Danucem
Logo Guide

DANUCEM

A **CRH** COMPANY

Logo design

The Danucem brand logo is made of a signet,
logotype (DANUCEM) and corporate endorsment
line (A CRH COMPANY). The „DANUCEM" name is always
placed to the right of the signet. The endorsment line
is always aligned to right under the logotype

Signet   **Logotype**

h

⅓h

⅓h

Endorsment

Logo versions 1.

The logo is the main element of the brand's visual identity. Because of its form and colours, it is visually distinct. The brand logo is available in five versions: basic version (full-colour), grayscale, solid, black and negative white version.

Grayscale, solid and black version are used for special applications where colour is limited. White version is used for dark backgrounds.

Basic version

Grayscale version

Solid version

Logo versions 2.

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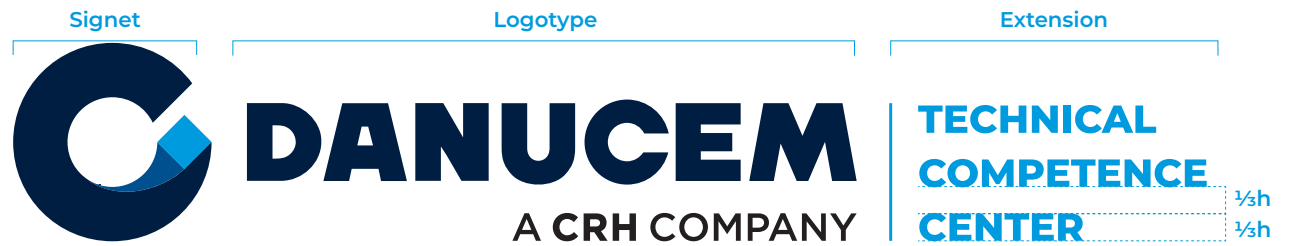
Black version

White version

Special Logos

On the right is presented an example of the construction of a special logo. Special logo is constructed by adding a branch-specific extension on the right edge of the basic Danucem logotype.
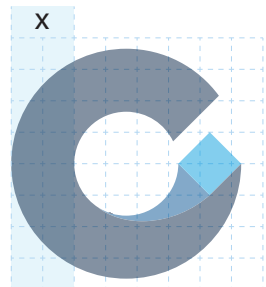
All rules regarding the basic logo (scaling, protective field, colours) apply when creating and using special logos.
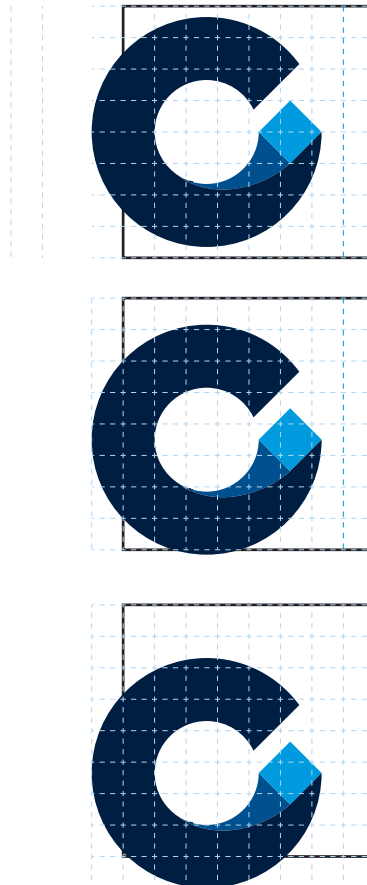

Signet

Logotype

Extension

⅓h
⅓h

Use of a signature without a logotype

It is possible to use signet separately, especially for advertising purposes. Recommendations and restrictions of positioning and cropping are shown on the examples on the right Signet cropping is based on 1/2x module, as shown below.
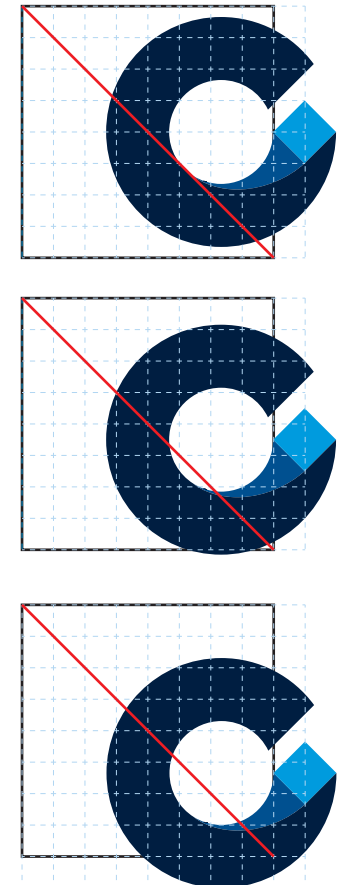
1/2 x

