



Brand Identity Guidelines

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INTRODUCTION

These guidelines describe the basic rules of designing with/reproducing the Citola brand identity. In order to gain maximum benefit from these guidelines they must be used consistently, as even small variations will undermine the impact of the Citola brand identity.

LOGO TYPE

The type mark "Citola"

citola

citola

citola

CITOLA LOGO HORIZONTAL



CITOLA LOGO VERTICAL



SECONDARY LOGOS



CLEAR SPACE

Clear space is the area surrounding the logo type that must be kept free of other graphic elements. The minimum required clear space is defined by the measurement "X", as shown.



MINIMUM SIZE

We have established various minimum sizes for the Citola logo to help it stand out as much as possible. While the minimum sizes shown here should accommodate most applications and reproduction techniques, make sure that the logo is never smaller than what can be clearly executed. Applications such as the Web, signage or merchandise may require larger sizes.

PRIMARY

26mm



SECONDARY

17mm



ONE-COLOUR

The one-colour version of the Citola logo is used for applications and collateral where the layout needs to be simple and focused without too many colour variations. The one-colour version may also be used to enhance particular design concepts.



BLACK & WHITE

The black and reverse "white" version of the Citola logo is used for applications and collateral where the colour palette is limited to black and white.



BACKGROUND CONTROL

Although it's always preferable to place the logo on a black or white background, there are times when it will need to appear over a colour. In these cases, make sure that the logo elements are as visible as possible.

The exhibits show which logos to use over various colours to enhance visibility.



PRIMARY PALETTE

The colour palette is divided into two distinct areas.

The bulk of applications will use the Primary palette.

Citola primary colours are strong and straightforward. They represent the Citola brand at its most basic level—the logo. In fact, these are the only colours that may be used to reproduce the logo.



Citola Teal



Citola Grey



Citola Green

CITOLA COLOUR	PANTONE EQUIVALENT	CMYK	RGB	HEX/WEB
Citola Teal	PANTONE 3282 C	C77 M20 Y55 K10	R50 G143 B125	Web 328F7D
Citola Grey	PANTONE 423 C	C4 M7 Y3 K65	R113 G110 B114	Web 717170
Citola Green	PANTONE 368 C	C62 M0 Y100 K0	R108 G190 B69	Web 6CBE45

SECONDARY PALETTE

The secondary palette is used to create enhancement, and should be used sparingly to achieve maximum effect.

It is versatile and provides a contrast to the Primary palette. Neutrality maximises the impact of any supporting graphic elements such as photography.

Colors must be reproduced exactly at all times. Please note that rgb color on screen and spot color (pantone), process color (cmyk) on paper, can vary enormously. Every effort must be made to ensure that Citola's primary colours appear identical regardless of the media in which they are displayed.



Citola Rich Green



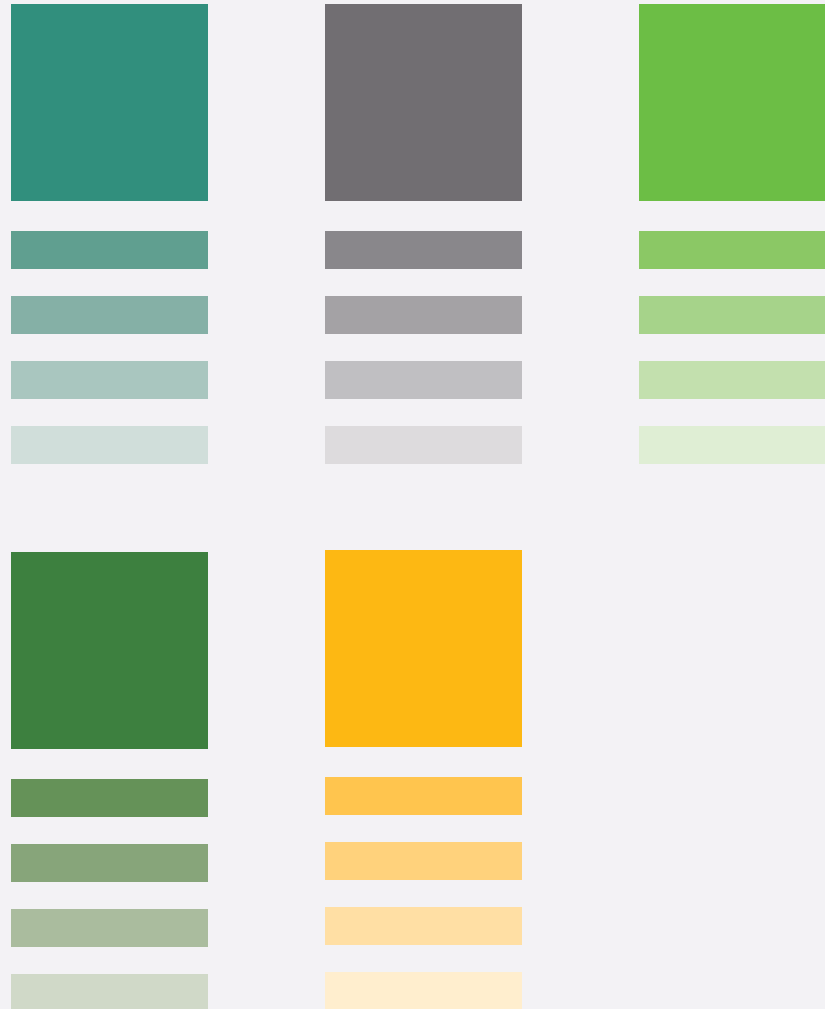
Citola Orange

CITOLA COLOUR	PANTONE EQUIVALENT	CMYK	RGB	HEX/WEB
Citola Orange	PANTONE 1235 C	C0 M30 Y100 K0	R253 G184 B19	Web FDB913
Citola Rich Green	PANTONE 356 C	C80 M30 Y100 K10	R61 G129 B63	Web 3D813F

TINTS

Tints of these palettes are used most effectively in charts, tables and forms, or to differentiate hierarchies of information.

The selection of a tint must be carefully considered. Some tints may be inappropriate to use as typography or may be visually too recessive for certain applications.



PRIMARY TYPEFACE

There are several reasons why Gotham was chosen for the Citola primary typeface. Strong yet friendly, it helps communicate ideas in a straightforward, confident manner. Its openness and geometry make it highly legible. And it's available in book and italic, and in several weights, allowing maximum flexibility. So please refrain from using other versions of the font.

Note that Gotham is to be used mainly for print materials; for internal documents such as Microsoft® Office applications, we have specified alternate typefaces on page 16.

GOTHAM

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890"!@#%^&*()

Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890"!@#%^&*()

Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890"!@#%^&*()

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890"!@#%^&*()

RESOURCES

Group

SECONDARY

For headline type simian is the chosen typeface. Simian was used as a basis to create the "citola" type mark.

SIMIAN DISPLAY
Orangutan

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 1234567890"!@#\$%&()*

carbon

WIDGET

ALTERNATE TYPEFACE

The Citola alternate typeface is Arial and is strictly for internal use. Arial references the clean look of our primary typeface and should be used whenever possible within Microsoft Office applications such as Word, PowerPoint, Excel, etc.

It is an easy-to-read typeface that can be used for body copy in letters, memos and faxes.

ARIAL

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 1234567890"!@#%&*()

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 1234567890"!@#%&*()