



Logo Guideline Quick Reference

One4all® logo artwork:

The **One4all**® logo and placeholder must be used together. The red 'gift card sweep' allows our logo to be contained within its own space and ensures visibility no matter what background its placed on. The colour of the **One4all**® Logo and place holder must never be altered.



One4all® logo positioning:

A quick rule of thumb for logo positioning is to allow the height of the 'One4all Four' all around the logo. The **One4all**® logo and placeholder must always be positioned horizontal. Minimum size for print reproduction must never be smaller than 40mm in width.



← Min size 40mm width →



One4all® Typefaces:

"**Cooper Black**" is a font available on both Mac & PC platforms and is the Logo typeface used in the **One4all**® logo. This font is to be used everytime '**One4all**®' is written in copytext along with the registered trademark symbol ®.

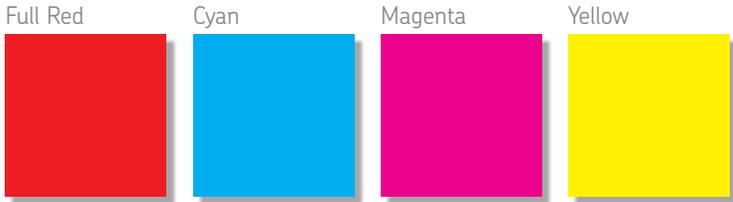
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNPOQRSTUVWXYZ
1234567890

"**Chevin**" is a font available on both Mac & PC platforms and is to be used for all copytext on all communications from **One4all**®, where applicable. Chevin Light is the main bodycopy font.

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNPOQRSTUVWXYZ
1234567890

One4all® Colours:

Where possible we like to use bright colours that represent 'fun and happiness' associated with 'gifting'. This is represented in the swatch colours within the '4' in the **One4all**® logo. Although the swatches are a main part of our branding they can be distracting as a background. So in order to maximise the impact of our advertising we have chosen to use Red to represent the **One4all**® brand .



Full Red	Cyan	Magenta	Yellow
Full Red	Cyan	Magenta	Yellow
C:0	C: 100	C: 0	C: 0
M:100	M: 0	M: 100	M: 0
Y: 100	Y: 0	Y: 0	Y: 100
K: 0	K: 0	K: 0	K: 0