CellTrust Brand Standards Manual

September 2015

‹ELLTRUST®

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Why Do We Need Brand Standards?

The CellTrust® logo is, in most cases, the first impression we make on a potential customer. It is a tiny advertisement for our company and gives our customers and prospects an easy way of remembering who we are.

Our brand personality also speaks volumes about our business, what we do, and how we do it. A strong brand can make a sale by speaking for CellTrust when there is no sales representative present. It delivers the message to the public that CellTrust is a unique, reputable and dependable company.

Our communication efforts must be carefully coordinated in order to establish a strong brand personality and create long-term appreciation of the people, solutions and services that CellTrust has to offer. This is extremely important as CellTrust continues to evolve and grow.

In order to establish and communicate our brand identity effectively, we must always display it in a consistent manner. The purpose of these written standards is to create the uniformity necessary to build a strong brand personality for CellTrust. As necessary, this manual will be supplemented to incorporate topics not covered here.

The implementation of these standards is a critical component in our campaign to build CellTrust's image on global level. Thank you for your cooperation and support in our efforts to build a successful brand image for CellTrust.

Basic Standards

Because many different products and solution areas exist within CellTrust, it is easy to understand the challenges of managing our identity. This manual outlines correct usage of the CellTrust logos as well as color palette, typography and sizing/placement specifications and approved images.

Please note that any exceptions to the specified use shown in this manual must receive executive approval through the marketing review process.

marketing@celltrust.com

The CellTrust Logo

The corporate logotype consists of our company name "CellTrust", the signature "C" graphic symbol, and the "®" mark. It should be considered as one unit and never be altered, modified, or manipulated. Use only the locked up logo supplied and never try to recreate the logo in any way.

Logo Colors

The CellTrust logo colors are PMS 158 and PMS 294. When possible use the full color logo. Solid black and solid white logos are also available for use when printing in black and white or the background is too dark to place the color logo without it getting lost.

Logo Type

Signature "C"

Registration Mark

PMS 158

PMS 294

Logo Spacing and Sizes

The logo should always be surrounded by an adequate amount of clear space in order to set it off from competing visuals, graphics and text.

The gray area (see illustration at right) indicates the minimum amount of clear space that must surround the signature in all applications. No other elements should infringe in the clear space.

Exceptions require approval prior to use.

Minimuim clear space is specified in units of "X." "X" equals the height of the text in the CellTrust logo.

Minimum Size

The smallest allowable reproduction size of the CellTrust logo is 1.5" or 108 pixels wide. This size should only be used in instances where space is very limited.
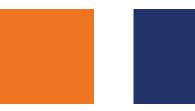

1.5"

Corporate Color Palette

Consistent use of this color palette reinforces the CellTrust brand. Whenever possible, print these colors as coated PMS spot colors. If colors must be converted to 4-color process, refer to the mixes below, but ask your printer to match the PMS colors as closely as possible. Always have the printer match 4-color process colors to the PMS colors. This will ensure consistency since printing equipment varies from vendor to vendor.
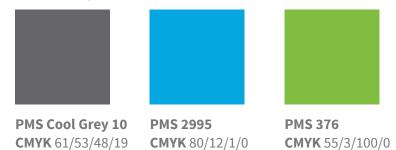
Primary

PMS 158
CMYK 2/66/100/0

PMS 294
CMYK 100/86/29/22

Secondary

PMS Cool Grey 10
CMYK 61/53/48/19

PMS 2995
CMYK 80/12/1/0

PMS 376
CMYK 55/3/100/0

Color Builds

Spot	CMYK	RGB	Web
Primary Palette			
PMS 158	2/66/100/0	255/106/0	#ff6a00
PMS 294	100/86/29/22	0/46/108	#002e6c
Secondary Palette			
PMS Cool Grey 10	61/53/48/19	119/119/121	#777779
PMS 2995	80/12/1/0	0/60/223	#00a0df
PMS 376	55/3/100/0	119/188/31	#77bc1f

Primary

Secondary

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Typography

Designated fonts should be used consistently in all company communications. Please note that any exceptions to the specified use shown in this manual must be approved by Marketing.

marketing@celltrust.com

Font Usage

Identified fonts should be used consistently in all company communications.

As the signature font family for our brand, **Source Sans Pro** should be used across all our communications, both online and offline, whenever possible. If a specific program or application does not allow for its use (i.e. Powerpoint), please use Calibri as a substitute.

The **Roboto Slab** type family is to be used as a supporting font. It is only to be used for titles and subtitles, when additional emphasizing element is needed. If a specific program or application does not allow for its use (i.e. Powerpoint), please use Rockwell as a substitute.

Source Sans Pro Light

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0

Source Sans Pro Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0

Source Sans Pro Bold

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0**

Roboto Slab Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0

Roboto Slab Bold

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0**