

LOGO USER GUIDE

CHEKO
RESOURCES

01

LOGO INTRODUCTION

The CHEKO Resources logo is designed to reflect the company's core values: strength, reliability, and industrial excellence. Operating in the mining and fuel sectors, the logo had to be bold, easily recognisable, and adaptable to rugged real-world environments like trucks, machinery, signage, and uniforms.

The wordmark uses Grift, a geometric sans-serif typeface known for its industrial confidence and clean structure. The bold, uppercase characters convey strength and assertiveness essential traits in the mining and logistics sector. The slightly squared letterforms evoke engineered precision and efficiency, aligning with CHEKO's reputation as a dependable partner.

The most distinct feature of the logo is the customized "K", designed as an angular arrow shape in rust orange. This modification adds:

- Forward momentum and energy, symbolizing growth, movement, and the company's role in transportation and diesel logistics.
- A visual metaphor for direction and drive, hinting at CHEKO's strategic role in enabling mining operations to move forward efficiently.
- A rugged industrial edge, giving the logo a custom-built feel just like the heavy-duty equipment the company deals in.

The logo's horizontal layout and modular word arrangement allow it to scale effortlessly across platforms from digital media and signage to machinery and apparel.

The design remains legible in monochrome, and is suitable for embroidery, vehicle branding, and promotional gear, ensuring consistent brand visibility in high-impact environments.

Unlike typical mining company logos that lean heavily on cliché icons (e.g., picks, helmets, or trucks), the CHEKO Resources logo opts for a minimal yet bold typographic solution, making it instantly recognisable and modern. The custom "K" arrow subtly integrates industrial symbolism without overcomplicating the design — setting CHEKO apart as a premium, forward-looking brand in the sector.

LOGO CONSTRUCTION & CLEAR SPACE

Unit of Measure

Consistency is vital when it comes to representing the brand. There are some simple, user-friendly rules for the Cheko Resources logo to ensure that our brand is always presented consistently.

Clear Space

The minimum clear space area around the logo is 1/2 unit of measure.



Please do not redraw or recreate any of the Cheko Resources Logo. Always use our official artwork as supplied. If you are unsure about the logo usage, please talk to the brand custodian

The minimum space surrounding the Cheko Resources logo is called the 'clear space' or 'area of isolation', which provides an exclusion area within which no other typographic, graphic, photographic element, text or headline may be placed*

The space is allowed to be larger, but never smaller

LOGO SIZE

Minimum Size

To ensure legibility, our logo should never be reduced below the minimum sizes provided for both print and digital applications.

Guidelines for Size

1. The minimum size for the logo is 25mm in width for print applications and 95px in width for digital applications.
2. The single brandmark is used only in cases where the available space is extremely small, such as when a cellphone app icon needs to be applied or for a favicon.

Minimum size
for print, measured
in millimetres (mm)



25mm

Minimum size
for digital, measured
in pixels (px)



95px



16px

LOGO APPLICATION

Black and White

In order to maintain the integrity of the Cheko Resources Identity it may be represented in black or white reflected out of any solid colour background. Application of a black version on white which would also apply to one colour application.

When using single colour applications, neutral colours from the palette must be used.



LOGO APPLICATION

Full Colour Application

The full colour logo application is preferred

Background Colour Application

The background logo colour application is applied when the logo doesn't appear on a white background. It also appears on promotional collateral.



