

CORPORATE IDENTITY

GUIDELINES 2010





A leading Southern African integrated poultry producer

This document contains all the essential information required for correct printing and reproduction of the Astral Company logo, to enable easy access to the different formats required for the specific job. Included are all the logos in various formats, PDF, jpeg, EPS, TIFF and VECTOR files - acceptable for full colour (cmyk) specifications, Pantone Coated references, RGB (computer), and one colour black. Files are placed in two folders, with a step-by-step coded guideline for easy accessibility. One for PC and the other for MAC. Where applicable, for MAC users, the fonts are included. A third folder contains all Astral Group logos in VECTOR, PDF and EPS formats.

A bright starburst graphic with several rays emanating from a central point, set against a dark, starry background.

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FOLDER ONE**PC COMPATIBLE**

- A1:** Full logo (with payoff line): PDF (cmyk), PDF (rgb), JPEG (cmyk), JPEG (rgb)
Resolution: 72/100/300dpi
- A2:** Stand alone logo (without payoff line): PDF (cmyk), PDF (rgb), JPEG (cmyk), JPEG (rgb)
Resolution: 72/100/300dpi
- A3:** Full logo PDF (Pantone), JPEG (Pantone)
Resolution: 72/100/300dpi
- A4:** Stand alone logo PDF (Pantone), JPEG (Pantone)
Resolution: 72/100/300dpi
- A5:** Full logo (one colour black), PDF, JPEG
Resolution: 72/100/300dpi
- A6:** Stand alone logo (one colour black), PDF, JPEG
Resolution: 72/100/300dpi

FOLDER TWO**MAC COMPATIBLE**

- A7:** Full logo (with payoff line): PDF (cmyk), JPEG (cmyk), TIFF (cmyk)
Resolution: 300dpi
- A8:** Stand alone logo (without payoff line): PDF (cmyk), JPEG (cmyk), TIFF (cmyk)
Resolution: 300dpi
- A9:** Full logo PDF (Pantone), JPEG (Pantone), TIFF (Pantone)
Resolution: 300dpi
- A10:** Stand alone logo PDF (Pantone), JPEG (Pantone), TIFF (Pantone)
Resolution: 300dpi
- A11:** Full logo (one colour black): PDF, JPEG, TIFF
Resolution: 300dpi
- A12:** Stand alone logo (one colour black): PDF, JPEG, TIFF
Resolution: 300dpi

ASTRAL LOGO

CMYK COLOUR VARIATIONS



B1	100c, 0m, 0y, 70k	
B2	100c, 0m, 0y, 70k	
B3	100c, 0m, 0y, 70k	
G	0c, 0m, 0y, 62k	
K	0c, 0m, 0y, 100k	

The payoff line must align with the end of the Astral logo and the total distance is equal to the same width of the "star" emblem from the base of the "A".

ASTRAL LOGO

PANTONE COLOUR VARIATIONS

A leading Southern African integrated poultry producer

Pantone 3025C



Pantone 3025C



Pantone 3025C



Pantone Cool Grey 9C



Pantone Black



LOGO - ONE COLOUR BLACK



A leading Southern African integrated poultry producer



A leading Southern African integrated poultry producer

Oc, Om, Oy, 90k



Oc, Om, Oy, 60k



Oc, Om, Oy, 50k



Oc, Om, Oy, 25k



Oc, Om, Oy, 14k



Oc, Om, Oy, 10k



Oc, Om, Oy, 100k



LOGO USAGE WITHOUT PAYOFF LINE



1. Full colour, cmyk



2. Pantone 3025C, Cool Grey 9C and black



3. One colour black with percentages



4. Reversed out on black background

CORPORATE FONTS

1. BO Eurostile Bold Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ

2. Helvetica Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz



ASTRAL GROUP

VECTOR LOGOS

(MAC USERS)

GROUP LOGOS

FOLDER THREE

C1: CAL LABORATORIES



C2: COUNTY FAIR

E1: EARLY BIRD FARM



E2: EAST BALT BAKERY

E3: ELITE



F: FESTIVE

G: GOLDI



M1: MEADERS

GROUP LOGOS

FOLDER THREE

M2: MEADOW FEEDS



N1: NATIONAL CHICKS



N2: NU TEC



P: PROLICK



R: ROSS



T1: TIGER ANIMAL FEEDS



T2: TIGER CHICKS

