

# DESIGN & BRAND GUIDELINES

[www.detectortesters.com](http://www.detectortesters.com)

V7 2020



**detectortesters**  
testing technology from No Climb

No Climb Products Ltd. is the internationally recognised leader in the field of detector testing. We created the detectortesters corporate branding to bring our increasing product range together under one easily recognised identity.

Our product ranges include the world renowned brands of Solo, Testifire, Scorpion and SmokeSabre.

These guidelines describe the visual elements that represent detectortesters corporate identity. This includes our logo and elements such as colour, type and graphics. Sending a consistent and controlled message of who we are is essential to presenting a strong, unified image of our company.

These guidelines reflect detectortesters commitment to quality, consistency and style. The detectortesters brand, including the logo, name, colours and identifying elements, are valuable company assets.

Each of us is responsible for protecting the company's interests by preventing unauthorised or incorrect use of the detectortesters name and marks.

## **OUR MISSION**

Pioneering the world of testing technology

## **OUR VISION**

To provide innovative, connected solutions that protect peoples lives and property. We are committed to delivering excellence and making life safer, simpler and easier for our customers.

# THE LOGO

## Formatting Explanation

Our logo is the key building block of our identity, the primary visual element that identifies us. The logo is a combination of the symbol itself and our company name. They should not appear separately without permission.



# APPLICATION

The logo has been devised to be flexible in its application over different media whether printed or digital.



The primary logo will in most instances be reproduced in either CMYK or Special Colours using the industry standard Pantone® Matching System.



**detectortesters**  
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The portrait logo is only to be used when placing into a square space or when the primary logo will lose legibility, due to scaling.



Black & White Logo



Greyscale version for monotone reproduction.



The black and white version can also be used to reverse out of solid colours drawn from the colour palette. For reduced sizes, all logos are available without the strapline where legibility may be an issue.

# EXCLUSION ZONE

It is important to keep the logo clear of any other graphic elements. Follow these rules to ensure the detectortesters logo always achieves clarity and prominence.

## Exclusion Zone

An exclusion zone equivalent to the height of the lower-case 'd' has been established around the logo. Leaving this space clear of text, graphics or imagery will ensure that the mark stands out clearly.



## Recommended Sizes

To ensure legibility of the logo, it should not be reproduced at less than 35mm when measured as shown. For instances where the logotype may need to be used down to an absolute minimum size of 25mm, the tag line should not be used.



\*Minimum size

# PRODUCT LOGOS

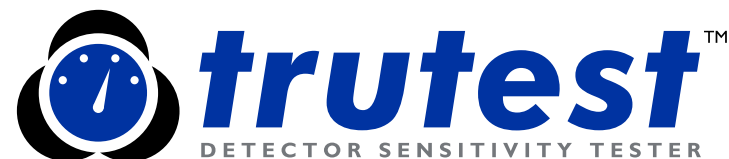
The detectortesters product logos are designed to reinforce the corporate name and branding style.

The guidelines for reproduction of these is consistent with the main corporate logo in terms of colours (greyscale and 100% black), exclusion zone spacing and scaling.

The strap line for each product logo must always be included. High resolution image files of each logo are available.

Please contact the Marketing team with your requirements.

[marketing@detectortesters.com](mailto:marketing@detectortesters.com)





solo



CAUTION  
Take safety when  
using tools. Always  
Make sure all parts  
are fully locked.

# TYPEFACES

A further way to establish a recognised and professional identity is to use typefaces in a consistent and clear manner.

The preferred typeface is Lato

## Lato Typeface Family

Lato - Light  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz &£?! 0123456789

Lato - Roman  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz &£?! 0123456789

Lato - Bold  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz &£?! 0123456789

Lato - Thin  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz &£?! 0123456789

Lato - Medium  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz &£?! 0123456789

Lato - Heavy  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz &£?! 0123456789

Lato - Italic  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz &£?! 0123456789

Lato - Semibold  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz &£?! 0123456789

Lato - Black  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz &£?! 0123456789

## HEADING FONTS

Futura Md BT Bold Italic is used in the construction of the product logos.

Conthrax is a font that reflects modern consumer technology.

These two fonts can be used to support corporate literature as a heading font or corporate signage.

**Futura Md BT - Bold Italic**  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz &£?! 0123456789

**CONTHRAX - Semibold**  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz &£?!  
 0123456789

### Gill Sans MT (Back up font)

Gill Sans MT should be used as a substitute in MS Word and MS Power Point Presentations if Lato is not available.



