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Our Corporate Identity

Every successful company relies on a powerful identity system—but a memorable corporate identity doesn't just happen. It must be carefully designed and consistently implemented. Building a strong brand is everyone's responsibility. Whenever you create materials for distribution, whether internal or external, ask yourself these questions about the piece: Does it convey Centillium— even when the Centillium signature is not visible? Are you using the signature properly? This guide covers the core elements that make up the foundation of Centillium's brand identity program, along with examples of its application. The proper use of these elements is essential to Centillium's brand strategy and ultimate success.
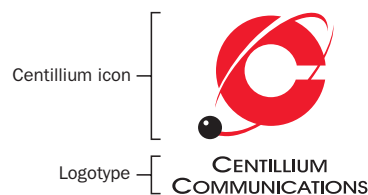
Signature

Think of our corporate signature as the face of Centillium.
Display it properly by adhering to the rules set in these
guidelines. The signature consists of the Centillium logo
and logotype. Only use the Centillium signature as a single
"lock-up" unit, keeping the relative sizes and positions of
the elements locked. Never break apart the logo or use
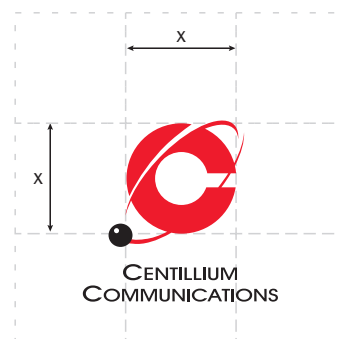individual elements.

CENTILLIUM
COMMUNICATIONS

Logo Components

The Centillium signature "lock-up" consists of the Centillium logo and logotype. The corporate tagline "Making Communications Real" is most effective when associated with the signature, but it should never violate the minimum clear space as defined in this manual.

Centillium icon

Logotype

CENTILLIUM
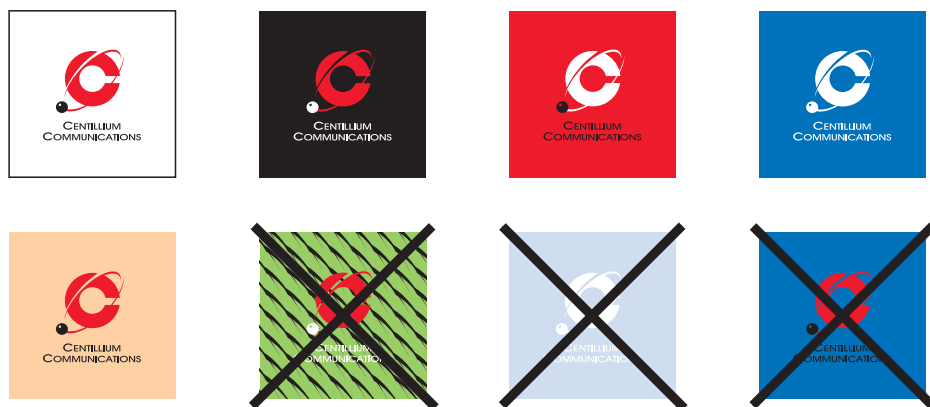COMMUNICATIONS

Clear Space

The signature should be allowed a clean and visual separation from all other elements to properly stage Centillium's identity. The height of the Centillium logo (the measured height of the "C" in the logo) serves as the primary measurement from which the clear space around either the vertical or horizontal lock-ups is calculated.

