creatio
transforming processes

corporate logo
& brand identity guidelines

by Global Superyacht Marketing

contents

typeface family

Only two fonts are used within the brand guidelines and logo which come from the same family; VAG Rounded Std. The font is clear, modern and easy to read while establishing and enhancing the forward thinking technology associated with the brand.

vag rounded std (bold)

Use the bold font variation for titles or to highlight important parts of text. Vag Rounded Bold can also be used for numbering or bullet points.

ABCDEFGH
abcdef12340
abcdefghijklmnopqrstuvwxyzéèóò
0123456789!@£$€%^&*()

Use the light variation for most bodies of text. This is the font used in the creatio logo. Use in all print and digital publications, adverts, merchandise and general correspondance.

vag rounded std (light)

ABCDEFGH
abcdef12340
abcdefghijklmnopqrstuvwxyzéèóò
0123456789!@£$€%^&*()

logo construction

Solid arrow lines show width of main logo body to trademark to be the same length as strapline text.

Hashed magenta line denotes x height between mean line and base line. Also height of parallelogram used in logo.

Hashed green line denotes distance from bottom of tittle to top of strapline cap height.

spacing

Purple hashed area indicates safe zone. All exterior graphical elements and visual text can safely be positioned within this area up to pink clear space zone.

Pink clear space zone. This area must be kept clear of all graphical & textual elements.

Minimum required clear space is determined by the measurement x which is the maximum height of main body text of logo.

typography in use

Logo Font

Full colour logo uses VAG Rounded Std (light) only. Main body is all lower-case as is strapline.

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Body Text

VAG Rounded Std (light) is the main body font used and VAG Rounded Std (bold) is used to highlight main aspects of copy such as company name and contact details. When the company name is highlighted in this manner then titlecase is used.
- FIG.1

Bullet pointed lists can use VAG Rounded Std (light) with the dot from above the 'i' in the creatio logo as the bullet point.
- FIG.2

- FIG.1

Creatio software is designed to help businesses of all sizes and capabilities to improve their processes, capture data and deliver their various services and activities. Find us on www.creatio.org.uk and follow us on Twitter: @Creatio_Ltd

- Maritime Labour Convention
- Internal Safety Management
- Legislative Certificate Log
- Maintenance Logs
- Crew and Guest Logs
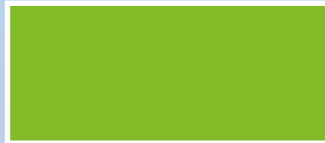
colour specifications

Pantone 306C
This is the main colour used for the logo name and highlighted areas.

PROCESS C76 M0 Y5 K0
SCREEN R0 G185 B228
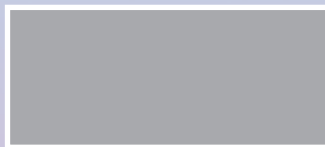**WEB HTML** #00B9E4

Pantone 368C
This is the colour used for the dot above the 'i' in the **creatio** logo. In the body text it is used for some sub-headings and bullet points.

PROCESS C70 M0 Y100
K0 SCREEN R105 G190
B40 WEB HTML #69BE28

40% Black
This is the colour used for the logo and strapline. In the body text it is used for some sub-headings.

PROCESS C0 M0 Y0 K40
SCREEN R60 G60 B60
WEB HTML #999999

Process Black
Used only for body text and main copy in publications.

PROCESS C0 M0 Y0 K100
SCREEN R0 G0 B0
WEB HTML #000000

logo colours

Pantone 306C

Pantone 368C

40% Black

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logo styles

Primary Flat Colour

This is the main logo to use on all print and digital. 3 colours with strapline text.

Greyscale

When used in greyscale the main colours of the logo must be changed to the secondary colour (40% Black) and the strapline, tittle and trademark to change to 70% Black.

Solid Black

Solid Black logo only to be used on Fax and some forms of black/white publications such as newspapers where halftones are unused.

Reverse Out

The solid logo must be in white when placed against a stronger coloured backgound.

logo practices

Brand Practice

To maintain a strong brand identity and make sure that our logo is not vandalised aesthetically, you must not alter or modify any part of it's components.

