AMDEA™

*The Association of Manufacturers
of Domestic Appliances*

Register ✓
my appliance

Brand Guidelines

Introduction

These guidelines are for use in conjunction with the key assets of the Register My Appliance campaign: the official logo, orange tick and line and the website colour palate. All of these draw on the AMDEA corporate identity. As the association represents over 90% of the domestic appliance brands sold in the UK, AMDEA lends significant authority to the Register My Appliance campaign.

The Register My Appliance initiative aims to persuade consumers to register their domestic appliances, making a critical step to improve product traceability and facilitate product recall. For maximum impact the Register My Appliance logo aims to become synonymous with responsible housekeeping.

Register my appliance

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Why use these guidelines?

Following these usage guidelines ensures the consistent application of the Register My Appliance campaign branding and logo. Consistent application will promote the resonance, recognition and visibility of the campaign.

Register my appliance

The Register My Appliance Logo

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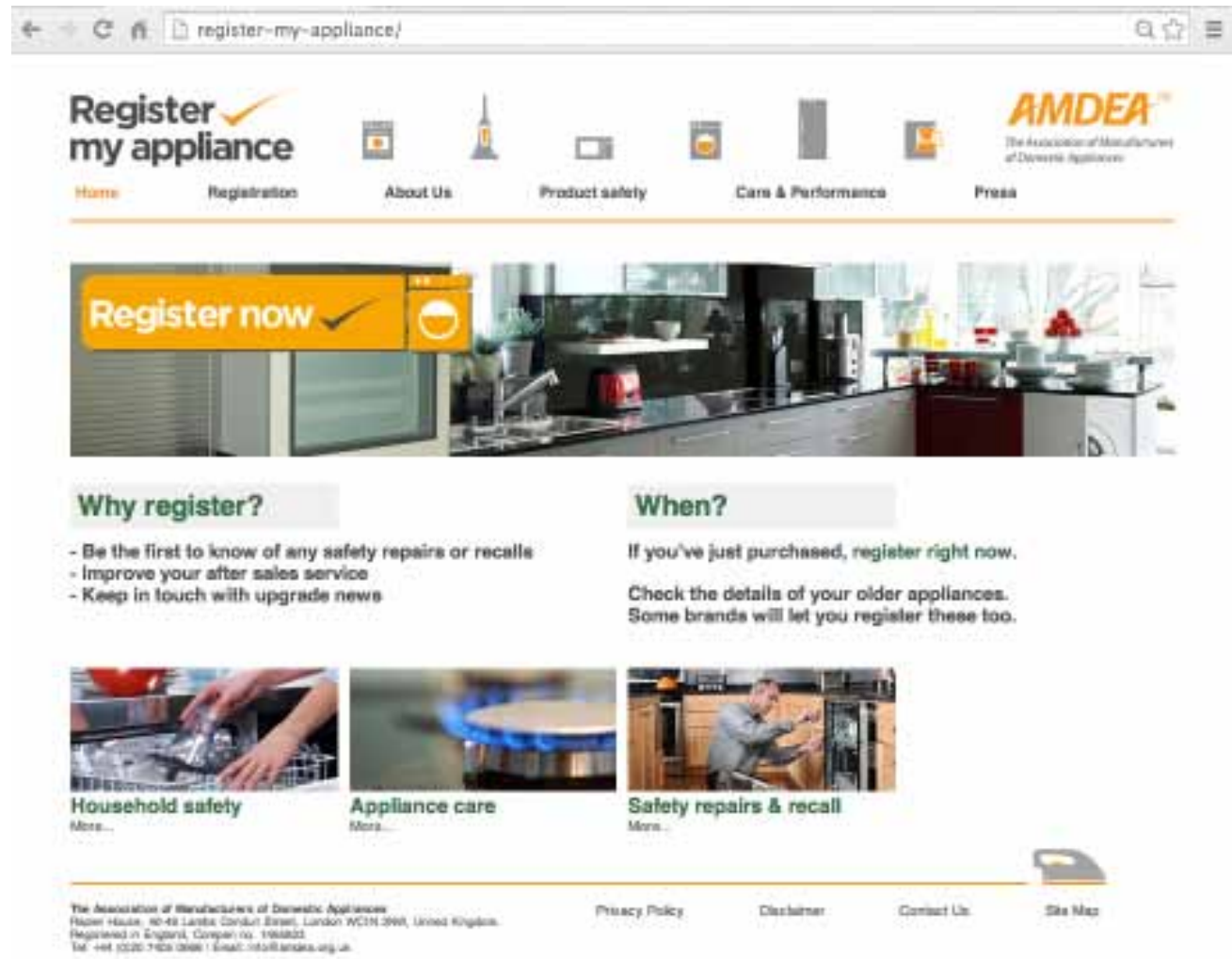
The Logo

