DESIGN AND BRAND GUIDLINES

VERSION 1.2 • 2016

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01

CORPORATE LOGO

Our Logo is the key building block of our identity, the primary visual element that identifies us. The signature is a combination of the the acronym CEB and our full company name – they have a fixed relationship that should never be changed in any way.
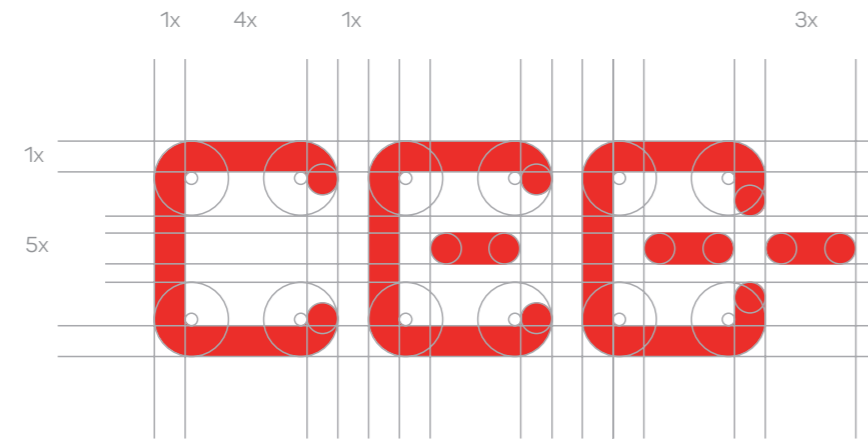
CEB-