x

Signet cropping rules for both sides

Signet cropping restrictions

Colour specification

The colours of the logo constitute important factors
which characterise the identity of the brand.
Precise mapping of the colours is a very important
element of visual coherence. Because of this,
if possible, colours of the logo should be applied
following the numerical values provided in the tables.

PANTONE 282 C **CMYK 100/90/13/68** **RAL 270 20 25** **RGB 15/16/59**	**PANTONE 7686 C** **CMYK 100/73/0/10** **RAL 270 30 40** **RGB 0/74/155**	**PANTONE 2925 C** **CMYK 85/21/0/0** **RAL 240 60 40** **RGB 0/149/214**
PANTONE Black C **CMYK 0/0/0/100** **RAL 000 15 00** **RGB 0/0/0**	**PANTONE Cool Gray 9 C** **CMYK 0/0/0/80** **RAL 000 45 00** **RGB 86/86/86**	**PANTONE Cool Gray 6 C** **CMYK 0/0/0/50** **RAL 000 65 00** **RGB 157/157/157**

Secondary colour palette

This colours can be used to highlight text and to colour graphs and charts. Tints of these colours may also be used.

PANTONE 269 C **CMYK 100/90/13/68** **RAL 270 20 25** **RGB 82/45/110**	**PANTONE 208** **CMYK 15/100/37/45** **RAL 360 40 45** **RGB 138/29/65**	**PANTONE 1585** **CMYK 0/61/97/0** **RAL 060 60 80** **RGB 252/108/15**
PANTONE 2592 **CMYK 58/90/0/0** **RAL 330 40 45** **RGB 158/29/181**	**PANTONE 199** **CMYK 0/100/72/0** **RAL 020 50 58** **RGB 219/6/50**	**PANTONE 368** **CMYK 65/0/100/0** **RAL 120 70 75** **RGB 116/188/31**

Logo protective field and minimum sizes

The protective field defines the minimum area assigned to the logo - this is the distance of the logo from the field on which the logo is located. The protective field protects the logo against deformations of its visual characteristics and ensures good visual perception. The logotype protective field is defined by the height of the letter M. The use of a logo with the permitted minimum size warrants visibility of the logo.

Logo protective field

Minimal logo size - print

50 mm

Minimal logo size - digital

150 px

Rules on how to use the logo for < 5 cm length

For very small applications (for example print on pen)

it is possible to use logo version without signet.

There are two versions designed for such purposeses:

Solid version whith and without signet.

Both versions occur without CRH endorsement.

As a rule should be adopted that the first choice of use

is version with signet, and if space is too limited

then version without signet is reccomended.

2 versions of logo below 5 cm lenght

Minimum sizes for each version

30 mm

20 mm

Typography

The font that is to be applied to texts, titles, headings and any additional information in advertising materials, prints, information materials and online is Montserrat. Montserrat fonts are a set of SIL Open License fonts designed by Julieta Ulanovsky. Typography hierarchy is shown on the right.