LOGO APPLICATION

Logo on Photographic Background

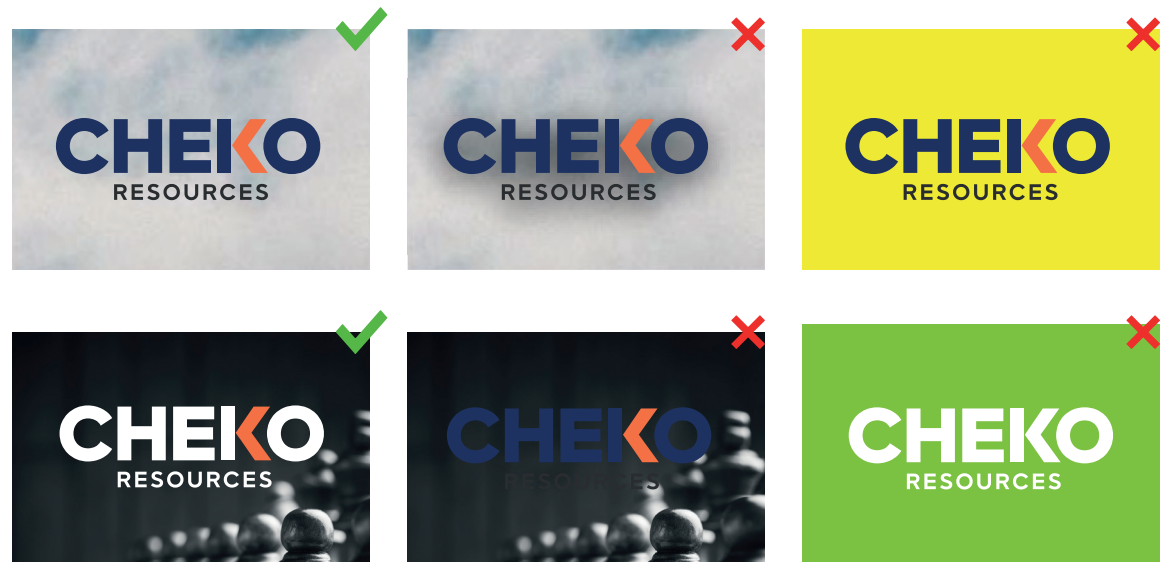
On photographic applications, the logotype must be legible. The single colour logo may only be applied to a single colour background.

No effects or transparency may be applied to the logo.

In instances where the legibility of the logotype is compromised, the background image will be edited or altered.

Logo on Foreign Backgrounds

The logo should never be applied on foreign colours that don't fall on the Corporate Identity. The logo should only be applied to the following colours; **Black, White, Blue or Orange.**



INCORRECT USE OF THE LOGO

As with any set of guidelines, there are elements that are open to interpretation. The Cheko Resources brand always needs to maintain its integrity and consistency throughout. Here are some things that should never be done to the logo.

HOW TO PREVENT LOGO MISUSE

Contact the Branding Team in the Corporate Communication and Marketing Division for assistance and guidance on the use of our logo. Use official artwork only and refrain from reproducing the logo in any way. When in doubt, ask for assistance.

The correct logo for Cheko Resources, featuring the word "CHEKO" in blue with an orange "K" and "RESOURCES" in blue below it.

CHEKO
RESOURCES

Don't scale elements

The Cheko Resources logo with a grey drop shadow effect behind it.

CHEKO
RESOURCES

Don't add shadows

The Cheko Resources logo rotated 45 degrees clockwise.

CHEKO
RESOURCES

Don't alter the orientation

The Cheko Resources logo where "CHEKO" is orange and "RESOURCES" is blue, which is the opposite of the correct color scheme.

CHEKO
RESOURCES

Don't alter the colours

The correct logo for Cheko Resources, featuring the word "CHEKO" in blue with an orange "K" and "RESOURCES" in blue below it.

CHEKO
RESOURCES

Don't reduce the opacity

The Cheko Resources logo with a horizontal gradient effect across the letters.

CHEKO
RESOURCES

Don't add effects on the logo in any way

The correct logo for Cheko Resources, featuring the word "CHEKO" in blue with an orange "K" and "RESOURCES" in blue below it.

CHEKO
RESOURCES

Don't stretch or skew the logo in any way

The Cheko Resources logo where the letters are white with a black outline.

CHEKO
RESOURCES

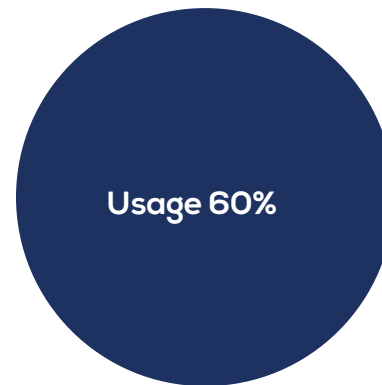
Do not outline any logo element

PRIMARY COLOURS

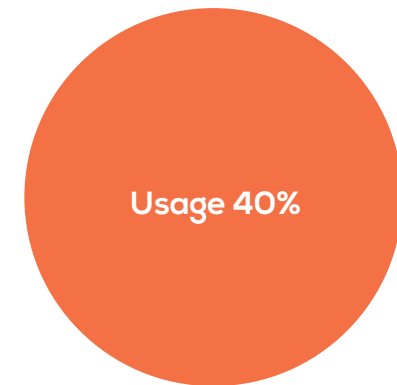
Consistent colour application is vital to building our brand. In order to ensure this, it is important to use the correct colour specifications for the medium in which the communication will appear.