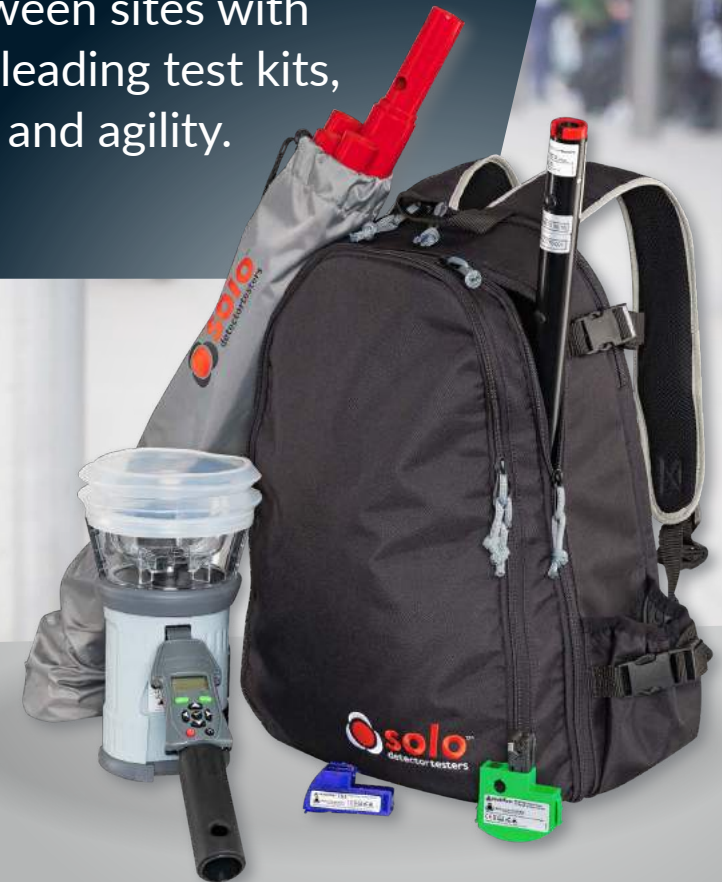
# ***URBAN KITS***

## **FOR ENGINEERS ON THE GO**

Move quickly between sites with compact, industry leading test kits, designed for speed and agility.

Whether you are looking to upgrade your current test kit or expanding your team, find your ideal test kit and get the right solution for you with our new kit selector.

[www.detector testers.com/kitselector](http://www.detector testers.com/kitselector)



# COLOUR

The consistent use of colour will help the recognition of the detectortesters brand beyond the utilisation of the logo. The colour palette consists of the primary palette and a secondary palette which will allow for greater diversity while still serving to support the detectortesters look and feel.

The detectortesters colour palette has been chosen so that when printed in four-colour process the Pantone® equivalent is very similar. Four-colour process printing, known as CMYK, uses up to four component colours to make a match of a standard Pantone® colour. These components are 'C' for Cyan, 'M' for Magenta, 'Y' for Yellow and 'K' for Black.

**NOTE:** Four-colour process printing will generally produce less vivid colour than the standard Pantone® special colour. This may also depend on type of paper stock.

## Primary Colours

**Urban Blue**  
Pantone® 296

C100% M73% Y28% K86%  
R4 G28 B44  
#041C2C

**Heat Red**  
Pantone® 485

C0% M95% Y100% K0%  
R218 G41 B28  
#DA291C

**Charcoal**  
Pantone® Black 6 C

C93% M77% Y56% K78%  
R16 G24 B32  
#101112

**Medium Grey**  
Pantone® Cool Grey 9 C

C30% M22% Y17% K57%  
R117 G120 B123  
#75787B

**Light Grey**  
Pantone® Cool Grey 5 C

C13% M9% Y10% K27%  
R177 G179 B179  
#B1B3B3

## Secondary Colours

**Smoke Blue**  
Pantone® 286

C100% M75% Y0% K0%  
R0 G51 B160  
#0033A0

**CO Green**  
Pantone® 355

C91% M0% Y100% K0%  
R0 G150 B57  
#009639

**Urban Yellow**  
Pantone® 382

C28% M0% Y100% K0%  
R196 G214 B0  
#C4D600

Fire exit



PIONEERING THE WORLD  
TESTING TECHNOLOG

# OUR VISION

To provide innovative, connected solutions  
that protect peoples lives and property.

We are committed to delivering excellence  
and making life safer, simpler and easier for  
our customers.

FLOOR

DEPARTMENTS	
71	Finance
	Human Resources
	Purchasing & Planning
	Sales & Marketing

FACILITIES	
	Meeting Rooms
	Men
	Women



# STATIONERY

In some instances, the first time potential customers or suppliers may experience our brand will be through our stationery. It is therefore vital consistency is maintained.

A4 detectortesters letterhead template

Recommended 11pt

85 x 55mm  
Business cards.