Display 1
46pt/46pt

Montserrat ExtraBold

AaBbCc12345

Display 2
35pt/40pt

Lorem ipsum Dolor

Subheading
21pt/25pt

Montserrat Light

Lorem ipsum Dolor sit amet

Body copy
8pt/14pt

Montserrat Regular

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris.
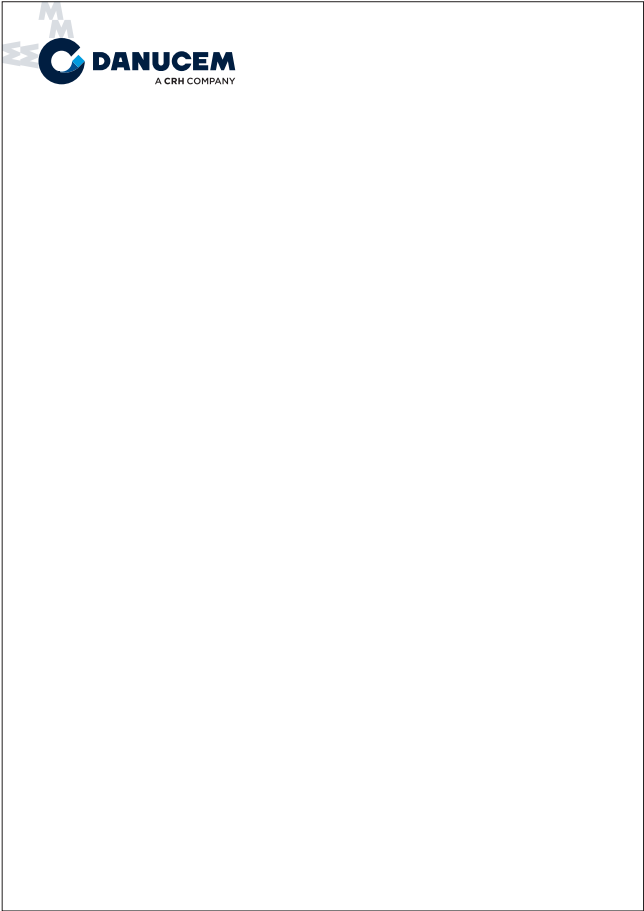
Supporting text
6pt/10pt

Montserrat Regular

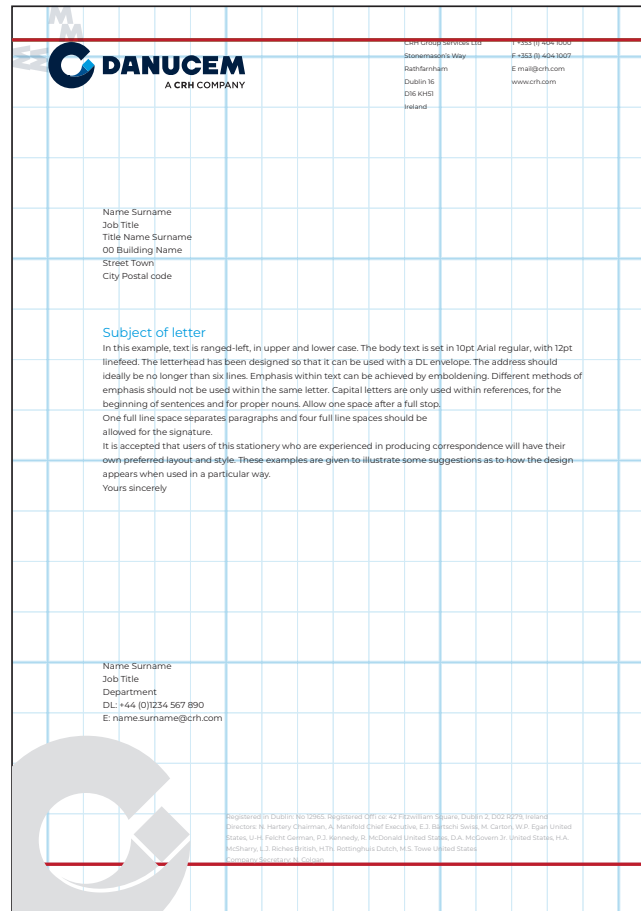Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh

Alternative typography

In certain cases, when it is not possible or safe to use Montserrat Font (for example PowerPoint presentation) it is recommended to use Arial as a substitution font.

Display 1 46pt/46pt	Arial Black

AaBbCc12345

Display 2 35pt/40pt	Arial Regular

Lorem ipsum Dolor

Subheading 21pt/25pt	Arial Regular

Lorem ipsum Dolor sit amet

Body copy 8pt/14pt	Arial Regular

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris.