Our Colour

Discipline in the use of colour is necessary for our communications to be clear and readable. Our use of colour must enhance communication, add hierarchy and pace.



HEX: #232f5c
RGB: R35 G47 B92
CMYK: C100 M89 Y35 K23



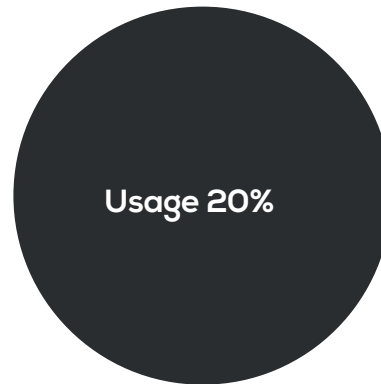
HEX: #ed6a3c
RGB: R237 G106 B60
CMYK: C0 M69 Y78 K0

SECONDARY COLOURS

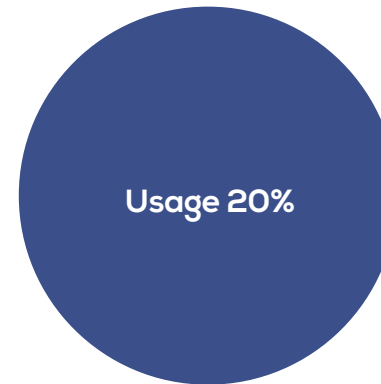
Please refer to the chart for the colour specifications for Cheko Resources reproducing. Final printed colours can vary considerably depending upon paper stock, the amount of ink applied, and the printing process used.

Depending on the application and a system of how to use hues colour to identify one product line from another, each of the following colour can be used to compliment or accentuate the Cheko Resources brand. The colour palette is divided into primary and secondary palettes.

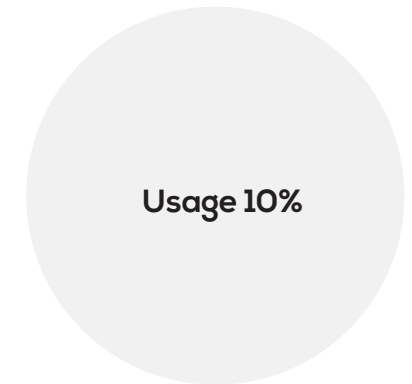
Apply colour by choosing from the bright, pure hues of the primary palette and pairing with a neutral gray or secondary colour that supports the message.



HEX: # 333333
RGB: R51 G51 B51
CMYK: C60 M69 Y56 K65



HEX: #3d4884
RGB: R61 G72 B132
CMYK: C88 M76 Y19 K5



HEX: #f5f5f5
RGB: R245 G245 B245
CMYK: C5 M4 Y4 K0

TYPEFACE

Primary Typeface

Nexa is our primary typeface. Its timeless design is based on structure and utility. Nexa Font is a sans-serif typeface family, thanks to its geometric shapes, it is remarkably stable and balances out any detailed serif.

Nexa Regular
Nexa Italic
Nexa Bold
Nexa Bold Italic
Nexa Black

Secondary Typeface

Lucida Grande is our secondary typeface. Lucida Grande is a humanist sans serif font with a large x-height, clear letter-forms, and space-saving economy. Its easy reading qualities make it legible for printing and screen displays even down to small sizes.

Lucida Grande Regular
Lucida Grande Italic
Lucida Grande Bold
Lucida Grande Bold Italic
Lucida Grande Black

Stationary Font

Only where our primary typeface can't be used due to technical compatibility considerations, should Arial be used e.g. MS-based documents and non web based applications.

Arial Regular
Arial Italic
Arial Bold
Arial Bold Italic
Arial Black

Nexa Light

Due to legibility
this font should
never be used.



Always use the correct typeface to ensure visual consistency.
Do not use any other typeface even if it looks the same.

BRANDING EXAMPLES



PHOTOGRAPHY



CHEIKO
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