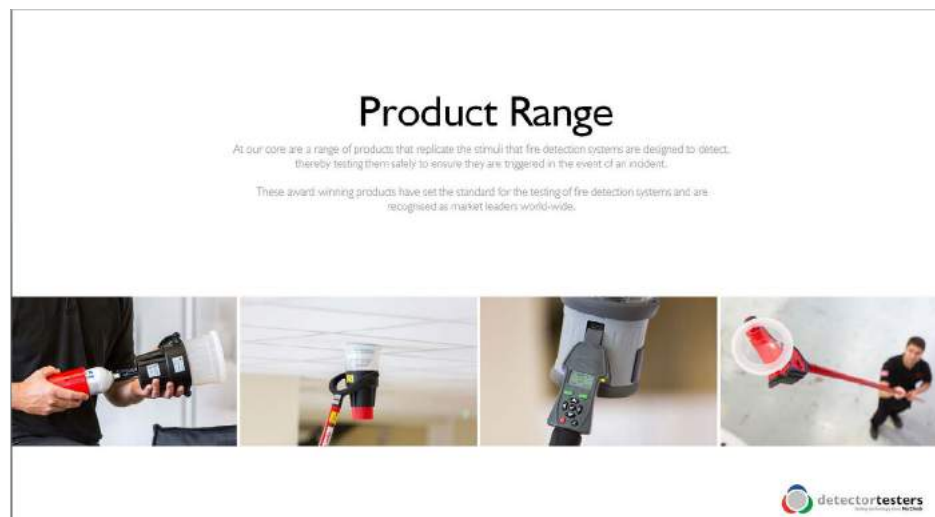


# POWERPOINT TEMPLATE

A standard detectortesters PowerPoint presentation is available at:

I:\EVERYONE\DETECTORTESTERS  
DOCUMENTS\Presentations

If you need any assistance with compiling presentations please contact the Marketing Dept.



# RECOMMENDED IMAGERY

Images are responsible for transferring the values of detectortesters to our customers or our potential customers.

Detectortesters use various corporate advertising techniques and channels to enhance public image in order to improve desirability as a manufacturer, employer, customer, partner, etc.

If you need any specific type of images including people, products or location please contact the Marketing Dept.

## Images should be:

- High quality
- Showing positive benefits
- Natural; not obviously posed or stylised





EDSON

detectortesters  
Sonderausrüstung für den Bau



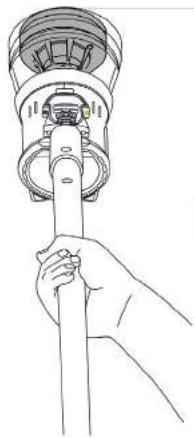




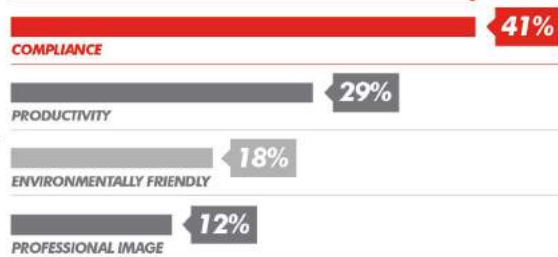
# BRAND IMAGE

The detectortesters logo is the signature which identifies who we are. The brand image comprises graphic elements which brings consistency and impact across the scope of our communication media.

