

Brand tutorial kit - ideas

colt
smarter / faster / further

1. COLT BRAND UNIVERSE

colt

smarter / faster / further

[Contact us](#) | [Exit](#)

Welcome to COLT BRAND UNIVERSE

Colt's success and growth is marked by innovation and its 43000km network. To ensure further growth and prosperity, we need to understand the Colt Brand and reflect it correctly, consistently and in the right tone of voice every time.

Start on a smart and fast journey to the Colt Brand Universe that will take you further in understanding Colt's brand mission, vision, values and its unique selling proposition.

So, pull the lever and embark on your voyage.



PULL

colt

smarter / faster / further

[Contact us](#) | [Exit](#)




Typography


Colours


Brand element


Brand definition



Click on a planet to visit »


Photography


Assets


Visual system


FAQs

Brand definition

Duis in diam erat. Aenean a magna mauris, vitae malesuada enim. Nullam porttitor massa sapien, in tempor est. Nam a dui libero, et malesuada arcu. Quisque eu mollis magna. Donec facilisis, nulla eget mattis varius, ipsum odio hendrerit lorem, vel dignissim elit ante congue turpis. Proin varius neque non quam hendrerit tempus. Curabitur ac mauris sapien, at ultricies mi. Nullam molestie pharetra ipsum, et posuere augue elementum eu.

Duis congue malesuada tortor ut malesuada. Nulla et erat felis. Curabitur cursus pellentesque dictum. Integer ut quam mi. Duis pretium vehicula nisl, eu eleifend mauris vulputate ut. Nullam in laoreet odio. Integer nec felis ac purus accumsan ultrices. Nulla sagittis aliquet mauris ut tristique. Integer odio diam, congue rhoncus semper lacinia, volutpat et felis. Nam vitae malesuada mauris. Cras malesuada eros sed ipsum consequat volutpat.

Typography

Colours

Brand element

Brand definition



Photography

Assets

Visual system

FAQs

Brand definition

Our Mission

To be Europe's leading information delivery platform, providing organisations with:

- Best-in-class customer experience, and
- Integrated computing and network services that make a difference to their businesses.



Colours



Brand element



Brand definition



Photography



Assets



Visual system



FAQs

Great! You've finished your exploration of planet Typography.

Answer this simple question and refuel your spaceship to go further.

Which of the following is a Colt Brand personality co-ordinate?

- ☐ Vivid
- ☐ Accelerating
- ☐ Humorous
- ☐ Powerful

Submit

Typography

Colours

Brand element

Brand definition

Photography

Assets

Visual system

FAQs

colt

smarter / faster / further

[Contact us](#) | [Exit](#)

Congratulations!

You are now ready to explore the Colt Brand Universe further.

Choose your planet.



Typography



Colours



Brand element



Brand definition



Photography



Assets



Visual system



FAQs

2. COLT BRAND LANGUAGE

SPEAK COLT

Colt's success and growth is marked by innovation and its 43000km network. To ensure further growth and prosperity, we need to understand the Colt Brand and ensure that we **speak** consistently and **in the right tone of voice** every time.

Meet the **Colt Brand language experts** and learn how to express the Colt Brand in visual, textual and other applicable forms, effectively.



SPEAK COLT

Colt's success and growth is marked by innovation and its 43000km network. To ensure further growth and prosperity, we need to understand the Colt Brand and ensure that we **speak** consistently and **in the right tone of voice** every time.

Meet the **Colt Brand language experts** and learn how to express the Colt Brand in visual, textual and other applicable forms, effectively.



Brand definition



BRAND DEFINITION

Duis in diam erat. Aenean a magna mauris, vitae malesuada enim. Nullam porttitor massa sapien, in tempor est. Nam a dui libero, et malesuada arcu. Quisque eu mollis magna. Donec facilisis, nulla eget mattis varius, ipsum odio hendrerit lorem, vel dignissim elit ante congue turpis. Proin varius neque non quam hendrerit tempus. Curabitur ac mauris sapien, at ultricies mi. Nullam molestie pharetra ipsum, et posuere augue elementum eu.

