

CORPORATE IDENTITY BOELS RENTAL



Brand guidelines

February 2022

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INTRODUCTION OF THE CORPORATE IDENTITY

This manual provides a comprehensive explanation of Boels Rental's brand guidelines. It contains information that is essential in correctly and consistently applying the brand guidelines.

If you have any question about the brand guidelines, please contact:

corporatecommunication@boels.com

LOGO

– Position and size

The Boels Rental logo is a square frame with rounded corners. There are 2 variants. The position of the logo is not arbitrary, but determined.

Variants

The logo has two variants. One for placement on a coloured or orange background and one for a white or light background. Both variants are available in the colour systems for WEB, CMYK, RAL, RGB and Pantone (PMS) colours.

Where possible, the logo is placed on an orange background (material, banners, brochures, advertisements, etc.).

In correspondence (letters, envelopes), the logo is displayed on a white background. Please make sure you use the correct variant when using the logo.

An exception is made in the magazine. Here, the logo is placed on the cover photo.

Position

The logo is positioned either in the top left or bottom right, depending on the communication method.

Top left

In digital communication (website, intranet, digital newsletters and digital banners) and on correspondence (envelopes, business cards) and (roll-up) banners, the logo should be in the top left corner.

Bottom right

Brochures, flyers and reports show the logo in the lower right corner.

Size

The logo is always applied in the same size on standard formats. Examples of the logo are available for A4, A3 and web.

Measured in pixels, the preferred format for use on digital resources is: 75 pixels high x 161 pixels wide

A fixed size applies for PDFs and printed matter in A4 format. Measured in millimetres: 55 mm wide.

Logo with white border, placed on Boels Rental orange background

boels_rental_neg_cmyk.eps



Logo with orange border

boels_rental_pos_cmyk.eps



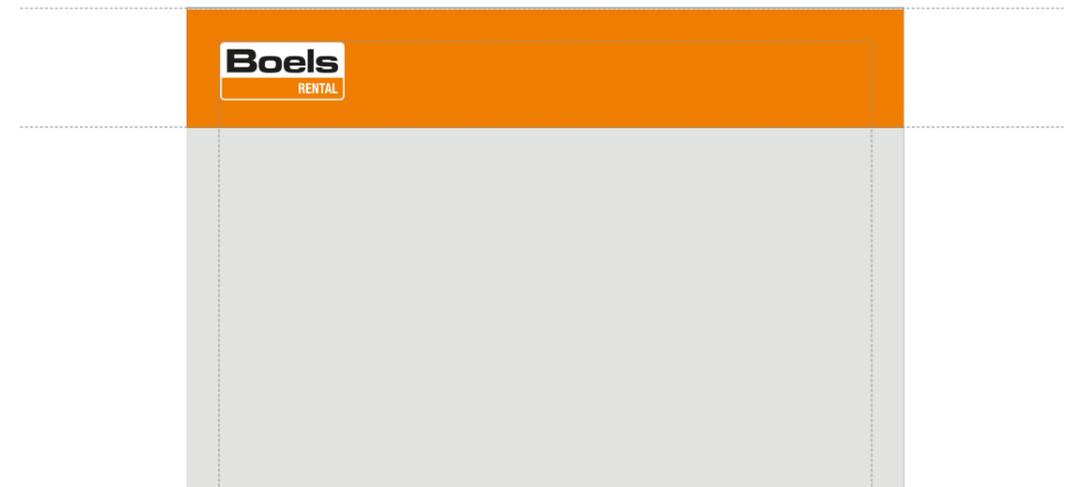
Logo die-cut

boels_rental_pos_cmyk.eps



Web logo position top left

Preferred size: 75 pixels high x 161 pixels wide



Space around logo



Caption

To give the logo maximum effect, it needs space around it. Therefore, keep the indicated space around the logo free and make sure there is sufficient distance from other elements, such as text or photos.

$\frac{\text{Logo frame height}}{5}$ = minimum white space on all sides



Correct use of the logo on colour backgrounds

A few examples



Negative on orange



Negative on colour area



Positive on white



Negative on colour gradient



Negative on photos



Positive on light-colour background



B/W negative on black



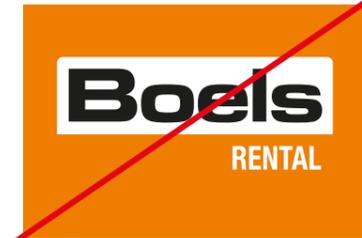
B/W positive on white



B/W positive on light-colour background

Incorrect use of the logo

A few examples



Negative on orange



Positive on black



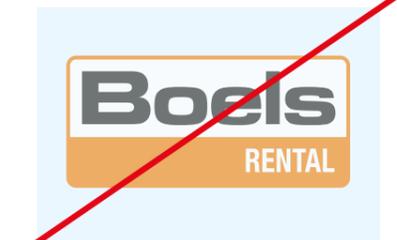
Negative on white



Use of other colours



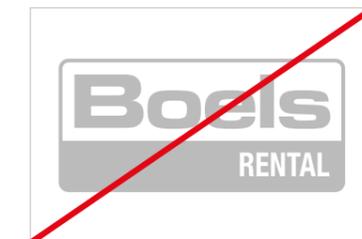
Without white background behind 'Boels'



Transparent use



Elongated



Logo in grey tones



Positive on black

