





## our logo:

We have four logo variations.  
All logos should be visible and legible  
at all times.

1. Stand alone logo

2. Main logo

3. Typographic logo

4 Full logo

1.



2.



3.

connectt

4.





## our logo:

### don'ts

Here are some examples of how the logo should not be used:

1. don't stretch or squash the logo
2. don't resize any parts of the logo
3. don't use the logo at an angle
4. don't spell Connectt with one 't'

**Never re-create any version of our logo – always use the supplied graphic files.**

the logo artwork is available in EPS, JPEG and PNG format, at high and low resolutions. If you need any other format or sizing please contact [beth.poultney@googlemail.com](mailto:beth.poultney@googlemail.com)

1.



2.



3.



4.

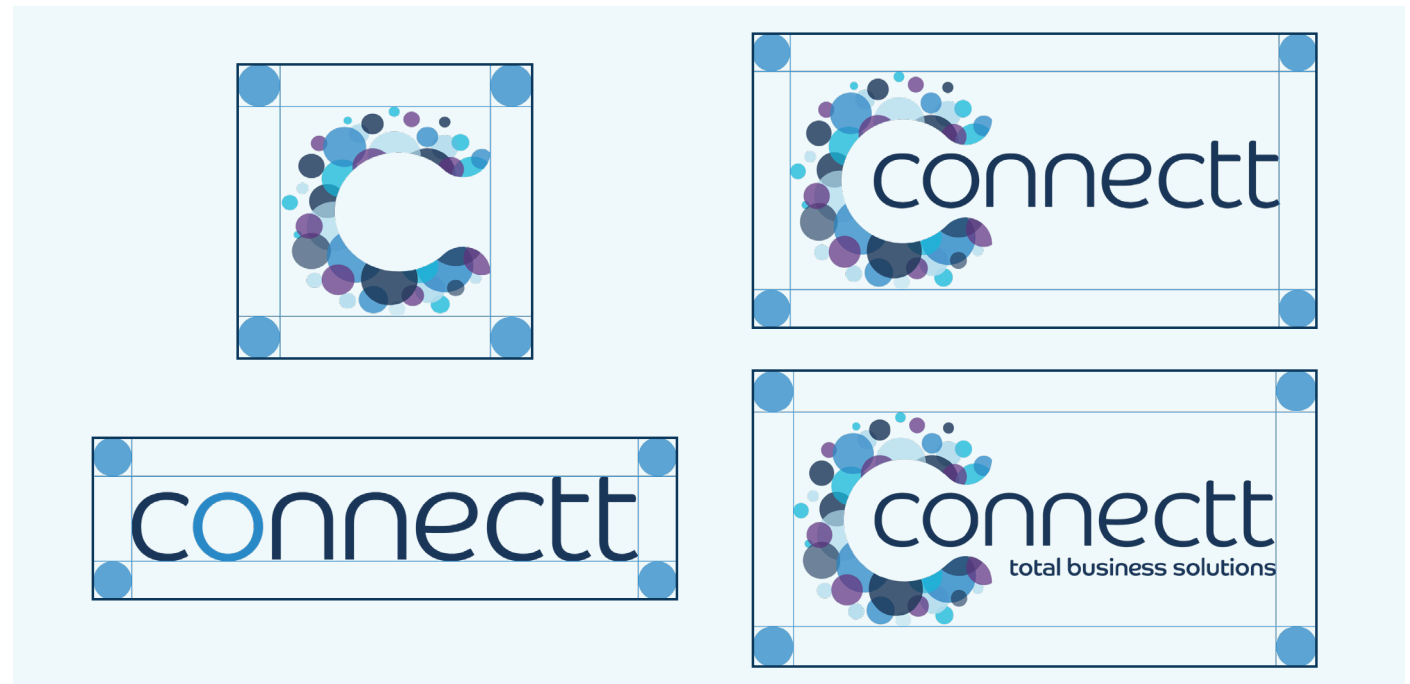




## protected area

The minimum protected area equates to the diameter of the pale blue circle in the decorative 'C' from the stand alone, main and full logos.

