Centralite

all together now

How we look.

BRAND
GUIDELINES

THIS IS A GUIDE TO THE BASIC ELEMENTS THAT MAKE UP OUR BRAND. IT WILL LET YOU GET TO KNOW US BETTER...

Contents

What is a Brand Identity?

The Centralite logo is the most immediate representation of our company, our people, and our brand to the world. It is designed to increase recognition and build perceptions of our organization in its chosen marketplace.

This brand identity needs to be graphically represented and usually includes elements such as logos and supporting graphics, color palette, typography and photography choices and can, within its guidelines, use examples to visualize how a brand should be depicted across various different visual media.

Why use these guidelines?

Centralite needs to manage how its brand is represented across all visual media in various different situations.

The corporate identity system in this document has been created to fulfill this purpose and the guidelines herein explain how to correctly depict and embody our brand ethos consistently across different applications and in various markets to maintain the integrity of our company.

OUR LOGO IS VERY PRECIOUS TO US.
WE TOOK OUR TIME DEVELOPING OUR
BRAND SO PLEASE BE NICE TO IT.

Rationale

Our logo was developed to be modern, friendlier, and more consumer-focused. The Centralite logo is the most immediate representation of our company, our people, and our brand to the world. It is a valuable corporate asset that must be used consistently in the proper, approved forms.

Construction

The graphic elements constructed are "Squircles" (square circles) which, along with being the shape of some of our products, represent the OEM, Cloud Services, and Consumer divisions of our company.

The logo typeface, supporting typeface, and collateral are clean, modern, and friendly to reinforce our identity as a quality, professional organization.

Color Treatment

There are two preferred full-color options of the logo. One with the "all together now" tag line and one without.

01

01
These versions of the logo are the preferred versions of the logo for all printed collateral including all printed publications, advertising, billboards, posters, flyers and product packaging.

EXCLUSION ZONE, *a little elbow room to help us stand out.*

The minimum exclusion zone margin for all our company logos is based on the dimensions of the size of a single "squircle" (square circle) in the logo graphic. With all logos, a clear space the size of one squircle must be maintained on all sides. When our corporate color is used behind the logo it must extend to a minimum of the same dimensions as one squircle on all sides.

On all sides, the exclusion zone should be measured from the farthest edge of the logo. No other element may encroach on this space.

MINIMUM SIZE,
bigger is better.

The tag line logo must not be reproduced in print at a size smaller than 1" in width.
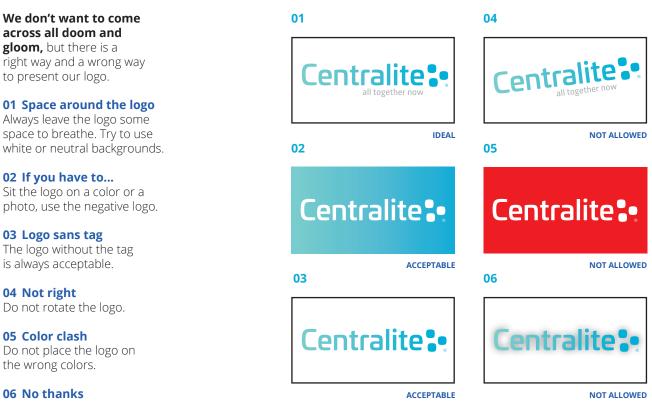
The non tag line logo must not be reproduced in print at a size smaller than 0.5" in width. When the non tag line logo is used in a width of less than 1", it is acceptable to remove the registered trademark symbol.

1.0" min.

0.5" min.

WE WANT TO LOOK GOOD ALL THE TIME, SO TAKE TIME TO CONSIDER HOW TO APPLY OUR LOGO.

We don't want to come across all doom and gloom, but there is a right way and a wrong way to present our logo.

01 Space around the logo
Always leave the logo some space to breathe. Try to use white or neutral backgrounds.

02 If you have to...
Sit the logo on a color or a photo, use the negative logo.

03 Logo sans tag
The logo without the tag is always acceptable.

04 Not right
Do not rotate the logo.

05 Color clash
Do not place the logo on the wrong colors.

06 No thanks
Do not add embellishments like drop-shadows, embossing etc. to the logo.

01

IDEAL

02

ACCEPTABLE

03

ACCEPTABLE

04

NOT ALLOWED

05

NOT ALLOWED

06

NOT ALLOWED

SAY HELLO TO EVERYONE IN THE FAMILY. IF YOU CAN'T FIND IT HERE, WE DON'T WANT YOU TO USE IT.

Our logo exists only in a landscape version.
While the tag line option is the preferred logo, use of the non-tagged mark should be determined according to its suitability for the layout.

Centralite *Logo*

OUR COLORS DEFINE OUR BRAND. WE'RE BOLD, BRIGHT AND CONFIDENT. SIMPLE AND TO THE POINT.