Below are some examples of brand misuse.

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Font

Do not use any other font than the ones specified.

creatio **creatio**
TRANSFORMING PROCESSES   transforming processes

Sizing

Do not squash or stretch the logo. Any resizing must be in proportion.

creatio **creatio**
transforming processes   transforming processes

Colour

Do not change the colours of the brand guidelines.

creatio creatio
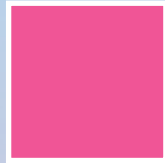transforming processes transforming processes

gradients

The gradients listed below can be used on their own as backgrounds and as a colour treatment on an image (as shown on page 10). The gradient can go in any direction but the two colours should be equally spread.

Pink
Pantone: 15-1863 TSX
RGB: 255 86 150
Web HTML: #FF5696
CMYK: 0 81 8 0

Blue
Pantone: 2198 U
RGB: 63 201 230
Web HTML: #3FC9E6
CMYK: 58 0 12 0

Red
Pantone: 485 C
RGB: 218 41 28
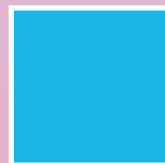Web HTML: #DA291C
CMYK: 0 95 100 0

Yellow
Pantone: 903 C
RGB: 255 243 109
Web HTML: #FFF36D
CMYK: 2 0 69 0

Blue
Pantone: 306 U
RGB: 0 180 228
Web HTML: #00B4E4
CMYK: 74 0 10 0

Green
Pantone: 2283 XGC
RGB: 165 213 102
Web HTML: #A5D566
CMYK: 0 0 68 0

Purple
Pantone: 2685 U
RGB: 118 91 167
Web HTML: #765BA7
CMYK: 61 73 0 0

Peach
Pantone: Red 032 U
RGB: 246 80 88
Web HTML: #F65058
CMYK: 0 78 73 0

colour treatments

The gradients from page 9 can be applied to images such as the example below.

Step 1) Find a suitable image approved by Creatio. Most images will be featuring technology, often with Creatio's software on the screen. Make sure the image is clear and suitable for the purpose, eg. if the image will be printed it must be 300dpi or if it is for screens only then 72dpi is best.

Step 2) Make the image black and white/greyscale. If the image remains in colour it will affect the next step and interfere with the chosen colour scheme.
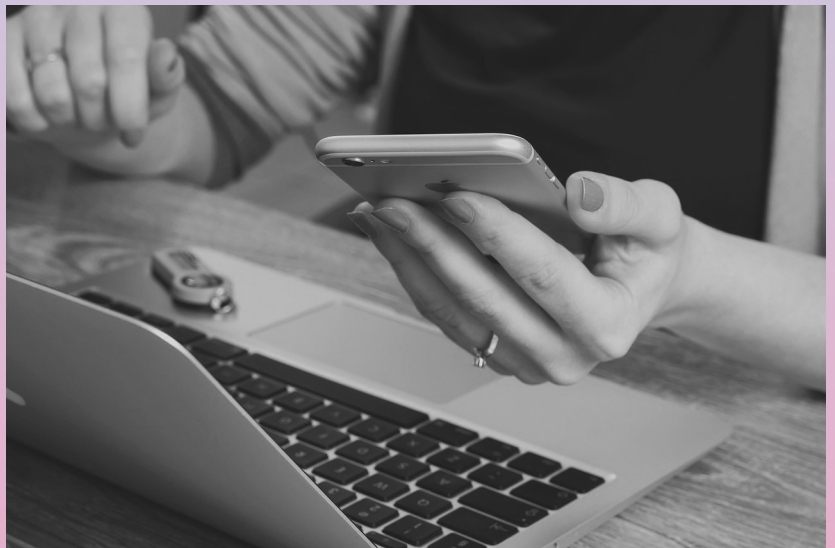
Step 3) Use the chosen gradient as an overlay layer on top of the black and white image. If the image looks strange eg. the colour is washed out, see if the contrast can be balanced using image settings on the black and white image.