

FONE  
ZONE

# BRAND GUIDELINES



More mobile  
for your money with  
less confusion...  
guaranteed!

# FONE ZONE BRAND GUIDELINES

These guidelines have been developed to provide direction for designers and third party suppliers to produce communication pieces with the confidence that they are expressing the Fone Zone brand values correctly.

The guidelines are just that, a guide and are designed to provide freedom to produce work in a variety of mediums while staying true to the Fone Zone brand.

When producing Fone Zone communication pieces, it is of paramount importance to keep our Unique Selling Proposition top of mind:

'More mobile for your money,  
with less confusion...guaranteed'

This means that communication pieces should be clean, uncluttered, succinct and easily recognised as Fone Zone.

All materials produced that incorporates the Fone Zone Logo or corporate colours should be sent to the Fone Zone marketing department, Image Zone, for approval.



# FONE ZONE COLOUR PALETTE

The Fone Zone logo and its related elements should appear in its coloured form wherever possible.

The colours shown here represent Fone Zone's corporate colours. They are the only colours to be used in the reproduction of the Fone Zone logo.



## FONE ZONE BLUE

PANTONE: 281

PROCESS: C 100% M 72% K 38%

WEB PALETTE: #003875



## FONE ZONE ORANGE

PANTONE: 021

PROCESS: M 51% Y 87%

WEB PALETTE: #F49239



## PROCESS BLACK

100%



## PROCESS BLACK

50%



# FUN ZONE COLOUR PALETTE

The Fun Zone logo and its related elements should appear in its coloured form wherever possible.

When producing graphics for the Fun Zone website, the following colours should be used to ensure optimised images are consistent in colour.



## PRIMARY COLOURS



**FUN ZONE PURPLE**  
PANTONE: 254  
PROCESS: C 50% M 100%  
WEB PALETTE: #993399



**FUN ZONE ORANGE**  
PANTONE: 021  
PROCESS: M 51% Y 87%  
WEB PALETTE: #FF9933



**FUN ZONE BLUE**  
PANTONE: 2945  
PROCESS: C 100% M 50%  
WEB PALETTE: #3366CC

## SECONDARY COLOURS



**FUN ZONE LIGHT PURPLE**  
PROCESS: C 11% M 45%  
WEB PALETTE: #CC99CC



**FUN ZONE YELLOW**  
PROCESS: Y 24%  
WEB PALETTE: #FFFFCC



**FUN ZONE DARK BLUE**  
PROCESS: C 93% M 80%  
WEB PALETTE: #0033CC

# ONE ZERO COLOUR PALETTE

The One Zero Logo should be used in conjunction with the One Zero Style Guide, which can be found at [www.fonezone.com.au/logos](http://www.fonezone.com.au/logos)

As a quick reference, the One Zero Corporate Colours are listed below.

## ONE ZERO 'STACKED' LOGO



## ONE ZERO 'HORIZONTAL' LOGO



**ONE ZERO ORANGE**  
PANTONE: 021  
PROCESS: M 65% Y 90%  
WEB PALETTE: #FF6600



**ONE ZERO DARK BLUE**  
PANTONE: 654  
PROCESS: C 100% M 55% K 48%  
WEB PALETTE: #000066



**ONE ZERO LIGHT BLUE**  
PANTONE: 279  
PROCESS: C 70% M 35%  
WEB PALETTE: #0066CC



**PROCESS BLACK**  
100%



**PROCESS BLACK**  
50%

# TELSTRA LICENSED SHOP COLOUR PALETTE

The Telstra Licensed Shop Logo should be used in conjunction with the Telstra Brand Guidelines, which can be obtained by contacting [imagezone@fonezone.com.au](mailto:imagezone@fonezone.com.au).

As a quick reference, the Telstra Corporate Colours are listed below.



**TELSTRA ORANGE**  
PANTONE: 021  
PROCESS: M 65% Y 90%



**TELSTRA DARK BLUE**  
PANTONE: 654  
PROCESS: C 100% M 55% K 48%



**ONE ZERO LIGHT BLUE**  
PANTONE: 279  
PROCESS: C 70% M 35%



**PROCESS BLACK**  
100%



**PROCESS BLACK**  
50%

# FONE ZONE TYPEFACE

GILL SANS MT is the only typeface that can be used for Fone Zone communications. Gill Sans MT is a classic sans serif typeface that transcends time and fashion, therefore won't date but will remain the contemporary choice for Fone Zone.