Supporting text 6pt/10pt	Arial Regular

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh

Logo applications
Literature

On printed materials (literature), position
the logo either in the top left corner.
In addition the logo protective field
should be respected when placing
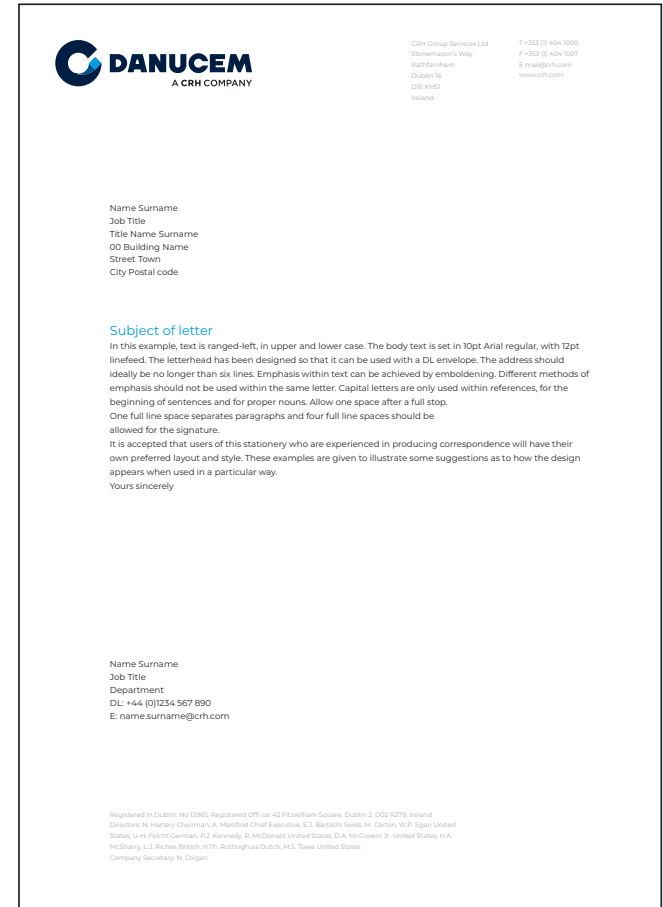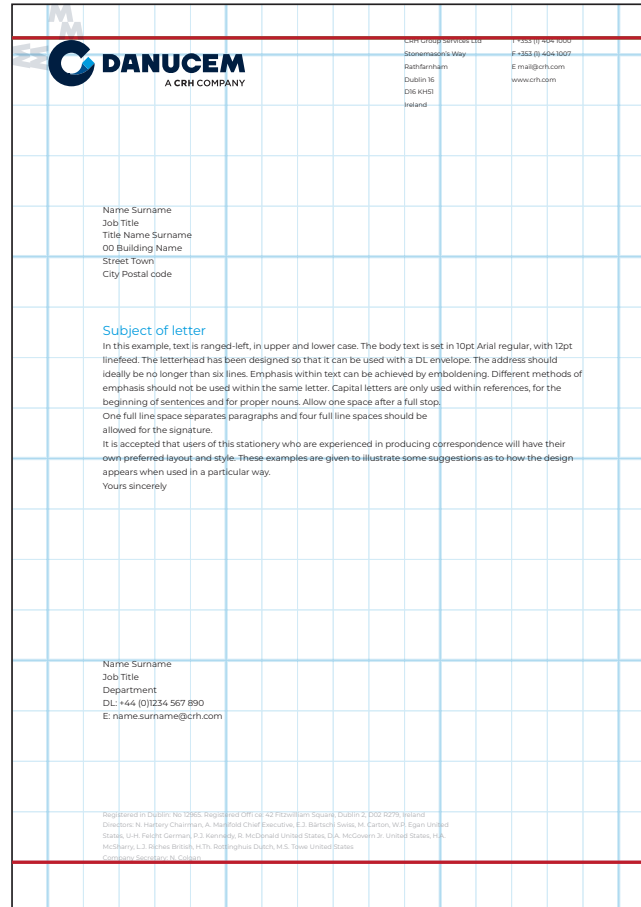other elements on the page.

Logo applications Letterhead A

This page shows an example of the standard letterhead. The column area below the CRH logo should be kept clear. Paper size shown here is A4. Other paper sizes (e.g. US letter size) can also be used where appropriate.

Logo applications
Letterhead B (without watermark)

This page shows an example of the standard letterhead without watermark (signet) in the bottom left corner.

Paper size shown here is A4.

Other paper sizes (e.g. US letter size) can also be used where appropriate.

Logo applications
C6 size envelope

This page shows an example
of the standard C6 envelope.

CRH plc
Stonemason's Way,
Rathfarnham
Dublin 16, D16 KH51, Ireland

www.crh.com

MR JOHN SMITH
Stonemason's Way,
Rathfarnham
Dublin 16, D16 KH51,
Ireland

Logo applications Business card

On printed and digital advertising
materials, position the logo
in the bottom right corner.
The business card is available in two
language versions - English and localized.
This page shows an example of the
English version.
The localized version contains the title
and the name of the division translated
into the local language.