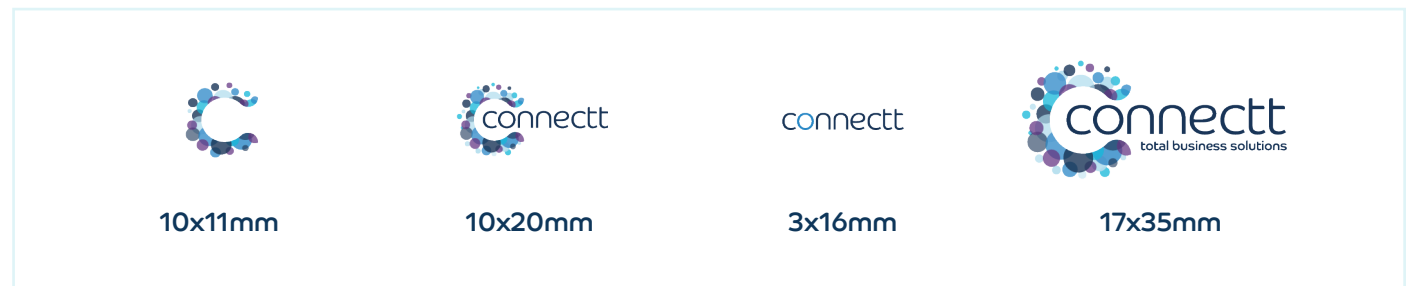
Any less, the logos are less visible, and are visibly less effective.



## minimum size

The minimum size is the smallest each logo can stand on its own without becoming hard to read or blurry.

The full logo is inevitably larger due to smaller type 'total business solutions'.





## colour palette

The core colours for connectt are dark blue (Stitch) and light blue (Sonic). these are used on typography, background colours and key components of connectt designs.

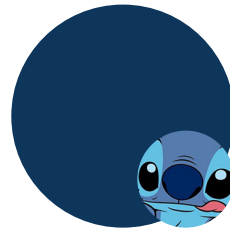
Accent colours (Sully, Tinky Winky and Casper) are used to add a little more colour and depth to illustrations, tables, graphs, charts, headlines and other graphical elements.

**Please always adhere to these colour breakdowns. Only opacity can be lowered appropriately on occasion.**



do not use gradients.  
block colours only.

### core colours:



C100 M81 Y38 K30  
R24 G52 B88  
#183458



C78 M34 Y0 K0  
R36 G139 B203  
#248bcb

### accent colours:



C71 M0 Y13 K0  
R17 G184 B217  
#11b8d9



C79 M97 Y9 K1  
R93 G43 B126  
#5d2b7d



C34 M0 Y6 K0  
R179 G223 B239  
#b3dfef



## our typography

Our corporate typeface is 'Co Headline' and this should be used wherever possible for collateral and branding purposes.

We use these and the weights within the family across all our internal and external communications.

### corporate font:

#### co headline bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789**

#### co headline regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

#### co headline light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789



## our typography

### don'ts

In order to maintain a strong and consistent brand, we should always use type in a consistent way.

1. don't use a variety of colours across one headline.
2. don't use a typeface other than the specified brand fonts.
3. don't vary the point size for some words in a sentence.
4. don't justify text, it can create uneven passages and is less legible.
5. don't use shadowing on text.
6. don't underline text, add to weight for emphasis.

1.

umquaepr atisitaqui cus secta  
con nis sum faciam, si nonsequas  
aci corit omniet earchil



2.

umquaepr atisitaqui cus secta con nis  
sum faciam, si nonsequas aci corit  
omniet earchil



3.

umquaepr atisitaqui cus secta con  
nis sum faciam, si nonsequas  
aci corit omniet earchil



4.

umquaepr atisitaqui cus  
secta con nis sum faciam, si  
nonsequas aci corit omniet earchil



5.

umquaepr atisitaqui cus secta  
con nis sum faciam, si nonsequas  
aci corit omniet earchil



6.

umquaepr atisitaqui cus secta  
con nis sum faciam, si nonsequas  
aci corit omniet earchil





## our typography

### do's

In order to maintain a strong and consistent brand, we should always use type in a consistent way.

1. use lowercase where possible

2. use brighter colours for headlines where possible

3. add to weight when highlighting words or phrases

4. use bullets or numbers with dot for listing. ie 2. not 2)

5. use dark blue or black for body text

6. use 6pt as a **minimum** size for text, any smaller is unreadable.

1.

umquaepr atisitaqui cus secta  
con nis sum faciam, si nonsequas  
aci corit omniet earchil



2.

umquaepr atisitaqui cus secta  
con nis sum faciam, si nonsequas  
aci corit omniet earchil



3.

umquaepr atisitaqui cus secta con  
nis sum **faciam**, si nonsequas aci  
corit omniet earchil



4.