There are two versions of the logo available for use. The decision on which logo to use will depend on how the mark is to sit within a given environment.

The logo should always appear as it does in this guideline document. It must not be altered or redrawn in any way. Do not use photocopies or web versions for print.

Where possible use the Main version of the logo on a white or light background. When you have a dark background and the grey of the logo becomes hard to see use the inverted version.

Register
my appliance

Main logo

Register
my appliance

Inverted logo

Minimum Size

The logo should never be reproduced less than 30mm in width for print and 120pixels for screen.

Register
my appliance

30mm /
120pixels

The Logo with URL

In some instances (for print only) you may be required to use the logo with the addition of the URL. Do not apply the URL onto an exisiting logo. Always use the logo with URL provided as the spacing and letter size has been considered.

Register my appliance
registermyappliance.org.uk

The logo with call to action 'Right now'

In some instances you may wish to use the logo with a call to action 'Right now'. Do not apply the words 'Right now' onto an existing logo. Always use the logo with 'Right now' provided as the spacing and letter size/format has been considered.

Register
my appliance
Right now
registermyappliance.org.uk

Clearance Space

To ensure optimum legibility at all times, an area of clear space must be maintained around the logo. This space must be free from artwork edges and other graphic elements.

Using the 'R' from the logo as a reference for height, ensure that the clearance space around the logo's letters is maintained.

Logo Colours

Whenever possible use the logo in full colour online and offline. Adhering to the chosen colour swatches will ensure brand consistency and reproduction.

In rare instances for print the greyscale version of the logo will need to be used.

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Full colour

Online:
R247 G166 B0
#F7A600

Offline:
C0 M35 Y100 K0
Pantone 1375c

Online:
R77 G76 B73
#4D4C49

Offline:
C67 M59 Y53 K34
Pantone Black 7c

Register my appliance

Greyscale

Offline:
C0 M0 Y0 K45

Offline:
C0 M0 Y0 K85

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Register my appliance

What to avoid

Although the logo is relatively flexible in its application there are some basic things that should be avoided to keep the identity consistent.

Here are some examples of what not to do with the logo..

Register my appliance

✓ The original logo as it should always appear

Register my appliance

✗ Do not change the scale or relationship between the tick and the letters

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✗ Always use the full logo. Do not remove any elements

Register my Appliance

✗ Do not replace the words with a different font or alter the spacing of the letters

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✗ Do not rotate. Always keep the logo horizontal

Register my appliance

✗ Do not skew or distort

Register my appliance

✗ Do not change the colours

Examples
of Use

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Additional Assets

Colours

Main Colours

The two main Register My Appliance brand colours are orange and dark grey.

Online:
R247 G166 B0
#F7A600

Offline:
C0 M35 Y100 K0
Pantone 103c

Online:
R77 G76 B73
#4D4C49

Offline:
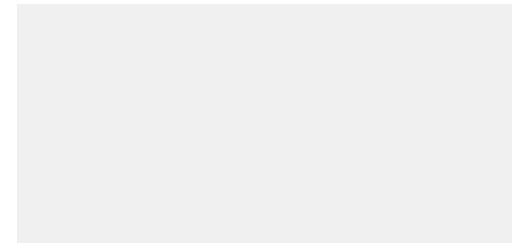C67 M59 Y53 K34
Pantone Cool Gray 11c

Secondary Colours

The two secondary Register My Appliance brand colours are green and light grey. These should be used to compliment the main colours.

Online:
R23 G84 B4
#175404

Offline:
C82 M41 Y100 K40
Pantone 364c

Online:
R240 G240 B240
#F0F0F0

Offline:
C4 M3 Y3 K40
Pantone Warm Gray 1c

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The Tick

The tick can be used to further enhance the Register My Appliance brand presence.