ACRONYM CONSTRUCTION
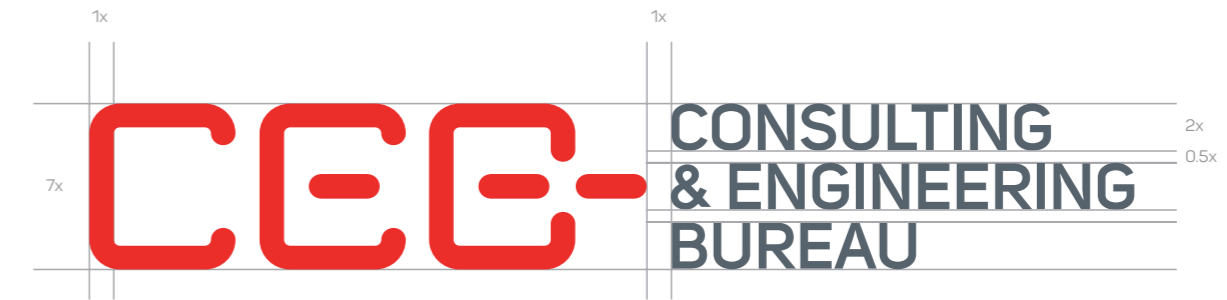

ACRONYM CLEAR SPACE

VERTICAL LOGO

VERTICAL LOGO COMPUTATION

HORIZONTAL LOGO
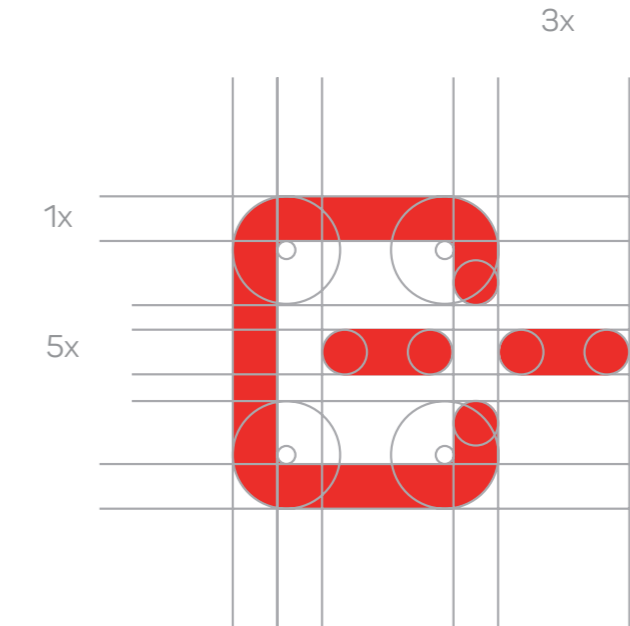

HORIZONTAL LOGO COMPUTATION

SQUARE LOGO

SQUARE LOGO COMPUTATION

ICON/AVATAR
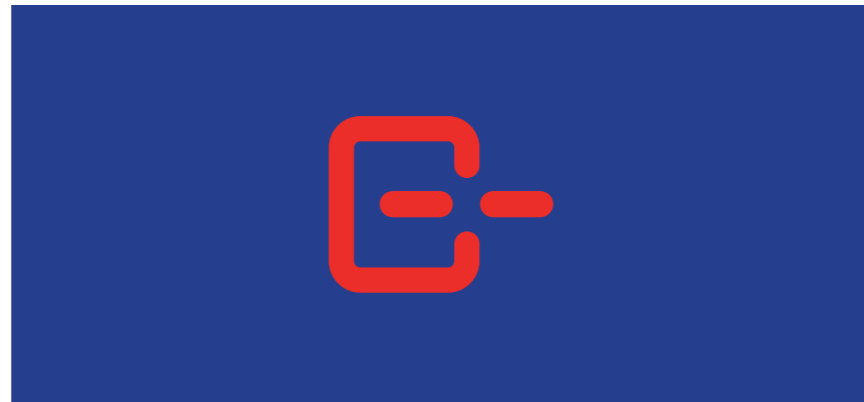
3x

1x

5x

LOGO APPLICATION AGAINST RED BACKGROUND

CORRECT LOGO APPLICATIONS

INCORRECT LOGO APPLICATIONS

02

CORPORATE TYPOGRAPHY

A well-proportioned, clean font can make all the difference on a website or even a corporate flyer. Good typography creates that "There's something about that" feeling in people's consciousness.

PRIMARY FONT

SECONDARY FONT

FONT HIERACHY

PRIMARY FONT

PANTON

The Panton font family includes 34 weights – 9 uprights with 9 italics and 16 icon sets as a bonus. It is characterized by excellent legibility in both – web & print design areas, well-finished geometric designs, optimized kerning, excellent web-font performance and legibility etc.

Inspired by the classic grotesque typefaces – Panton has his own unique style in expressed perfect softened geometric forms.

fontfabric.com

SYSTEM ALTERNATE FONT

For Microsoft Office applications

Light

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

Semibold

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

Bold

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

Figures and special characters

0123456789 !"#$%&/()=?*{}:"<>?\[];',./

Calibri Regular

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

SECONDARY FONT

ROBOTO

Roboto has a dual nature. It has a mechanical skeleton and the forms are largely geometric. At the same time, the font features friendly and open curves. While some grotesks distort their letterforms to force a rigid rhythm, Roboto doesn't compromise, allowing letters to be settled into their natural width. This makes for a more natural reading rhythm more commonly found in humanist and serif types.

fonts.google.com/specimen/Roboto

SYSTEM ALTERNATE FONT

For Microsoft Office applications

Light

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

Medium

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

Bold

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

Figures and special characters

0123456789 !"#$%&/()=?*{}:"<>?\[];',./

Arial Regular

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

FONT HIERARCHY

This is caption text

Roboto Light - 8 pt Type / 11 pt Leading

This is copy text

Roboto Light - 10 pt Type / 16 pt Leading

THIS IS HEADLINES COPY TEXT

Panton Semibold- Capital Letters - 10pt Type / 12pt Leading

SUBLINES SECTIONS

Panton Bold - Capital Letters - 18pt Type / 24pt Leading / 0.2 em Tracking

BIG HEADLINES

Panton Bold - Capital Letters - 34pt Type / 30 pt Leading / 0.2 em Tracking

THE HEADER

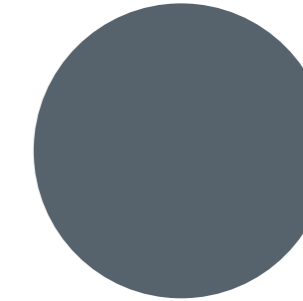Panton Bold - Capital Letters - 48pt Type / 48 pt Leading / 0.2 em Tracking

03

CORPORATE COLORS

Color plays an important role in every corporate identity program. The colors below are recommendations for various media. Consistent use of these colors will contribute to the cohesive and harmonious look of the CEB brand identity across all relevant media.