x

x

CENTILLIUM
COMMUNICATIONS

x

x

CENTILLIUM COMMUNICATIONS

x

x

CENTILLIUM
COMMUNICATIONS

Applying Logos Over Background

It is preferred that the Centillium signature appear in full color and on a white background. When using the Centillium signature over a colored background, please assure that there is enough contrast for the both the red and black to be clearly visible. We recommend that
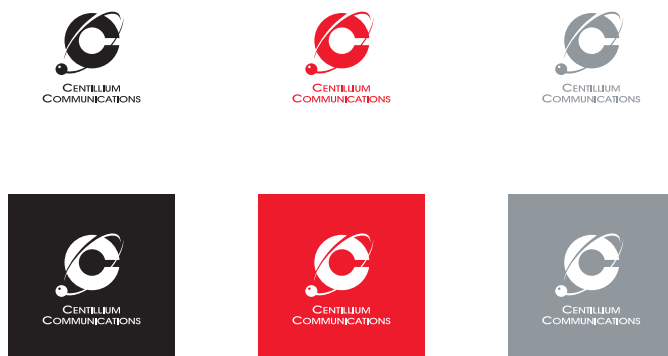
backgrounds be neutral (gray) to help assure the best presentation. In situations where color is not available, or the cost of color reproduction is too expensive, we recommend using the black-only signature.
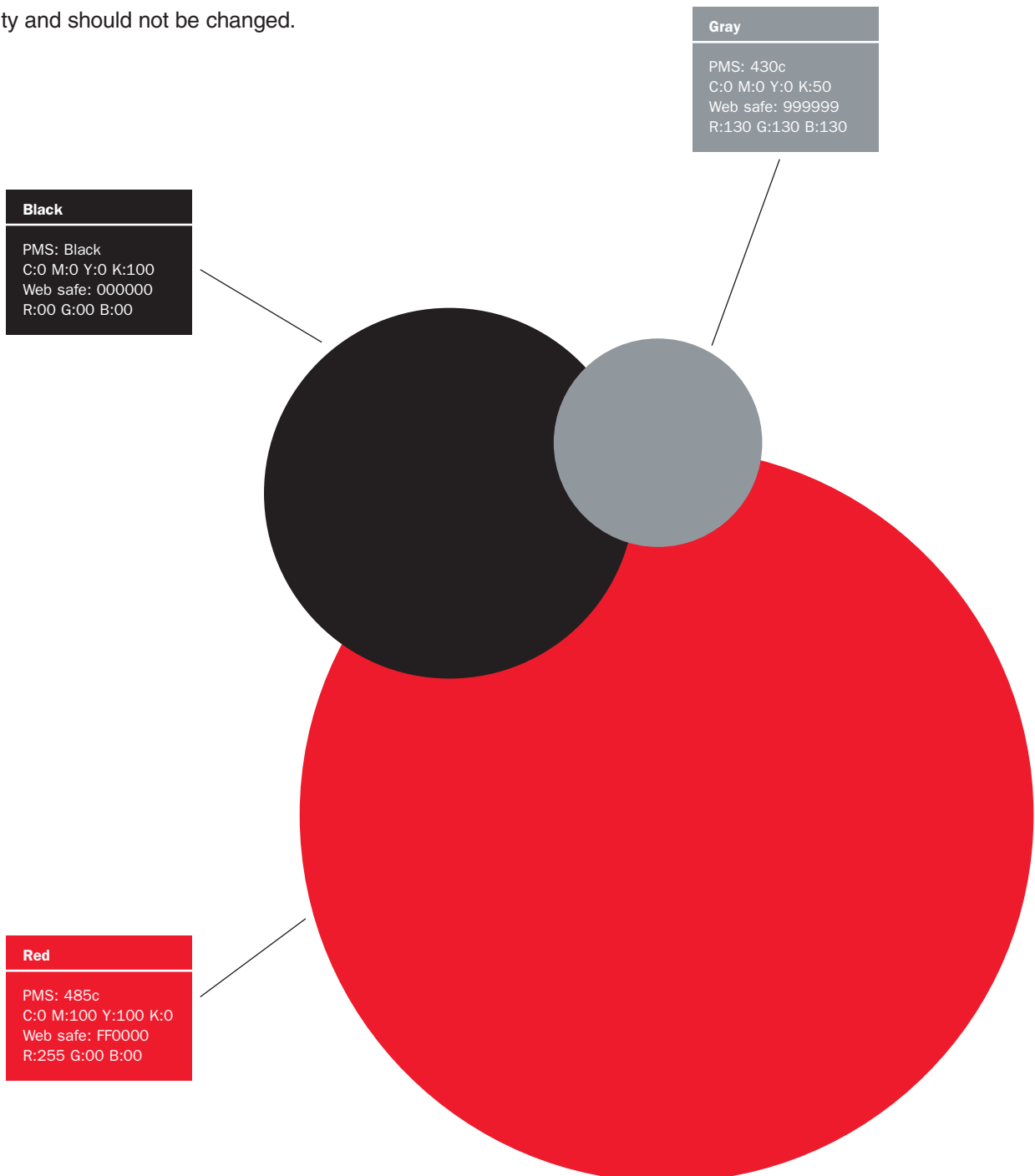
One-Color Application

When printing in one-color the logo should appear solid in that color. The signature can also be reversed from a solid color. However, do not reverse the signature from either light gray or light pastel colors as legibility will

suffer. Black, Centillium Red, or Centillium Gray, are the preferred solid colors from which to reverse the signature. In any of these aforementioned scenarios, the logo and symbol should reverse, or "knock-out" to white.

