

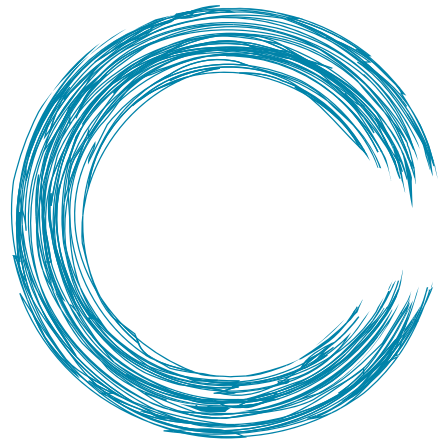
centonex

BRAND GUIDELINES

October 2011

vision of clarity

1__THE BRAND LOGO



centonex



PANTONE 314 C
C 100 . M 0 . M 9 . K 30
R 0 . G 122 . B 162



PANTONE COOL GREY 8 C
C 0 . M 1 . M 0 . K 43
R 161 . G 161 . B 164

2__THE BRAND SECONDARY LOGOS

Relevant colours from the secondary palette are used to compliment individual areas, within Centonex, such as consultancy, creative, digital, marketing, print and communication.

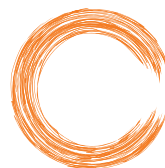


consultancy

100% 80% 50%



PANTONE 548 C
C 100 . M 24 . M 0 . K 64
R 0 . G 68 . B 103



creative

100% 80% 50%



PANTONE 166 C
C 0 . M 64 . M 100 . K 0
R 245 . G 123 . B 32



digital

100% 80% 50%



PANTONE 430 C
C 5 . M 0 . M 0 . K 45
R 148 . G 156 . B 161



marketing

100% 80% 50%



PANTONE 369 C
C 59 . M 0 . M 100 . K 7
R 108 . G 179 . B 63



print

100% 80% 50%



PANTONE 321 C
C 100 . M 0 . M 31 . K 23
R 0 . G 139 . B 151



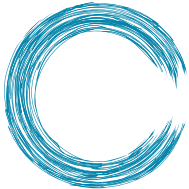
communication

100% 80% 50%



PANTONE 227 C
C 0 . M 100 . M 7 . K 19
R 198 . G 0 . B 112

3__THE BRAND LOGOS SAFE ZONE/MINIMUM SIZE



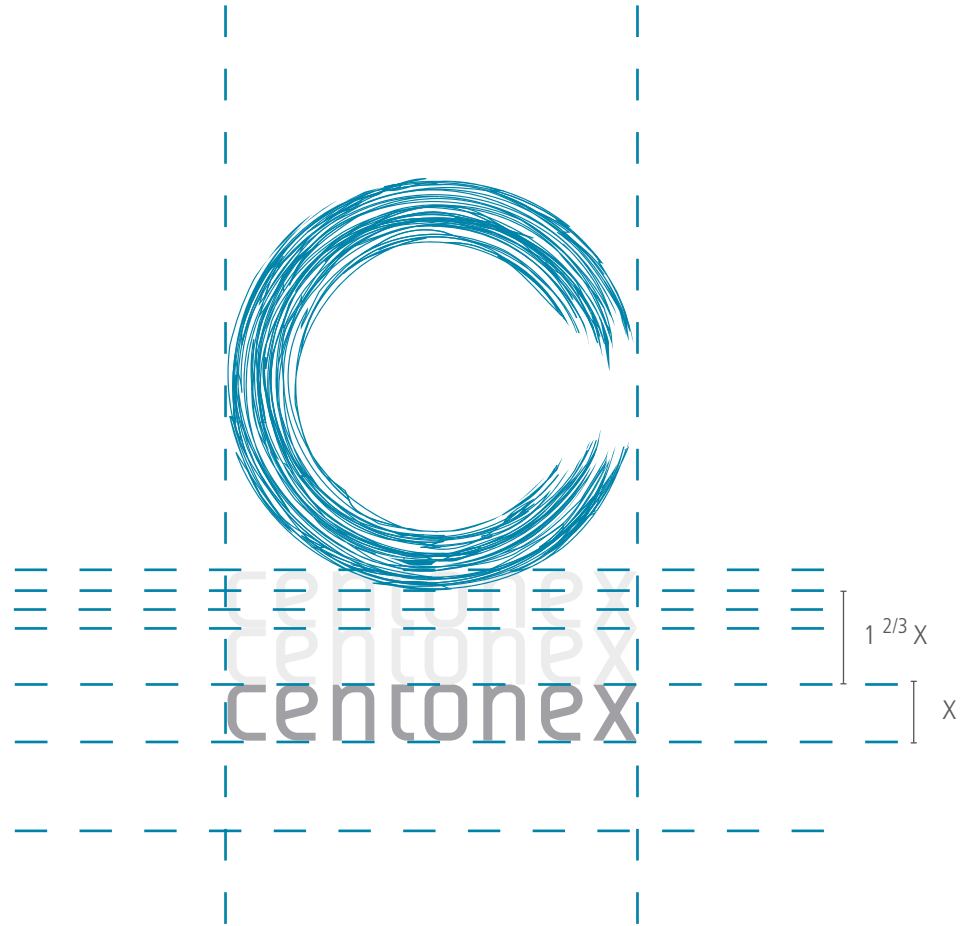
centonex

25 mm
minimum size

ce = clear zone

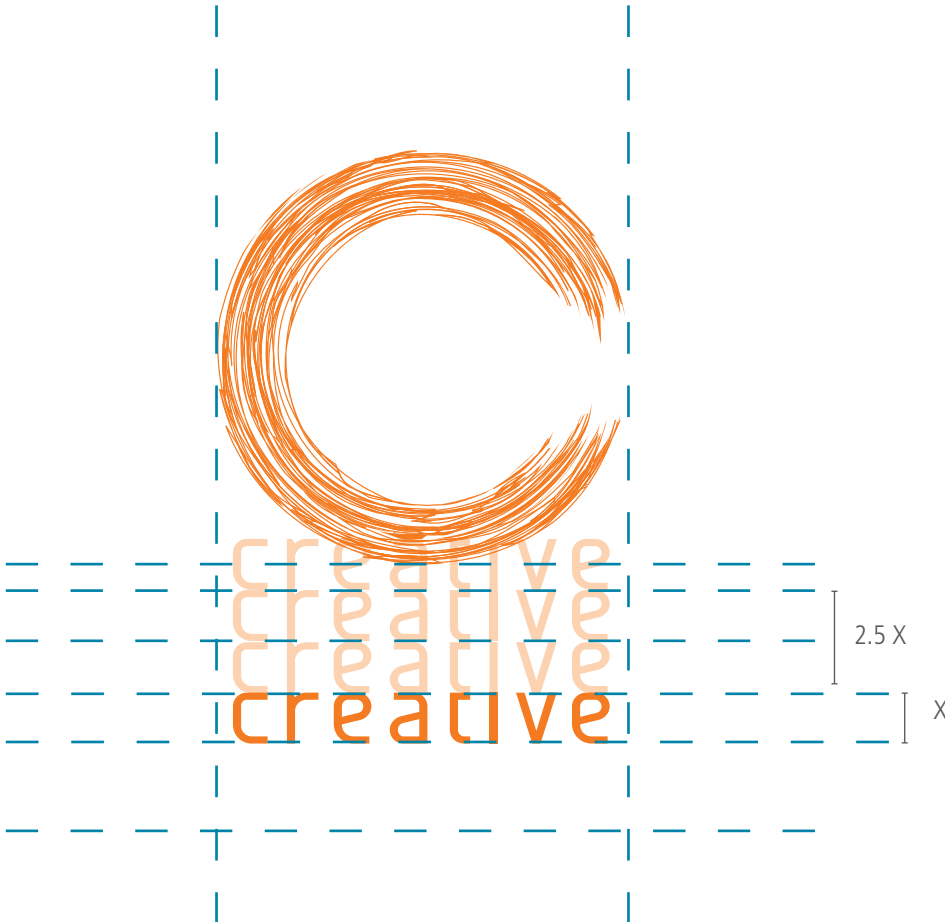
4__THE BRAND LOGO STRUCTURE

Space between the logotype and the monogram should equal $1^{2/3}$ of height of the logotype (X)



