BRAND /IDENTITY GUIDELINES

⟨ CAPTIVE ⟩

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THE LOGO
—
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THE LOGO

The CAPTIVE Logo has been developed and designed to encompass the idea of "Capturing" and "Captivating".

The simple stylization of the logo and the logo's placement has been designed to further emphasize and indirectly communicate a feeling of Capturing by creating tension through it's ability to enclose on itself— highlighted in the diagram right.

As you see throughout the frames (1 through 4), the logotype becomes the logomark in an enclosing and capturing movement.

1

< C A P T I V E >

2

< C A P T I V E >

3

4

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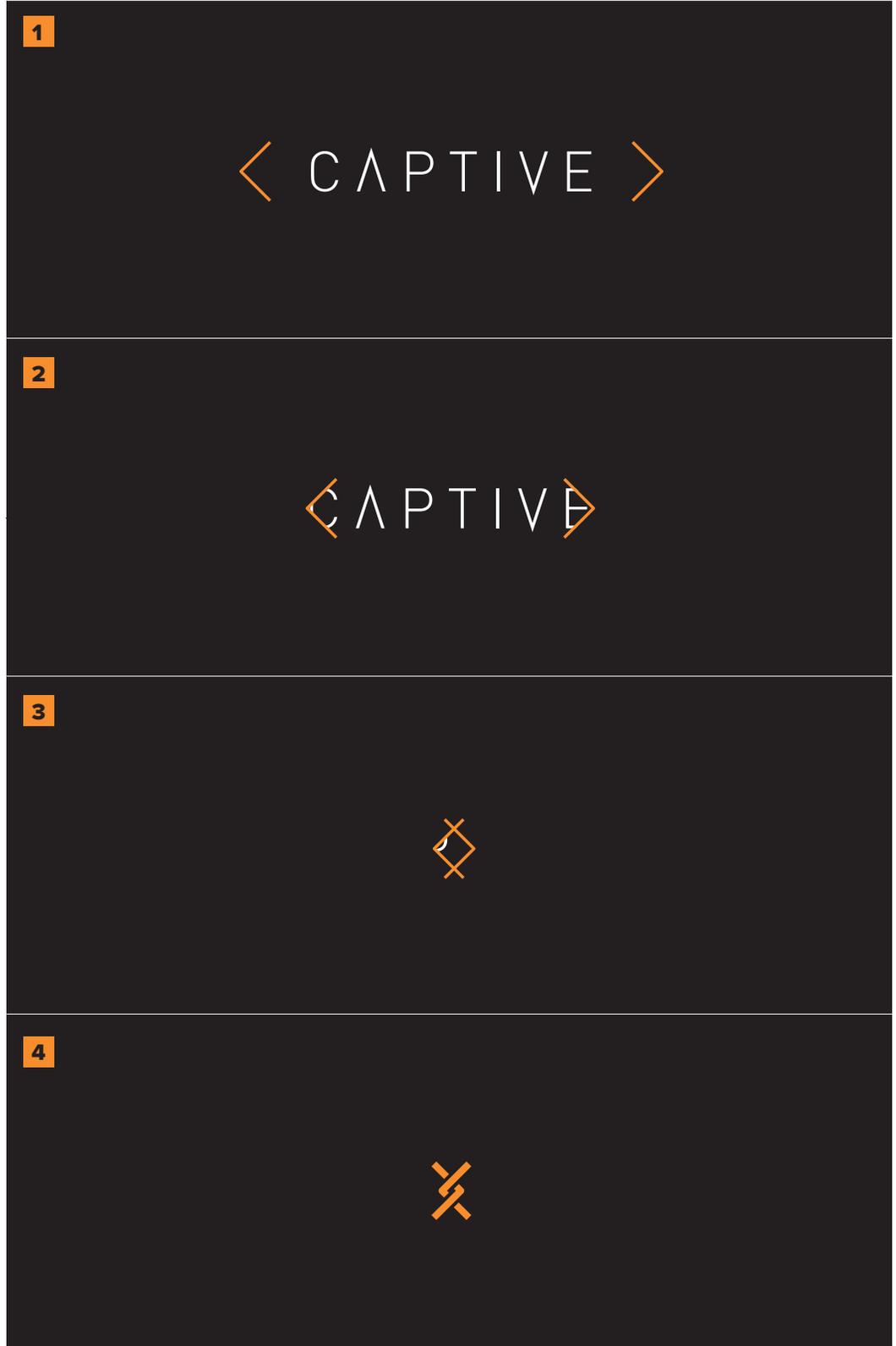
MINIMUM SPACE & SIZE

The CAPTIVE Logotype should always be placed in a prominent position so that it appears clear and distinct.

This varient of the logo should only be used for those who have a clear understanding of the Captive brand.