Color Palette

Color provides a strong identity for any company. The Centillium identity relies on the consistent use of color. If you or an outside vendor are producing items for internal or external use, take the time to assure the color reproduces accurately. Our primary colors are black, Centillium Red, and Centillium Gray. These colors are integral to the identity and should not be changed.

Gray

PMS: 430c
C:0 M:0 Y:0 K:50
Web safe: 999999
R:130 G:130 B:130

Black

PMS: Black
C:0 M:0 Y:0 K:100
Web safe: 000000
R:00 G:00 B:00

Red

PMS: 485c
C:0 M:100 Y:100 K:0
Web safe: FF0000
R:255 G:00 B:00

Minimum Size

To ensure the logo is used properly we strongly recommend using the signature lock-up no smaller than the indicated sizes. The readability of the logo has been carefully assessed at various sizes. The centered vertical signature is preferred for most uses. However, in certain situations, a horizontal presentation maybe more appropriate.

	Screen Display at 72 pixels/inch	**Print Usage**

Preferred

1st Alternate

2nd Alternate

Digital Assets

Files have been prepared for use in your materials. They have been created in EPS, TIFF, JPG, and GIF formats. EPS files will give you the best quality reproduction for all traditional printing methods. Without the proper applications you may not be able to open the EPS files, although your vendor should not have any difficulties. TIFF files are accepted by most programs. They can be used for internal or desktop applications. They will suffer in quality if used much larger than provided. GIF and JPG files are meant to be viewed on screen only. These reside on the main Centillium server at...

Spot-Color (PMS) Signature

The Centillium signature is comprised of PMS 485 (red) and black. In most situations "spot" color printing is the primary and preferred method for high-end logo reproduction (i.e. on specialty packaging, annual reports, and business stationery).

PMS EPS Files

cnt_logo_PMS_v.eps	Vertical presentation
cnt_logo_PMS_h.eps	Horizontal presentation
cnt_logo_PMS_h2.eps	Horizontal presentation (stacked)

Four-Color (CMYK) signature

In some situations, the logo may have to reproduced by way of 4-color process printing (i.e. magazine ads, flyers, posters, and/or any other print jobs that do not allow for specialty, or "spot" color printing).

CMYK EPS Files

cnt_logo_CMYK_v.eps	Vertical presentation
cnt_logo_CMYK_h.eps	Horizontal presentation
cnt_logo_CMYK_h2.eps	Horizontal presentation (stacked)

CMYK TIF Files

cnt_logo_CMYK_v.tif	Vertical presentation
cnt_logo_CMYK_h.tif	Horizontal presentation
cnt_logo_CMYK_h2.tif	Horizontal presentation (stacked)

One-Color Signature

When it is necessary that the Centillium signature be printed in one color (i.e. newspaper or mailers), it is preferred that it be printed in black. (It is also acceptable to reverse the logo to white from a PMS 485 (red), a black, or a grey background).

One-Color EPS Files

cnt_logo_BLACK_v.eps	Vertical presentation
cnt_logo_BLACK_h.eps	Horizontal presentation
cnt_logo_BLACK_h2.eps	Horizontal presentation (stacked)

One-Color TIF Files

cnt_logo_BLACK_v.tif	Vertical presentation
cnt_logo_BLACK_h.tif	Horizontal presentation
cnt_logo_BLACK_h2.tif	Horizontal presentation (stacked)

Reverse EPS Files

cnt_logo_WHITE_v.eps	Vertical presentation
cnt_logo_WHITE_h.eps	Horizontal presentation
cnt_logo_WHITE_h2.eps	Horizontal presentation (stacked)

Web/RGB Signature

Web and RGB configured logos are color ready for presentation online (the Internet/www), and for use within applications such as PowerPoint and Director that produce various multimedia type pieces (i.e. on-screen slide shows, CD-ROM animations, television spots).

WEB JPG Files

cnt_logo_WEB_v.jpg	Vertical presentation
cnt_logo_WEB_h.jpg	Horizontal presentation
cnt_logo_WEB_h2.jpg	Horizontal presentation (stacked)

RGB GIF Files

cnt_logo_RGB_v.gif	Vertical presentation
cnt_logo_RGB_h.gif	Horizontal presentation
cnt_logo_RGB_h2.gif	Horizontal presentation (stacked)