

Callysto

Branding Guide

Logo Use

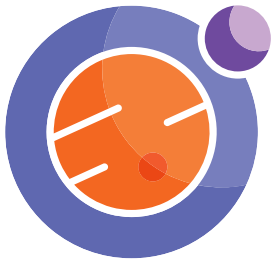
Primary



Reverse (White)



Icon



Logo Clear Space

A minimum amount of space must always surround the logo to separate it from text and other graphic elements. This minimum space is indicated by the box surrounding the logo and is equal to the height of "o" which is measured from the "o" in the Callysto logo.



Minimum Size

Depending on usage, the size of the logo will change. To ensure legibility, the Callysto logo should never be reproduced smaller than the below sizes wide for print applications (this applies to the primary and reverse logos and not to the icon).

0.75" wide



0.5" wide



Logo Use

Incorrect Logo Usage

The Callysto logo has been professionally designed with great attention to detail. Altering the logo in any way is a big 'no-no', as it seriously compromises the brand integrity.

We have included several common examples of improper logo usage for your reference.

Do Not Stretch Logo



Do Not Tint Logo



Do Not Recolour Logo



Do Not Alter Elements



Do Not Rotate Logo

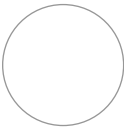


Do Not Change Fonts



Colour Palette

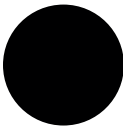
Primary



White
#FFFFFF
RGB: 255,255,255
CMYK:0,0,0,0



Gray
#979797
RGB: 151,151,151
CMYK:43,36,36,1



Black
#000000
RGB: 0,0,0
CMYK:0,0,0,100



Space Blue
#002432
RGB: 0,36,50
CMYK: 98,34,30,83

Secondary



#F26722
RGB: 242,103,34
CMYK: 0,74,100,0



#6F4A9E
RGB: 111,74,158
CMYK:67,84,0,0



#5F68B0
RGB: 95,104,176
CMYK: 71,64,0,0

Tertiary



#F47D37
RGB: 244,125,55
CMYK: 0,63,87,0



#C8A8D0
RGB: 200,168,208
CMYK:20,35,0,0



#767EBD
RGB: 118,126,189
CMYK: 58,50,0,0

Text (all styles)



Print Material Text
#141042
RGB: 65,64,66
CMYK: 0,0,0,90



Screen/Digital Text for
white background
#373D3F
RGB: 55,61,63
CMYK: 72,61,59,49



Screen/Digital Text for
black background
#BBBBBB
RGB: 187,187,187
CMYK: 27,21,22,0

For more text colour options please see Fonts & Styles

Fonts & Styles

The font selected for Callysto is a Google Font, meaning they are free, open-source and available to everyone.

Roboto

Roboto is suitable for all required text styles, whether that be for print or digital use. When used for body text and utility copy (graphs, charts, etc.) Roboto should generally be assigned a weight of thin to regular.

For headings, sub-headings, graphic titles and other text that is short and demands attention, it should be assigned a weight of Regular to Black.

Thin	<i>Italic</i>	Bold
<i>Thin Italic</i>	Regular	<i>Bold Italic</i>
Light	Medium	Black
<i>Light Italic</i>	<i>Medium Italic</i>	<i>Black Italic</i>

Text Colour Palette

Suitable for headings and body text:



Print Material Text
#141042
RGB: 65,64,66
CMYK: 0,0,0,90



Screen/Digital Text for
white background
#373D3F
RGB: 55,61,63
CMYK: 72,61,59,49



Screen/Digital Text for
black background
#BBBBBB
RGB: 187,187,187
CMYK: 27,21,22,0



Space Blue
#002432
RGB: 0,36,50
CMYK: 98,34,30,83

Suitable for headings only:



#F26722
RGB: 242,103,34
CMYK: 0,74,100,0



#6F4A9E
RGB: 111,74,158
CMYK: 67,84,0,0



Gray
#979797
RGB: 151,151,151
CMYK: 43,36,36,1