The logo should be given no less than the minimum clear space defined by the X-Height of the logotype.

The logo should never be applied smaller than the example provided, far right. The approved minimum dimensions for the logo are: 0.18" high x 1.25" wide.

MINIMUM SPACE

✕ = X-HEIGHT

MINIMUM SIZE

⟨ CAPTIVE ⟩ ┤ 0.18"

1.25"

LOGO - WHITE BACKGROUND

This variation of the logo, displayed on white, is best applied on white or light backgrounds.

⟨ CAPTIVE ⟩   ⟨ CAPTIVE ⟩

LOGO - BLACK BACKGROUND

This variation of the logo, displayed on black, is best applied on black or dark backgrounds.

⟨ CAPTIVE ⟩   ⟨ CAPTIVE ⟩

THE LOGOMARK

The logomark should always be applied to collateral where the logotype is applied to compliment the logomark.

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PRIMARY / CORPORATE LOGO

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MINIMUM SPACE & SIZE

The CAPTIVE Primary logo, or Corporate logo should always be placed in a prominent position so that it appears clear and distinct.

The logo should be given no less than the minimum clear space defined by half the X-Height of the logomark.

The logo should never be applied smaller than the example provided, far right. The approved minimum dimensions for the logo are: 0.25" high x 1" wide.

MINIMUM SPACE
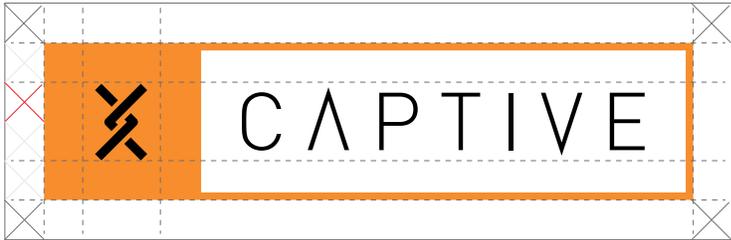
CAPTIVE

✕ = X-HEIGHT

MINIMUM SIZE

CAPTIVE

0.25"

1"

LOGO - WHITE BACKGROUND

This variation of the logo, displayed on white, is best applied on white or light backgrounds.

CAPTIVE   CAPTIVE

LOGO - BLACK BACKGROUND

This variation of the logo, displayed on black, is best applied on black or dark backgrounds.

CAPTIVE   CAPTIVE

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SECONDARY / VERTICAL LOGO

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MINIMUM SPACE & SIZE

The CAPTIVE Secondary or Vertical Corporate logo should always be placed in a prominent position so that it appears clear and distinct.

The logo should be given no less than the minimum clear space defined by half the X-Height of the box that surrounds the logomark.

The logo should never be applied smaller than the example provided, far right. The approved minimum dimensions for the logo are: 0.65" high x 0.5" wide.

MINIMUM SPACE

MINIMUM SIZE

0.65"

0.5"
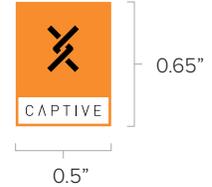
= X-HEIGHT

LOGO - WHITE BACKGROUND

This variation of the logo, displayed on white, is best applied on white or light backgrounds.

The Primary Logo should be the first choice at all times. It's use is for print and web based collateral.

The Secondary Logo, or Special Applications logo, should be used for low resolution outputs and special applications such as foil stamping and embossing.

LOGO - BLACK BACKGROUND

This variation of the logo, displayed on black, is best applied on black or dark backgrounds.

The Primary Logo should be the first choice at all times. It's use is for print and web based collateral.

The Secondary Logo, or Special Applications logo, should be used for low resolution outputs and special applications such as foil stamping and embossing.

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LOGOMARK AND LOGOTYPE

The Logomark and Logotype should always be applied to always be included on all chosen collateral as independent, however, complimentary elements.

