

# Callysto

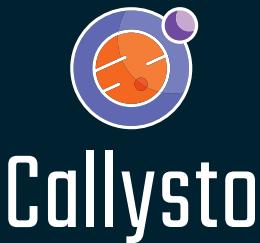
## Branding Guide

# Logo Use

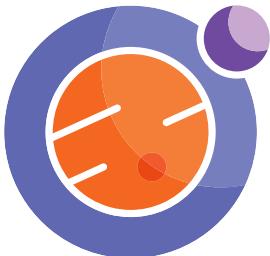
## Primary



## 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 Alter Elements



Do Not Tint Logo



Do Not Rotate Logo



Do Not Recolour Logo

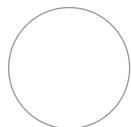


Do Not Change Fonts



# Colour Palette

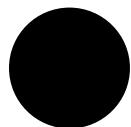
## Primary



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

*Thin Italic*

Light

*Light Italic*

*Italic*

Regular

Medium

*Medium Italic*

**Bold**

***Bold Italic***

**Black**

***Black Italic***

## 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