Logo applications
E-mail signature

For e-mail signature purposes where it is possible basic logo version can be used, or where it is risky or limited by technological reasons it is acceptable to use signature without logotype

Presentation Template

The examples on the right show the visual look and feel of PowerPoint slides, showing how text, imagery, colours and other brand elements are used. These designs should be used as a guide when creating presentations. Please note: as it may not always be possible or practical to use the Monserat font family, Arial should be used in conjunction with all other brand elements. The style is the same for both 16:9 and 4:3 formats. The preferred positioning of the Danucem logo is bottom-left in alignment with the grid structure. It is possible to use only signet instead of Danucem logo.

Title slide

Ending/Contact slide

Section slide

Section slide photo
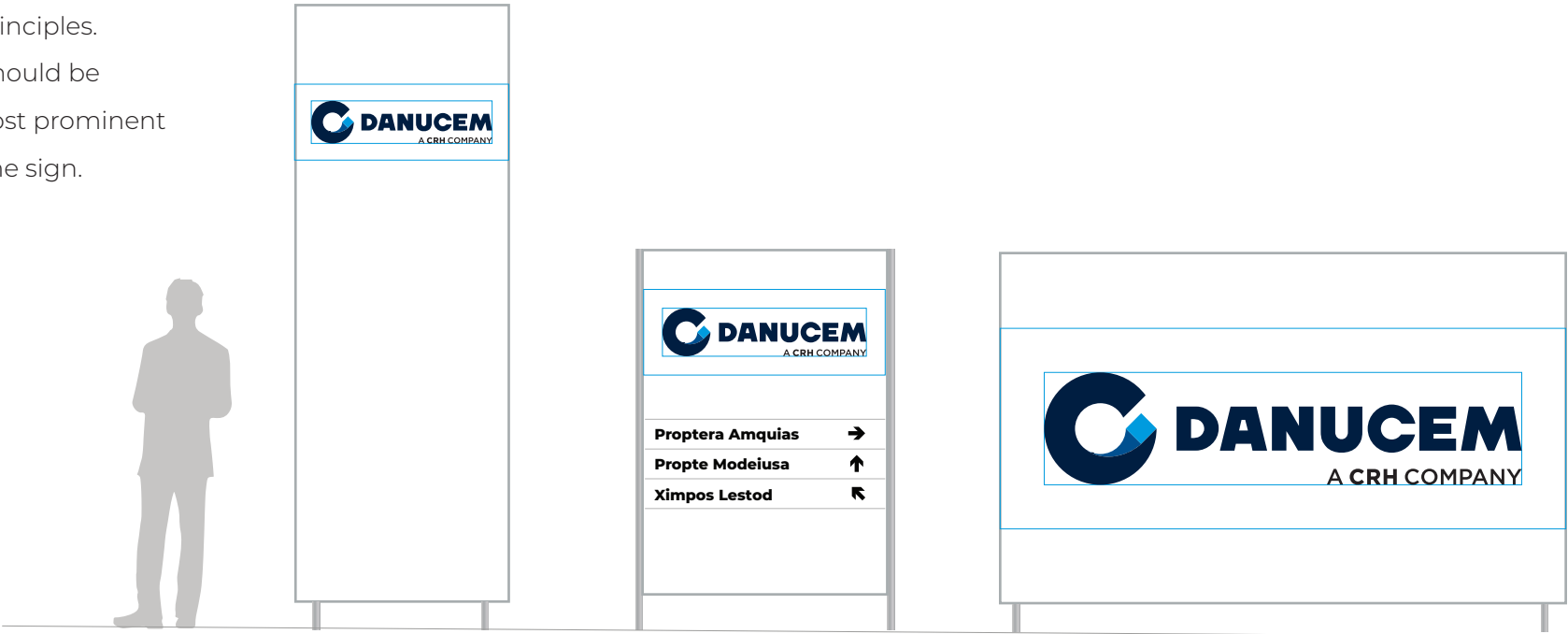
Presentation Template Gray