Duis congue malesuada tortor ut malesuada. Nulla et erat felis. Curabitur cursus pellentesque dictum. Integer ut quam mi. Duis pretium vehicula nisl, eu eleifend mauris vulputate ut. Nullam in laoreet odio. Integer nec felis ac purus accumsan ultrices. Nulla sagittis aliquet mauris ut tristique. Integer odio diam, congue rhoncus semper lacinia, volutpat et felis. Nam vitae malesuada mauris. Cras malesuada eros sed ipsum consequat volutpat.

Our Vision | Our Mission | Our Values | Brand Personality



Our Mission

Duis in diam erat. Aenean a magna mauris, vitae malesuada enim. Nullam porttitor massa sapien, in tempor est. Nam a dui libero, et malesuada arcu.

Quisque eu mollis magna. Donec facilisis,

Nulla eget mattis varius, ipsum odio hendrerit lorem. Nullam in laoreet odio. Integer nec felis ac purus accumsan ultrices.

[Our Vision](#) | [Our Mission](#) | [Our Values](#) | [Brand Personality](#)



Brand definition

CAN YOU SPEAK COLT?



Our Mission

Duis in diam erat. Aenean a magna mauris, vitae malesuada enim. Nullam porttitor massa sapien, in tempor est. Nam a dui libero, et malesuada arcu.

Quisque eu mollis magna. Donec facilisis,

Nulla eget mattis varius, ipsum odio hendrerit lorem. Nullam in laoreet odio. Integer nec felis ac purus accumsan ultrices.

[Our Vision](#) | [Our Mission](#) | [Our Values](#) | [Brand Personality](#)



Brand definition

CAN YOU SPEAK COLT?



colt

smarter / faster / further

[Contact us](#) | [Exit](#)

Test your Colt Language Quotient by answering these simple questions.

In the Colt webpage shown, which of the experts will have an objection?



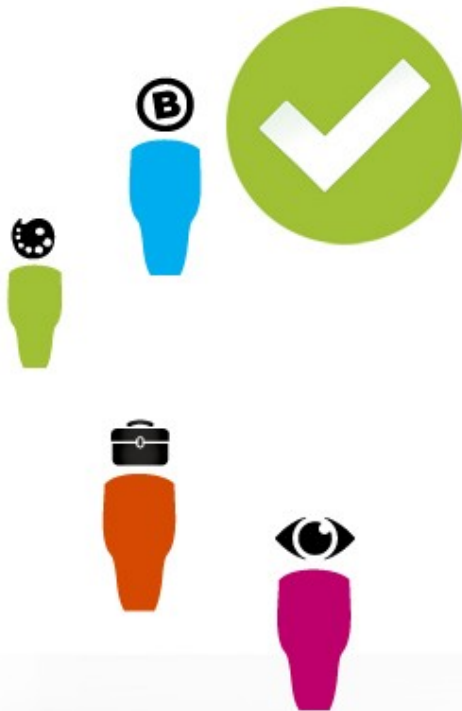
CAN YOU SPEAK COLT?



colt

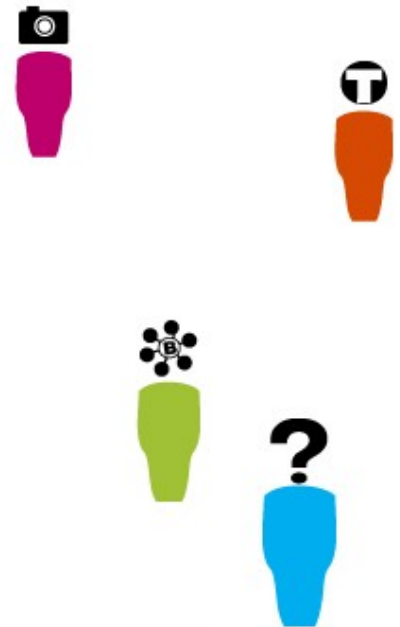
smarter / faster / further

[Contact us](#) | [Exit](#)



The webpage does not have the standard Colt logo.

[Next »](#)



CAN YOU SPEAK COLT?