There are two weights of Gill Sans MT used in Fone Zone communication pieces:

For main text and headings, Gill Sans MT should be used: bold and italicised variations may be used.

For disclaimers, Gills Sans MT Condensed can be used.

Type size is always based on format, function and purpose. Legibility and suitability for the selected format should be the main consideration. Please liase with the Image Zone Team for approval of type size.

Gill Sans MT

Main text

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

Gill Sans MT Bold

Headings and Sub Headings

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**

Gill Sans MT Condensed

Disclaimers

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

# LOGO USAGE DO'S & DON'TS

- The Fone Zone logo should never be separated from the blue octagon.
- The Fone Zone logo should never appear on a blue background without an additional white key line. Nor should the logo appear without the white key line.
- Never remove or reposition the ® symbol from the Fone Zone logo.
- The Fone Zone logo is only to be scaled proportionally. Never squash the logo vertically or horizontally, nor cut off top or bottom.
- Never replace the 'Fone Zone' text from the Fone Zone logo.



# LOGO USAGE DO'S & DON'TS

- The Fone Zone USP tag or 13 21 41 number should never appear as blue on a dark background, or white on a light background. There should always be sufficient contrast between text colour and background so the USP or 13 21 41 number is clearly visible.



# LOGO USAGE DO'S & DON'TS

As a registered trademark of Fone Zone, the Fone Zone logo has demonstrated a growing ability to stand alone and be recognised as representing brand Fone Zone in certain applications.

When a cropped version of the Fone Zone Logo is used the following guidelines must be met:

- The full Fone Zone logo must appear elsewhere in the communication piece,
- The Fone Zone word mark must be clearly visible, and
- The ® symbol indicating that the Fone Zone Logo is a registered trademark must be clearly visible.



## Correct use of a cropped Fone Zone Logo

**FONE ZONE** You're a **WINNER!** 10/2/05

To: Mary Smith

The sum of: ten thousand dollars

**\$10,000.00** Drawer: Fone Zone Pty. Ltd.

Maxine Horne: [Signature]

FONE ZONE'S  
**10<sup>TH</sup>**  
**BIRTHDAY SALE!**

# FONE ZONE GRAPHIC BASE TEMPLATE

- On all printed communication, the Fone Zone base template must be used. The Fone Zone Graphic Base Template includes Blue and Orange opposite corners which feature the Fone Zone and CARE Logos. The bottom blue bar holds the Telstra Dealer Logo, Fone Zone USP and two award logos.
- When a 'Face of Fone Zone' appears in Fone Zone communication, the Team Member must be identified by name, store and location. This ensures the Team Member appears real, instead of a 'nameless model'.

Example A2 Portrait Poster with 'Face of Fone Zone'



# FONE ZONE TRADEMARKS

Fone Zone has a number of trademarks for various products and services offered by Fone Zone. When using a trademarked logo or word mark, the appropriate glyph identifying the trademark must also be used.

In instances where a logo or word mark is unregistered, Fone Zone must be identified as the copyright holder of the device.

Word Marks	
Fone Bitz	Registered
Flick your Brick	Registered
Fone Zone	Registered
Word Worx	Registered
Remind Me Mate	Registered
Fun Zone	Registered
i2i Videofone	Registered



Fone Zone Logo  
Trademark



Entire Service Package Logo  
Registered



Remind Me Mate Logo  
Trademark



myTEAM Logo  
Trademark



Pre-Paid Rewards Logo  
Trademark



Fun Zone Logo  
Trademark



CARE Logo  
Copyright



Memory Mate Logo  
Registered



i2i Videofone  
Registered

# PROMOTIONAL ADVERTISEMENTS

## 'BUILD YOUR OWN'

During Fone Zone sales promotions, advertisements for use in print and online will be made available for shopping centre and supplier advertising.

Due to variances in available advertising space, a 'Build Your Own' promo kit will be available to download from [www.fonezone.com.au/logos](http://www.fonezone.com.au/logos). Please ensure that all copy and terms and conditions are used in the advertisement and the Fone Zone logo is represented correctly as per this guide.

Approvals for all advertisements and marketing collateral involving the Fone Zone logo should be sought prior to printing.

Approval can be obtained by emailing proofs to [imagezone@fonezone.com.au](mailto:imagezone@fonezone.com.au). Please allow two working days for approval.

## MORE INFORMATION AND APPROVALS



For more information on Fone Zone Brand Guidelines and to request additional materials or approvals, please contact [imagezone@fonezone.com.au](mailto:imagezone@fonezone.com.au).