CORPORATE COLORS

PRIMARY COLOR PALETTE
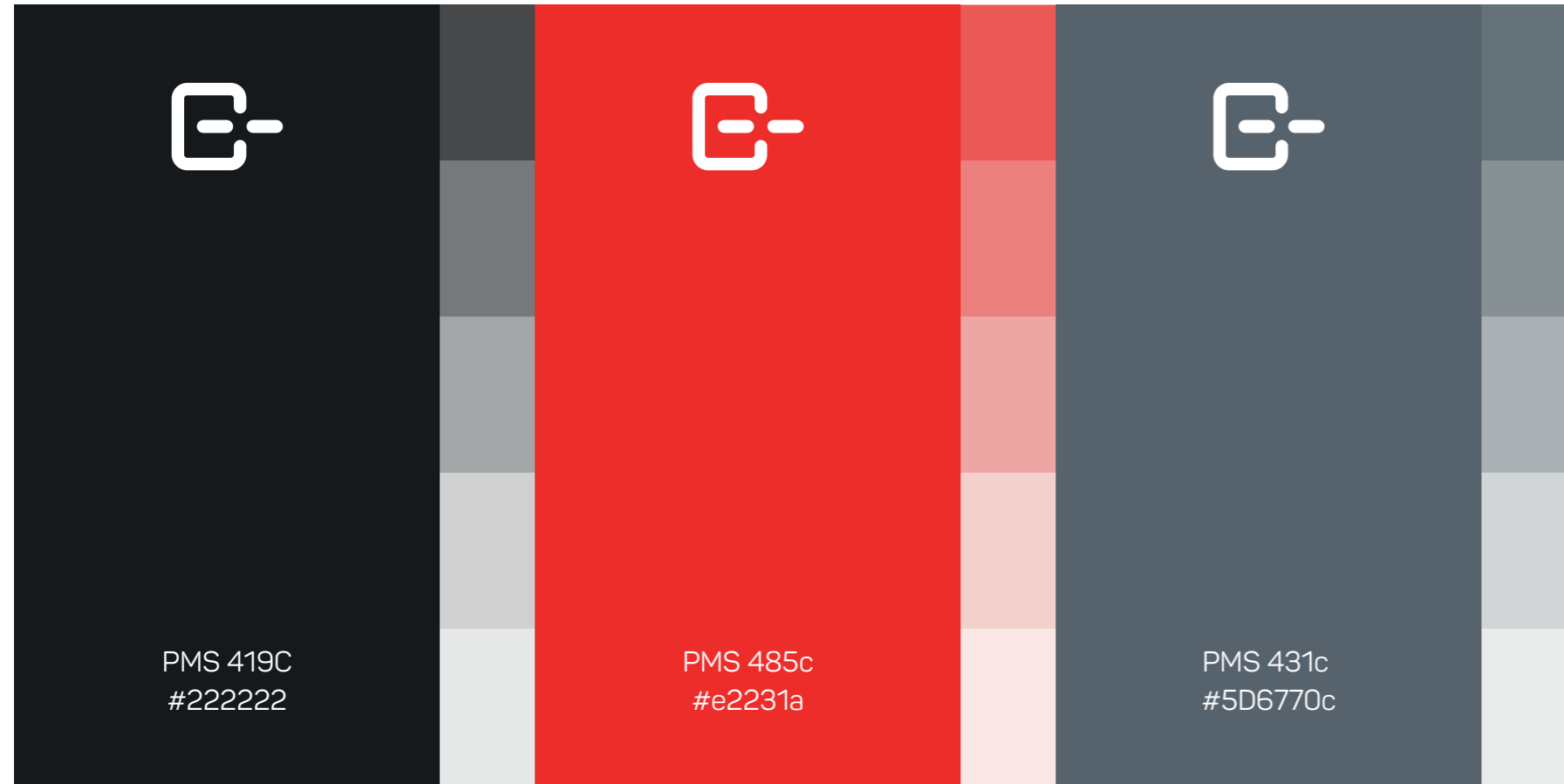
SECONDARY COLOR PALETTE