The diagram, right, displays several approved variations of how these elements should be applied.
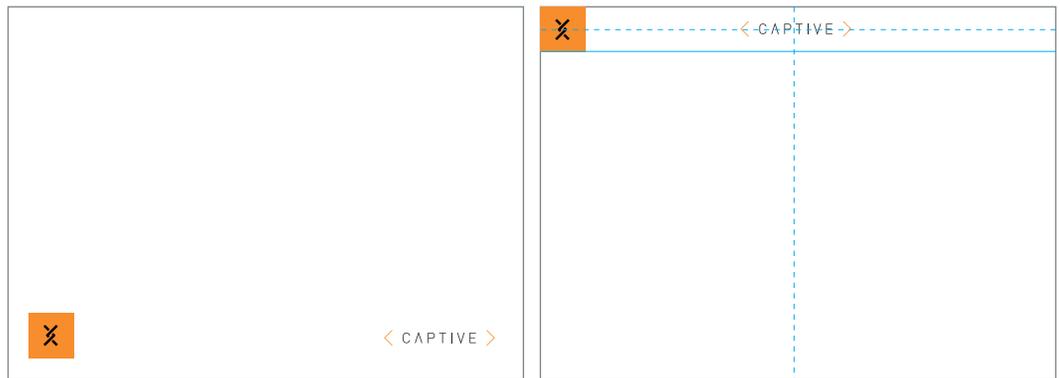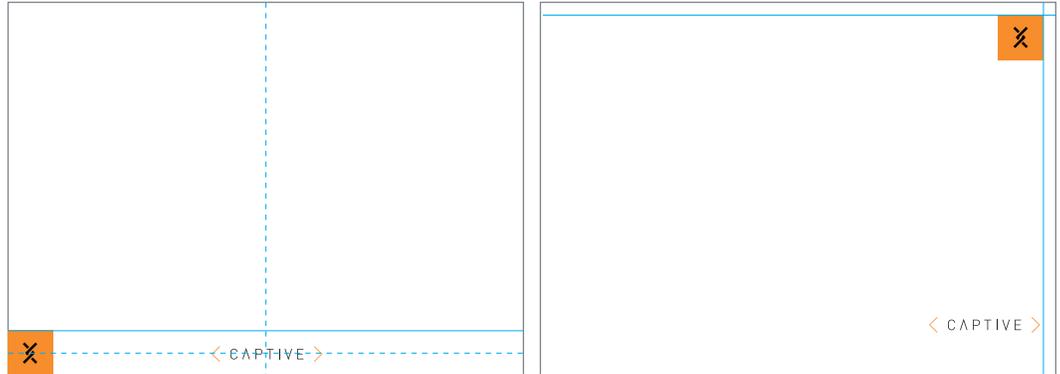
CORPORATE LOGO

The Primary, or Corporate Logo should always be applied in the corner of the piece of collateral it is being applied to.

An effort should be made to ensure that the edges that it is cornering maintain equal distance on both parallel edges. The minimum space, x2, should be a guideline for maintaining the appropriate amount of space.

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BRAND COLOURS AND PATTERNS

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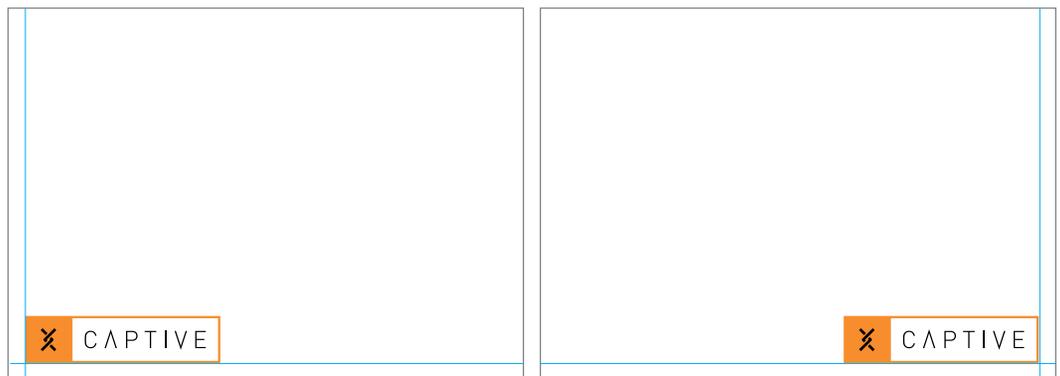
PRIMARY BRAND COLOURS

The font family Gotham, a typeface from the Geometric font, classification has been chosen has the Primary Brand Font Family.

An approved substitute is the font family, Proxima Nova.

An approved Google Web Font is the font family, Raleway

A secondary substitute for web and cross platform solutions is Arial.
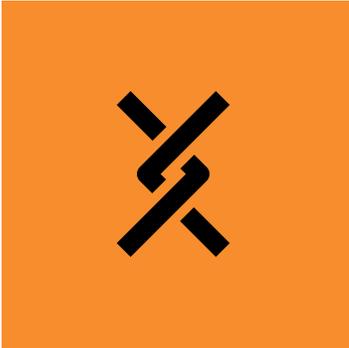
PANTONE 715

C: 85   M: 69   Y: 50   K: 46
R: 38   G: 55   B: 70
WEB INDEX #: 263645
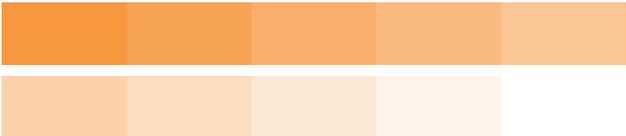
PANTONE BLACK

C: 54   M: 40   Y: 37   K: 4
R: 125   G: 134   B: 140
WEB INDEX #: 7C858C
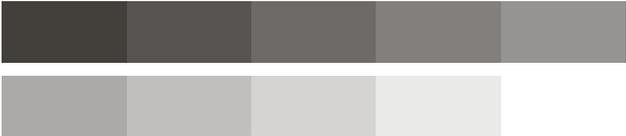
PATTERNS

The diagram, right, displays the Primary Brand Colours (and their approved variants or "screens") for the Captive brand.

