Regular

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890.,;:&!?

FF DIN Medium

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890.,;:&!?

FF DIN Bold

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890.,;:&!?

FF DIN Black

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890.,;:&!?

Typeface

The typeface FF DIN, as shown, has been selected to complement and support the logotypes. This typeface should be used on all external communications and pre-printed items – corporate, sales and technical literature, exhibitions, signage and stationery.

There is no Group-wide licence for use of this font. Therefore, each business and its relevant print suppliers must purchase their own copy of the font in order to operate legally.

The typeface can be purchased from:

[http://www.itcfonts.com/fonts/;](http://www.itcfonts.com/fonts/)

<http://www.fontfont.com;>

<http://www.fontshop.com;> or

[http://www.fonts.com.](http://www.fonts.com;)

OpenType® version

An OpenType font file format version 'FF DIN OT' is available from www.fontshop.com. This format has cross-platform capability – you can work with the same font file on MAC, Windows* and some Unix systems and it supports a widely expanded character set which provides greater linguistic support.

The exceptions to this are the following:

For applications where the use of FF DIN is not practicable and in the production of PowerPoint® presentations and word processing documents, Arial which is readily available on all PCs should be used.

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*Since these fonts rely on OpenType-specific tables, non-savvy applications on computers running operating systems prior to OS X and Windows 2000 may not be able to use them.

Colour A.5

Primary colour



Pantone®: 3005
CMYK: 100%; 34%; 0%; 2%
RGB: 0; 127; 214
HEX: #007fd6

Secondary colour palette



Pantone®: 130
CMYK: 0%; 30%; 100%; 0%
RGB: 248; 181; 0
HEX: #F8B500



Pantone®: 158
CMYK: 0%; 61%; 97%; 0%
RGB: 239; 116; 29
HEX: #EF741D



Pantone®: 485
CMYK: 8%; 98%; 100%; 1%
RGB: 220; 36; 31
HEX: #dc241f



Pantone®: 221
CMYK: 0%; 100%; 15%; 30%
RGB: 156; 0; 83
HEX: #9C0053



Pantone®: 520
CMYK: 64%; 100%; 12%; 0%
RGB: 106; 49; 122
HEX: #6A317A



Pantone®: 320
CMYK: 100%; 0%; 31%; 7%
RGB: 0; 164; 176
HEX: #00A4B0



Pantone®: 562
CMYK: 88%; 34%; 57%; 14%
RGB: 0; 118; 112
HEX: #007670



Pantone®: 464
CMYK: 36%; 62%; 99%; 28%
RGB: 133; 87; 35
HEX: #855723



Pantone®: Process Black
CMYK: 0%; 0%; 0%; 100%
RGB: 25; 25; 25
HEX: #191919

Primary colour

The Smiths primary colour is Smiths blue Pantone® 3005.

Secondary colours

To avoid overuse of Pantone® 3005, a secondary colour palette has been defined to support the primary colour.

Users should match these colours from the references/colour breakdowns shown here. Do not use the default colour breakdowns given in software applications as they may produce incorrect colours.

No other colours may be added to the palette, however, to increase options, tints of these colours may also be used.

The only permitted deviation from the prescribed colours is where businesses which still operate under their own names (with Smiths endorsed branding) have logos comprising set colours. These businesses may continue to use these specific colours, but for reproduction of their logos only.

Colour usage

Pantone® 3005

for the Smiths logotype, the three Division logotypes and for titles/introductory text.

Pantone® Process Black

for text, in addition, 30%, 20% and 10% tints of Pantone® Process Black can be used for backgrounds.

For applications where information on more than one Division is shown, the following colours should be used in text and backgrounds to distinguish relevant divisional information. Use:

Pantone® 221 for Smiths Detection;
Pantone® 520 for John Crane;
Pantone® 320 for Smiths Medical;
Pantone® 562 for Smiths Interconnect; and
Pantone® 464 for Flex-Tek.

Pantone® 130, 158 and 485

Should be used rarely and only in information graphics that have a large number of categories.

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