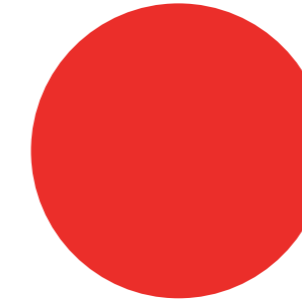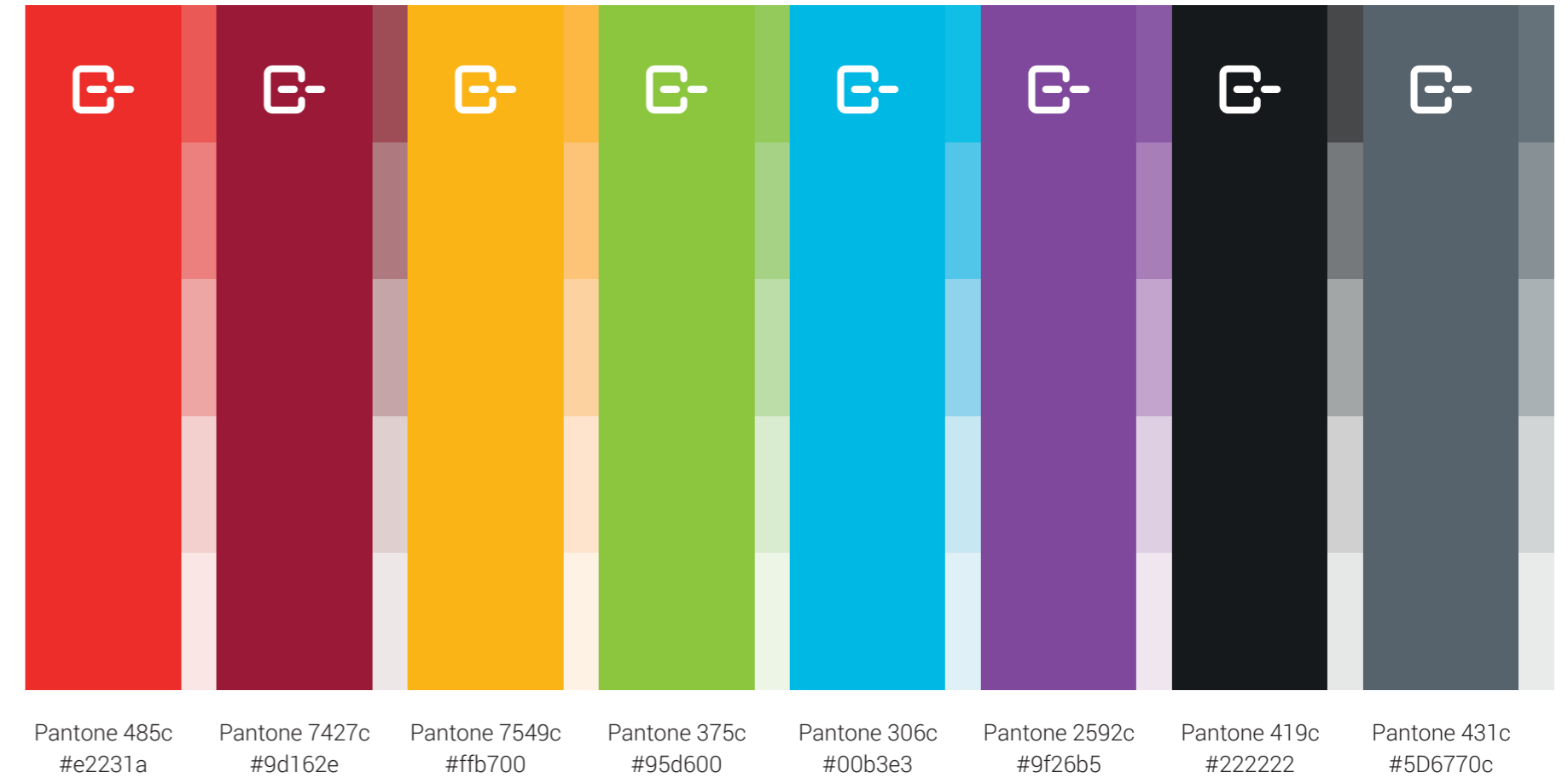
Pantone 485c