Infographics & Animation



## GENERAL DETECTOR TESTING WHEN CHOOSING EQUIPMENT FOR DETECTOR TESTING WHAT MATTERS MOST?



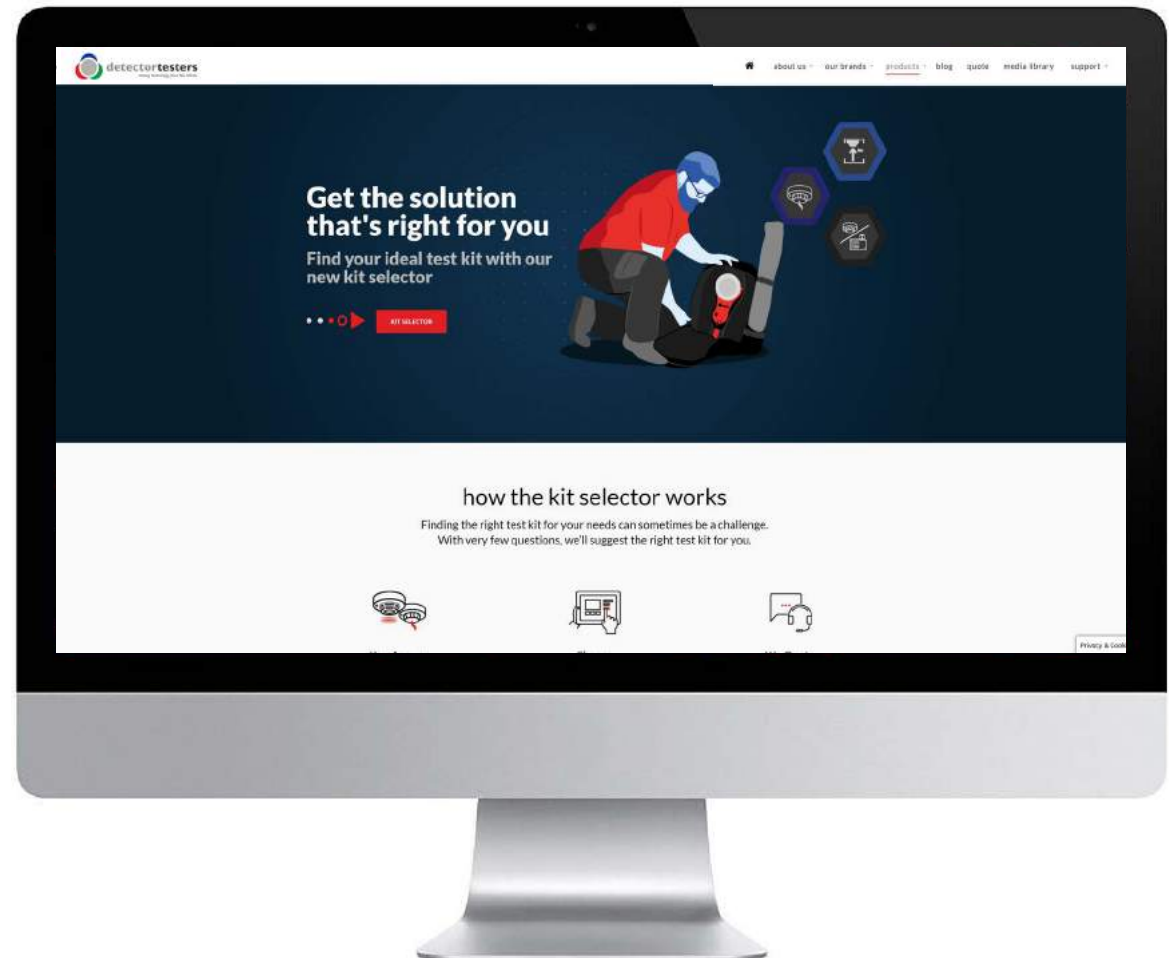
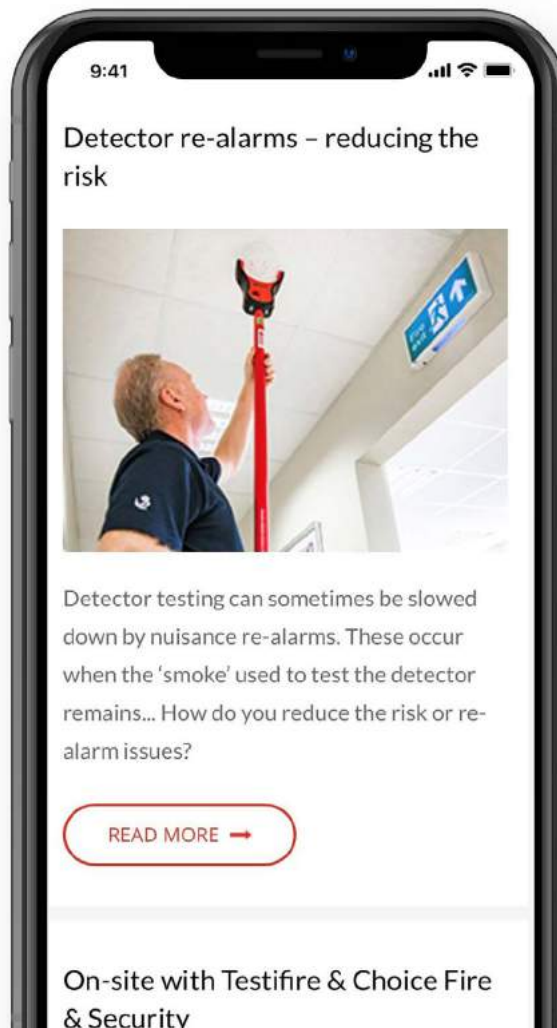
Product Literature

## Summary

The overall corporate image that detectortesters wish to portray to our colleagues, partners and customers is that of a professional, customer-focussed, responsive organisation. We do this through the use of clean, simple-to-understand, comprehensive marketing and support material.

Your support through the careful application of the information contained within these Branding Guidelines is much appreciated.

### Email



### Website



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*testing technology from No Climb*

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Connect with us