5__THE BRAND SECONDARY LOGO STRUCTURE

Space between the logotype and the monogram should equal 2.5 of height of the logotype (X)



6 ____ TYPOGRAPHY

Frutiger 47 Light Condensed should be used in uppercase for headings and lower case for sub-headings.

Frutiger 47 Light Condensed should be used in lowercase for body copy.

Frutiger 57 Condensed should be used when appropriate.

Frutiger font family is available for print and web usage.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@%£\$^&*()_+

Frutiger 57 Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@%£\$^&*()_+

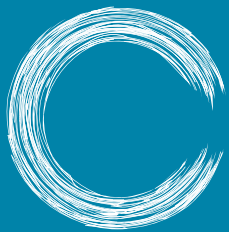
Frutiger 47 Light Condensed

FRUTIGER 47 LIGHT CONDENSED - HEADING

Frutiger 47 Light Condensed - Sub-heading

Frutiger 57 Condensed - first paragraph. Amusapel luptat haribus, ut eossit officaeat lam exerest labo. Nam, occus, utem. Tus ex ea iliquaes ditibus minti accus dem res ulla cus eaquia in prat es min pe et que doluptatia ditae.

Frutiger 47 Light Condensed- Body copy. Sed moditius core es voluptatenti nemo velesciis digenim aximent volesequiae. Upita quodi seque natiunt lis moluptibus.



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October 2011

Centonex Limited | t 0808 131 2862 | f 0808 131 2863 | 7 Unity Street | Bristol | BS1 5HH | www.centonex.com