hex: #e2231a

Pantone 431c

hex: #5C6670c

PRIMARY COLOR PALETTE

PMS 419C
#222222

PMS 485c
#e2231a

PMS 431c
#5D6770c

SECONDARY COLOR PALETTE

Pantone 485c
#e2231a

Pantone 7427c
#9d162e

Pantone 7549c
#ffb700

Pantone 375c
#95d600

Pantone 306c
#00b3e3

Pantone 2592c
#9f26b5

Pantone 419c
#222222

Pantone 431c
#5D6770c

04

CORPORATE STATIONERY

Sending a consistent and controlled message of who we are is essential to presenting a strong, unified image of our company.

BUSINESS CARDS
LETTERHEAD
ENVELOPES
SHOPPING BAG
NOTEBOOK
PEN&PENCIL
DESKTOP CALENDAR
PRESENTATIION FOLDER

BUSINESS CARDS
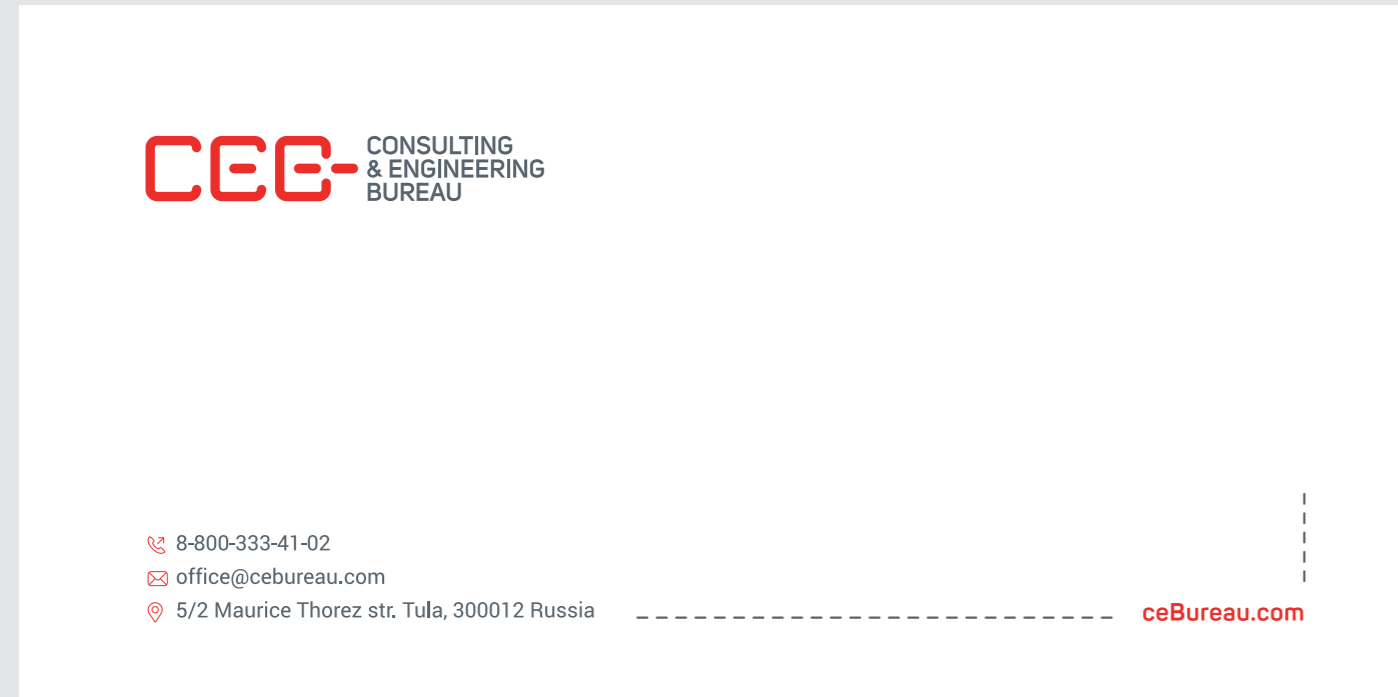
BUSINESS CARDS SPECIFICATION