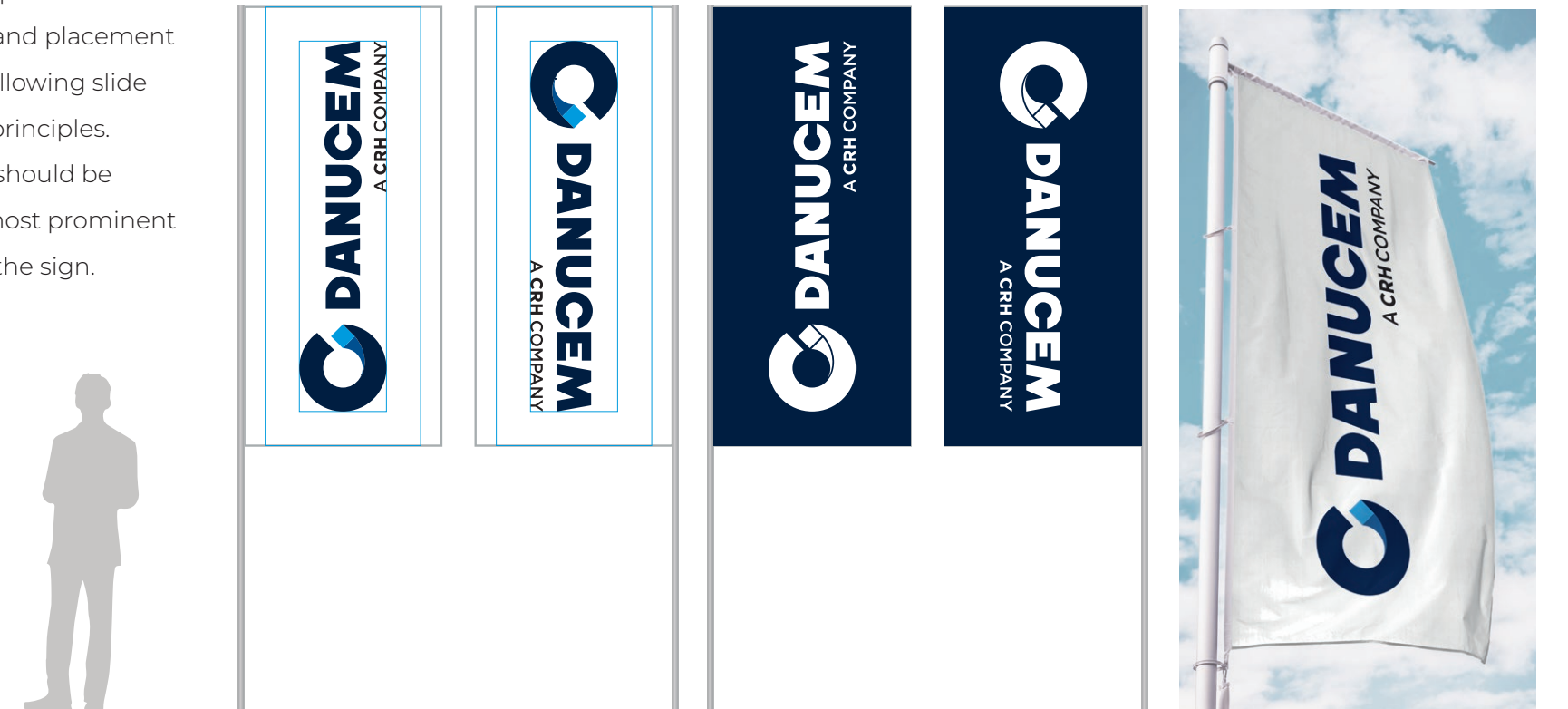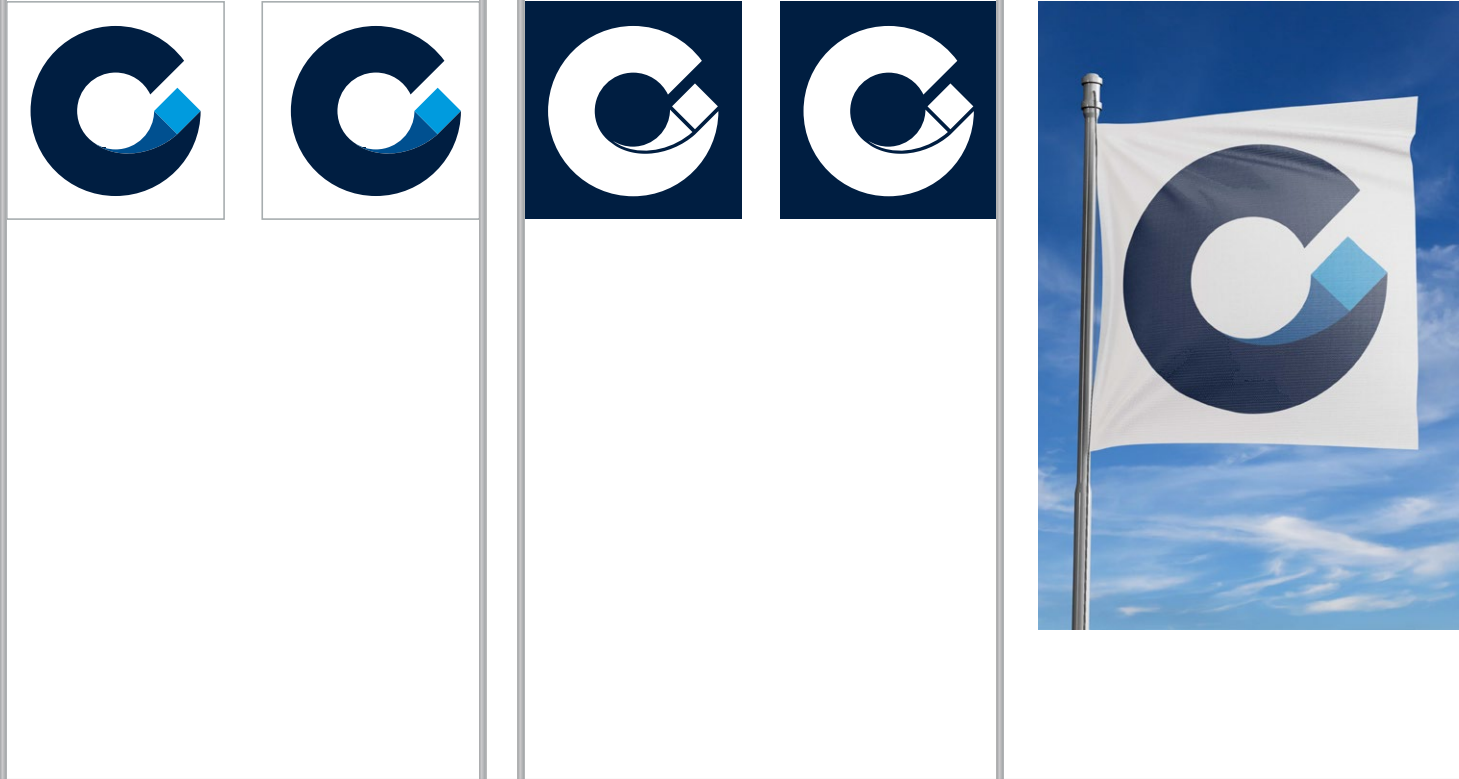**Content slide**