The corporate color palette includes a blue, green-blue, and gray theme with supporting tones. Color matching standard Pantone® references are included to ensure accuracy when reproducing the palette.

Also included are the references for CMYK, RGB and HEX Values for consistency across different media. Where possible, the logo should be reproduced in the CMYK color process. Equivalent colors can be composed using the RGB and HEX references included when the logo is to used digitally.

Color Palette // Primary

These are our corporate primary colors for our logo, text and headers.

	pantone	7471 C
	cmyk	50 : 0 : 22 : 0
	rgb	122 : 204 : 204
	hex #	7ACCCC

	pantone	305 C
	cmyk	00 : 93 : 79 : 00
	rgb	228 : 0 : 43
	hex #	E4002B

	pantone	789
	cmyk	0 : 0 : 0 : 50
	rgb	148 : 149 : 153
	hex #	999999

	pantone	N/A
	cmyk	0 : 0 : 0 : 0
	rgb	255 : 255 : 255
	hex #	FFFFFF

Color Palette // Secondary

These are secondary colors for backgrounds and supporting graphics.

	pantone	637 C
	cmyk	41 : 20 : 15 : 57
	rgb	61 : 188 : 209
	hex #	3DBCD1

	pantone	5265 C
	cmyk	82 : 74 : 41: 30
	rgb	59 : 64 : 91
	hex #	3A405B

pantone	7471 C to 305 C
cmyk	50:0:22:0 to 0:93:79:0
rgb	122:204:204 to 228:0:43
hex #	#7ACCCC to #E4002B

TYPOGRAPHY IS THE BACKBONE OF DESIGN, GETTING IT RIGHT IS PARAMOUNT.

Typefaces. Print.

Our corporate typeface is Adobe Caslon Pro. This full font family comes in a range of weights to suit a multitude of purposes. It was optimized for print, web, and mobile interfaces, and has excellent legibility characteristics in its letterforms.

Typefaces. Online.

When technology allows for it, Proxima Nova should be used in any web applications. The default fall-back corporate font is Arial which should be utilized to ensure acceptable degradation when Proxima Nova is unavailable.

Typography. Style.

Text for correspondence and publications should preferably be set in upper- and lower-case, and flush left with ragged right. Capitalization should never be used for body text, but is acceptable for headings.

Headline Font Proxima Nova

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:;?!£$&@*) 0123456789

// Bold

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:;?!£$&@*) 0123456789

// Regular

Body Copy Font Adobe Caslon Pro

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:;?!£$&@*) 0123456789

// Regular

THAT'S JUST FOR STARTERS... HERE IS A FEW MORE THINGS YOU SHOULD KNOW.

Brand Design Style

Taking a direction from the Swiss Style (or International Typographic Style) allows us to emphasise and execute a clean, legible approach to our extended media and brand situations. Features include asymmetric layouts, strong grid-based structure, sans serif typefaces and unjustified body text.

An understanding of the importance of white space is also crucial in layouts, both in and around text/images.

Black body text should normally be used unless reversed out/white copy is more aesthetically appropriate. Limiting color use to our corporate palette will serve to strengthen our brand message.

Support Graphics

Graphic elements derived from the logo are valid for use as stand-alone support graphics provided they are not used in place of the complete logo.

We do not recommend the use of detailed illustrations or clip art as support graphics but rather simple geometric shapes so as not to detract from other layout elements.

The Centralite Gradient is to be used as a method of "framing" certain documents or as a background.

Photographic Style

All photography used must be of high quality regardless of whether they are black and white or color. Images need to be clean, crisp, in focus and contain subject matter relevant to our organization. Artistic composition also needs to be considered to avoid 'snapshot' style imagery.

BEST TO HAVE A CHECKLIST. THEN YOU KNOW THAT YOU HAVE DONE EVERYTHING RIGHT.

The Checklist...

01 The Logo
Only use logos that are complete and in an appropriate version, created from original digital artwork. Please check that you have respected the minimum size and exclusion zone requirements.

02 Backgrounds
The logo should not appear on light or cluttered images without being reversed out.

03 Graphics
Check that any supporting graphics or graphic elements do not marginalize, obscure or overpower our logo.

04 Typography
Check that our corporate typefaces have been used appropriately where applicable.

05 Design
Be sure to provide these guidelines to third parties or collaborating partners.

A final thought.

If in doubt, take a look back through this document, all the answers are there.

We don't ask for much, just a little love and respect for our branding which is why we think we've created a flexible system that won't stifle your creativity.

THIS DOCUMENT MAY BE MADE AVAILABLE IN ALTERNATIVE FORMATS ON REQUEST. PLEASE CONTACT OUR MARKETING & PR DEPARTMENT FOR FURTHER DETAILS.

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