

## Brand Guide:

### Castor (Training and Consulting)

#### Brand Story

Castor Training & Consulting is dedicated to creating safer workplaces by equipping professionals with the knowledge and skills to uphold safety standards. With expertise in safety training and consultancy, we provide practical solutions such as occupational health and safety training, risk assessments, compliance audits, and customized safety programs.

Our hands-on, industry-specific approach fosters a proactive safety culture, ensuring businesses go beyond compliance to enhance efficiency and protect lives. As a trusted partner in safety, we help organizations mitigate risks, reduce incidents, and build a safer, more productive work environment.

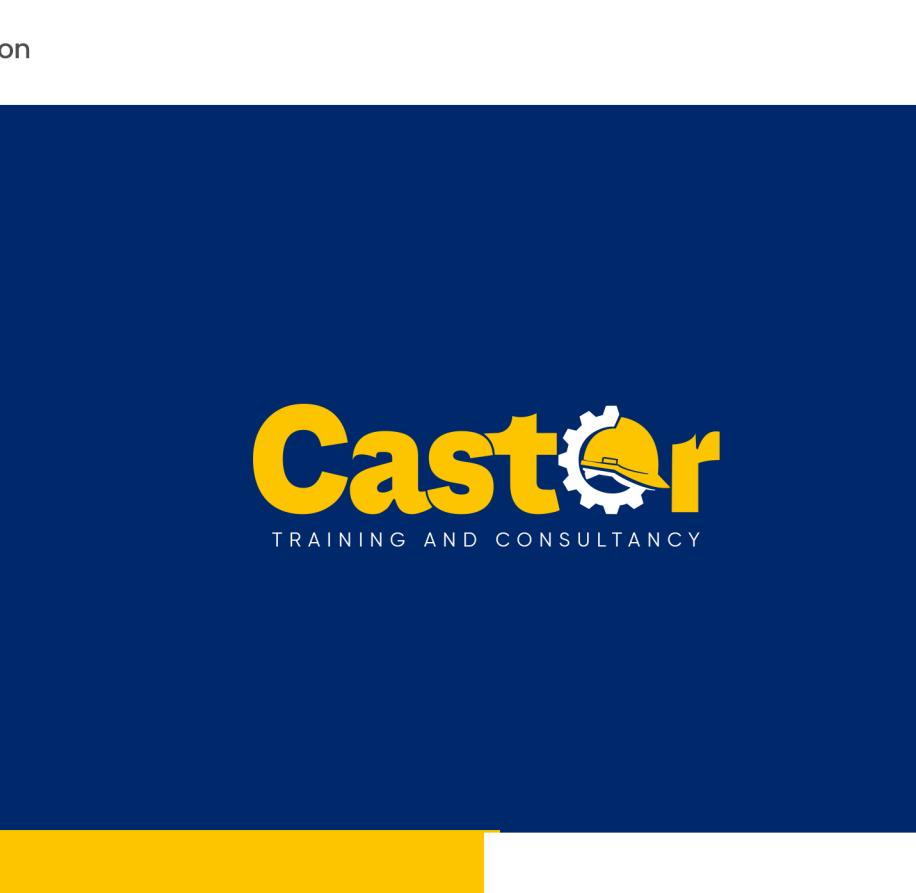
#### Logo Concept



#### Description

The Castor logo features a custom-designed text and a combination of a gear and a safety helmet making up the major icon of the logo as well as taking the place of 'o' in the logo architecture.

#### Iconography



#### Typography

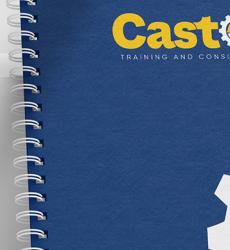
**Gilroy Sans**  
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Quis ipsum suspendisse ultrices gravida. Risus commodo viverra maecenas accumsan lacus vel facilisis. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Quis ipsum suspendisse ultrices gravida. Risus commodo viverra maecenas accumsan lacus vel facilisis. Lorem ipsum dolor sit amet, consectetur adipiscing elit,

#### Color Palette

#00296B

#FDC500

#### Logo Variation



Design By:



Cloudstream Systems

.....just build