Content slide

Logo applications Signage

These are visual representations of the logo sizing and placement on signage. The following slide provides top-line principles. The logo position should be centered on the most prominent and visible line of the sign.

Logo applications
Signage

These are visual representations of the logo sizing and placement on signage. The following slide provides top-line principles. The logo position should be centered on the most prominent and visible line of the sign.
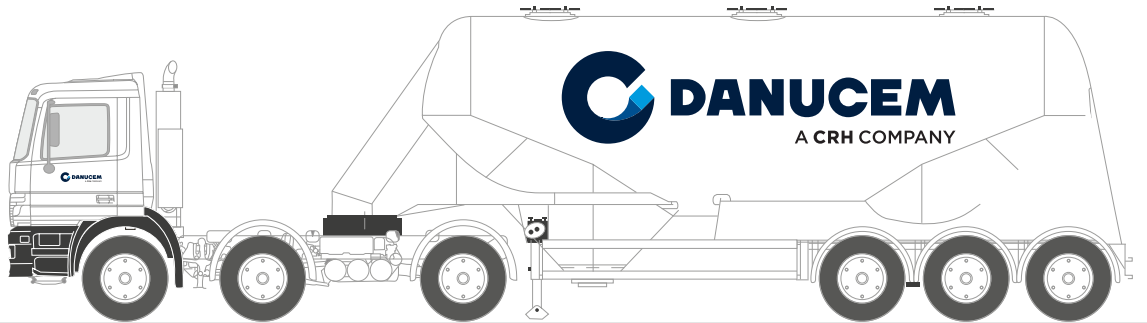
Signet applications Signage