Back side

Front side

CEB CONSULTING
& ENGINEERING
BUREAU

Ravil Minigulov

general title

5/2 Maurice Thorez str.
Tula, 300012 Russia
8-800-333-41-02
office@cebureau.com

Dimensions: 90x50mm **Paper**: 120g/m Uncoated **Print**: Offset 2/1

LETTERHEAD

Dimensions: DIN A4 **Paper**: 120g/m Uncoated **Print**: Offset 2/0

ENVELOPE DL

Dimensions: DL 110x220mm **Paper**: 120g/m Uncoated **Print**: Offset 2/0
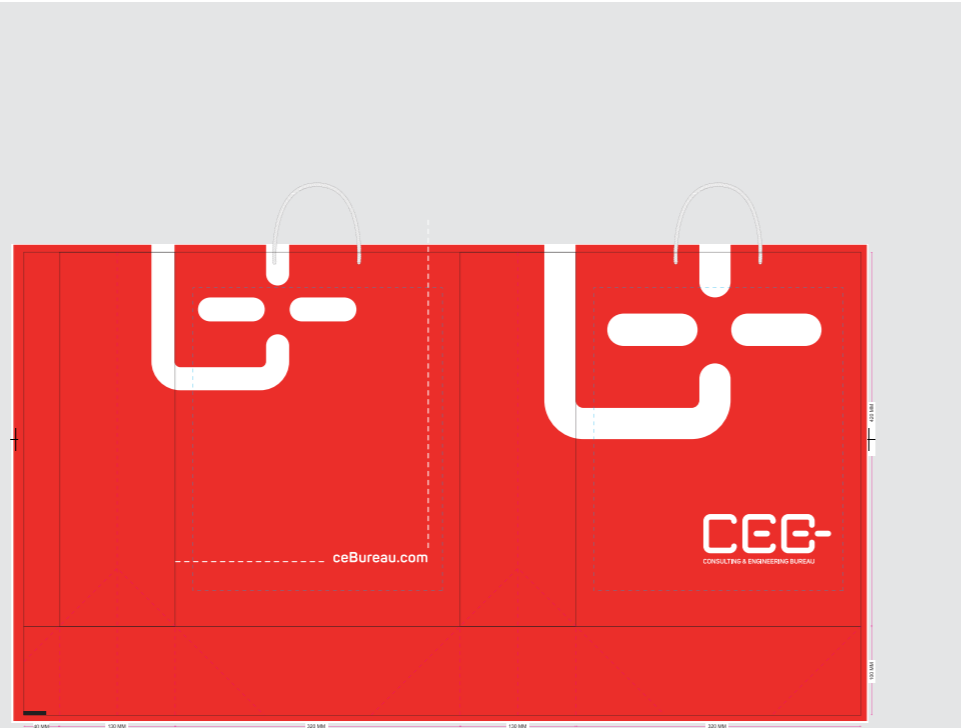
ENVELOPE C4 & C5

Dimensions: C4 229x324mm **Paper**: 120g/m Uncoated **Print**: Offset 2/0

SHOPPING BAG

Dimensions: w: 320mm, h: 420mm d: 100mm **Paper**: 350g/m Coated **Print**: Offset 1/0

Back Cover

NOTEBOOK

Front Cover

Inside Block Page

Back Cover

PEN & PENCIL

DESKTOP CALENDAR

PRESENTATION FOLDER

Dimensions: w: 230mm, h: 305mm folded **Paper**: 350g/m Coated **Print**: Offset 1/1

05

SUMMARY & CONTACT

The CEB brand, including the logo, name, colors and identifying elements are valuable company assets.

SUMMARY

These guidelines describe the visual and verbal elements that represent **CEB** corporate identity. This includes our name, logo and other elements such as color, type and graphics.

Sending a consistent and controlled message of who we are is essential to presenting a strong, unified image of our company.

These guidelines reflect **CEB** commitment to quality, consitency and style.

Each of us is responsible for protecting the company's interests by preventing unauthorized or incorrect use of the **CEB** name and marks.

BRAND ASSETS DOWNLOAD

Direct link: http://ceburau.com/branding/

<— Scan to download the manual

CONTACT DETAILS

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www.cebureau.com

CEE-

CONSULTING & ENGINEERING

BUREAU