• umquaepr atisitaqui cus secta  
or  
1. umquaepr atisitaqui cus secta



5.

umquaepr atisitaqui cus secta con  
nis sum faciam, si nonsequas aci  
corit omniet earchil



6.

umquaepr atisitaqui cus secta con nis sum faciam, si nonsequas aci  
corit omniet earchil







## file type

### Which file type should I use?

It is important to use the correct file type for the correct application.

file type		best for	good for enlarging	suitable for printed literature	notes
.eps	encapsulated postscript	master logo files, graphics and print designs	yes	yes	vector
.png	portable network graphics	logos and images with transparent backgrounds	no	no	good for web and over imagery if transparent
.jpg	joint photographic experts group	photographs online, office documents and presentations	no	yes	does not support transparency, do not add logo to coloured background or image
.pdf	portable document format	e-mailing professional looking documents to clients	no	yes	meant to be read and not edited, preserves fonts and graphics
.ai	adobe illustrator	creating logos, graphics, and illustrations	no	yes	vector



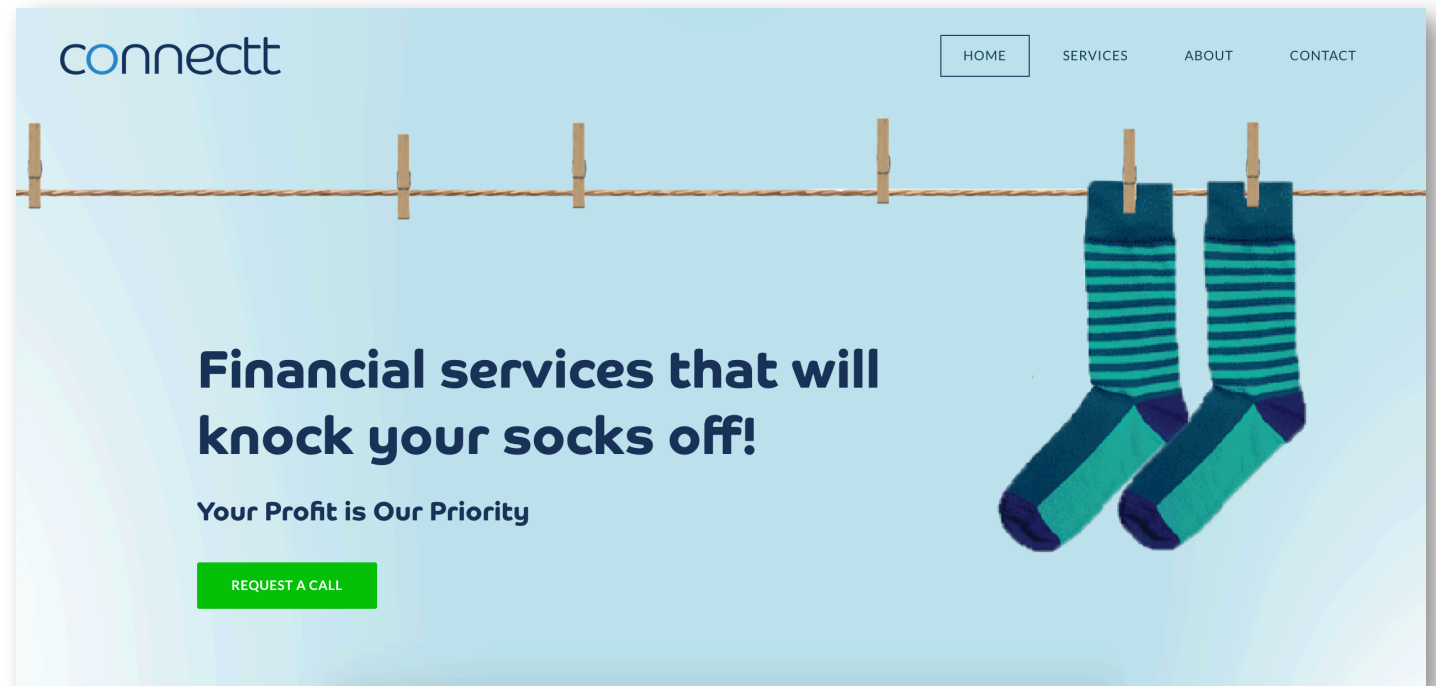
## letterhead & business card





## brand in application

website





## brand in application

### corporate shirts