These are visual representations of the signet sizing and placement on square signage. The following slide provides top-line principles. The signet position should be centered on the most prominent and visible line of the sign.
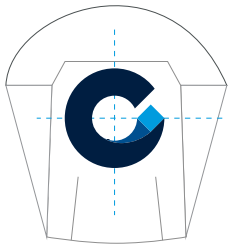
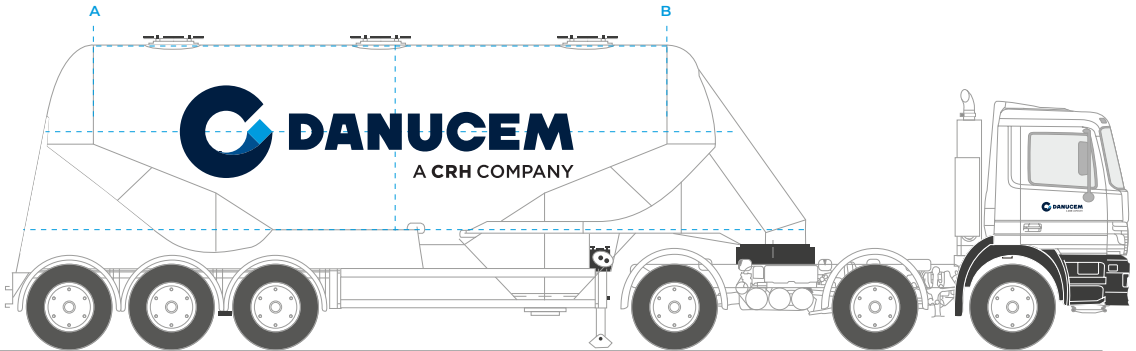# Logo applications
Vehicles

Truck graphics are sized and positioned based on horizontal divisions as shown. The logo is horizontally centred between A and B as shown. A small logo is placed on each cabin door, centred. This may need to be adjusted to the door configuration.
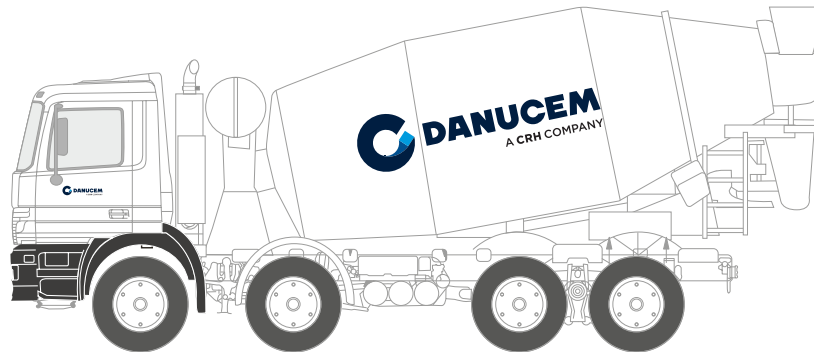
Left view

Back view

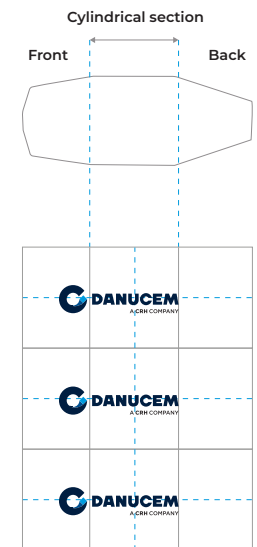Right view

Logo applications
Vehicles

It is always recommended to use the positive version of the logo. This will ensure that our logo is always visible as the drum turns. Ensure the entire design is aligned with and rotated around the drum axis. The Danucem logo is centred on the cylindrical section of the drum.

Left view

Right view

Cylindrical section

Front   Back

Logo angle

Logo usage
on coloured backgrounds

You should always to use the positive version of the logo. However, when the background is the same colour as an element of the logo you can use the solid version. Avoid using the logo on a brightly coloured background. If the background picture is too complex, and it is difficult to read the logo, we strongly recommended using a different image. Use a solid version logo if there is no other option.

Using with other logos

The Danucem logo must always be displeyed at parity with all other marks/logos/symbols. Remember to keep the protective field of the mark.

✅ **Equal size relationship and safe logo protective filed**

❌ **Disturbing logo protective filed**

❌ **Unequal size relationship**

Non-permitted logo deformations

× Adding elements

× Reconfigure or reposition elements

× Change of element sizes

× Change of proportions

× Removing endorsment line
(except for the logo version under 5 cm in length)

× Removing signet
(except for the logo version under 5 cm in length)

× Change of colours

× Change of font

× Create negative version