Suggested use:
– In relation to a registration checklist
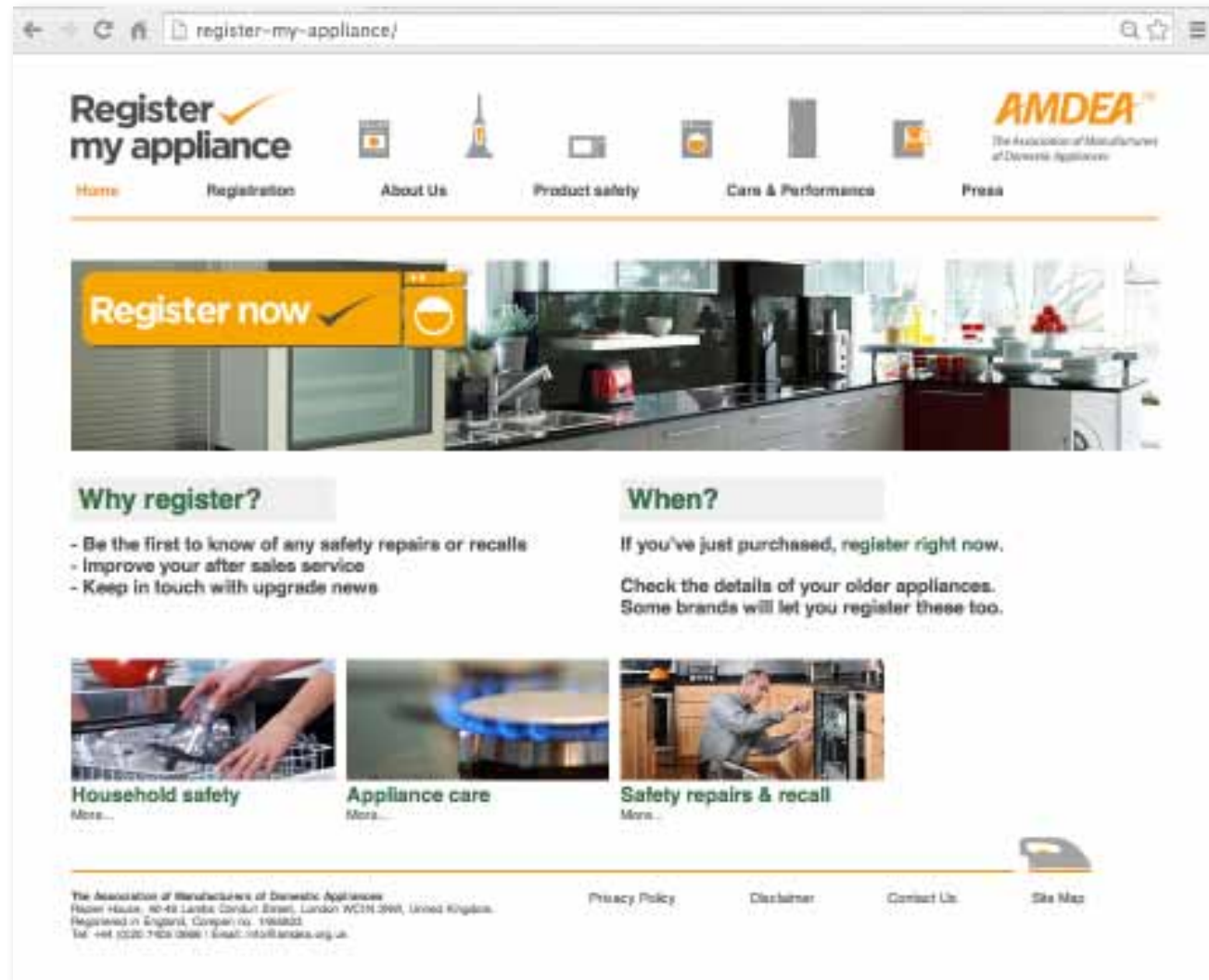– Positive actions

Orange Lines

Orange lines can be used to top and tail a space to set it apart from other non Register My Appliance content. The lines are 2pt for both print and web use.

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Example of Register My Appliance Assets as Used on the Website

Example of Register My Appliance Assets Used by Member