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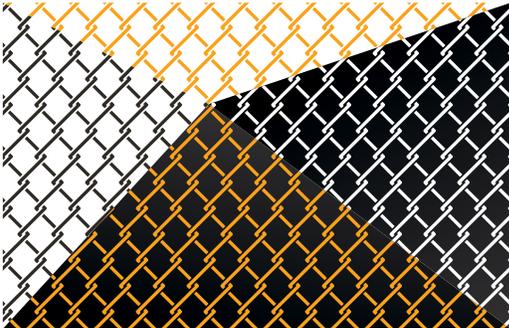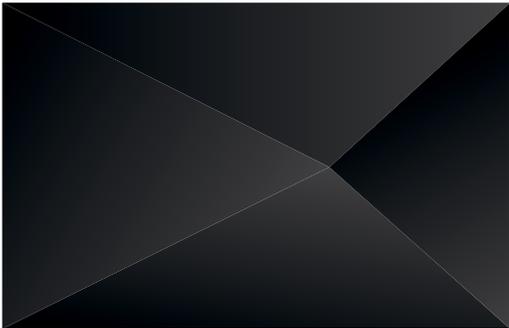
PRIMARY FONT FAMILY

The font family Proxima Nova, a typeface from the Geometric font classification has been chosen has the Primary Brand Font Family.

An approved substitute is the font family, Gotham HTF.

Proxima Nova
Light

ABCDEFGHIJKMNOPQRSTUVWXYZ
abcdefghijkmnopqrstuvwxyz
0123456789

Proxima Nova
Regular

ABCDEFGHIJKMNOPQRSTUVWXYZ
abcdefghijkmnopqrstuvwxyz
0123456789

Gotham HTF
Extra Bold

**ABCDEFGHIJKMNOPQRSTUVWXYZ
abcdefghijkmnopqrstuvwxyz
0123456789**

Gotham HTF
black

**ABCDEFGHIJKMNOPQRSTUVWXYZ
abcdefghijkmnopqrstuvwxyz
0123456789**

SUBSTITUTE FONTS

The fonts, right, have been chosen as substitute fonts for the CAPTIVE font family, Proxima Nova.

Montserrat
Google Web Font / Google Drive

ABCDEFGHIJKMNOPQRSTUVWXYZ
abcdefghijkmnopqrstuvwxyz
0123456789

Raleway
Google Web Font / Google Drive

ABCDEFGHIJKMNOPQRSTUVWXYZ
abcdefghijkmnopqrstuvwxyz
0123456789

Arial
Web Font / Email

ABCDEFGHIJKMNOPQRSTUVWXYZ
abcdefghijkmnopqrstuvwxyz
0123456789

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TYPE-SETTING

The Text displayed, right, showcase several example of ideal type setting for the CAPTIVE brand / identity.

DOCUMENT HEADING.

24pt - 40pt

PAGE HEADING ALIGNED RIGHT - 10pt

PAGE HEADING ALIGNED RIGHT

SUB HEADING - 8pt

SUB HEADING

CATEGORY HEADING - 10pt

Body Text - 8.5pt : Lorem ipsum dolor sit amet, consectetur adipiscing elit. Mauris ut adipiscing metus. Proin faucibus, ligula sed vestibulum rutrum, arcu enim scelerisque felis, et tempor mi diam ut urna. Sed ornare tristique risus, eu luctus mauris varius sit amet. Nullam pretium ligula aliquet lacus porttitor ultricies. Donec tristique id metus non dapibus. Nulla facilisi.

< PAGE FOOTER CAPTION - 12pt >

< FOOTER SUB-CAPTION - 10pt >

FOOTER CAPTION - 8pt

FOOTER CAPTION

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LOGO COMMON MISSUSES

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ROTATION & DISTORTION

From left to right:

DO NOT rotate the logo.
DO NOT compress the logo.
DO NOT stretch the logo.

COLOUR & FONTS CHANGES

From left to right:

DO NOT change the colours of the logo.
DO NOT render the logo in one colour.
DO NOT change the logotype.

RASTERIZATION & READABILITY

From left to right:

DO NOT render the logo as a low-res image.
DO NOT place the logo over busy images.
DO NOT place the logo over patterns.