colt

Brand Guidelines

2019

Contents

Introduction

Our brand is what Colt represents in the minds of our people, our customers and our prospects. It's what they think of us, their gut feeling and first thought when they hear our name. That's why it's a big deal.

We know that our customers and prospects want a consistent and proactive customer service, as individuals and as a business. So we want to make sure every time someone interacts with Colt they get the same great experience.

This book is to help you make sure that all of the communications you create, look and feel like Colt.

Nothing brings a brand to life more than consistency, so please refer to this document to make sure what you are doing is on brand.

If you're not sure or have any questions, you can always get in touch with us directly.

Colt Brand Team

Our Mission

To be the leader in enabling customers' digital transformation through agile and on-demand, high bandwidth solutions

Connectivity matters.

Our Vision

To be the most customer oriented business in our industry
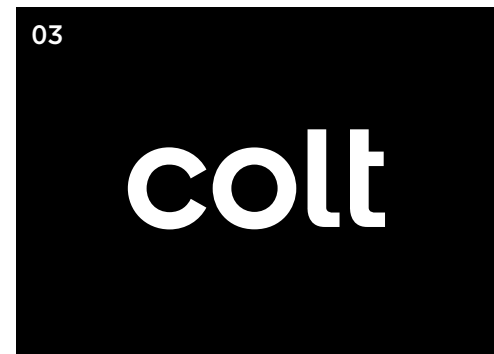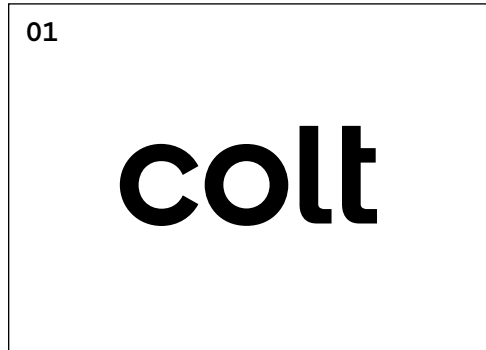
The Colt logo

Colour

Our logo is primarily used with the teal or black on a white background. Alternatively you can also do a white logo on a teal or black background.

01 Black on white
02 Teal on white
03 White on black
04 White on teal

05 Black over image
06 White over image

Please note when our logo is used over an image it should be clearly visible.
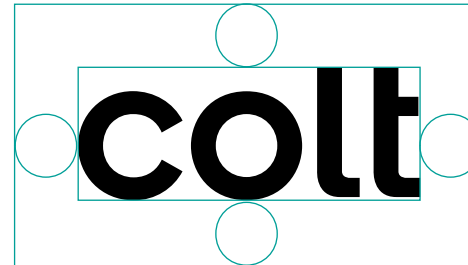

01

02

03

04

05

06

The Colt logo

Clear space

Please keep the space above, below and adjacent to the logo clear of other graphic elements, images and document edges. This allows the logo to be read clearly without confusion.

The amount of clear space is equal to the size of the 'o' in the logo.
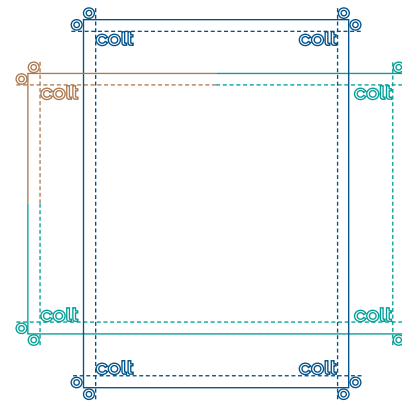
Position, print

When designing for print our logo should be on the top left or right corner of the page. If required the logo can also be placed on the bottom left or right corner.

A4 portrait positioning
A4 landscape positioning

Position, digital

When designing for digital, our logo is placed in the top-left corner.

Webpage positioning

What not to do

As a general rule of thumb, if you don't see an example within this brandbook, it's probably not allowed.

Please don't...

01	Redraw, retype or source our logo online	**04**	Stretch or distort our logo
02	Rotate or flip the logo	**05**	Recolour / use non-brand colours
03	Reorder / move the letters	**06**	Add additional effects to our logo

01

02

03

04

05

06
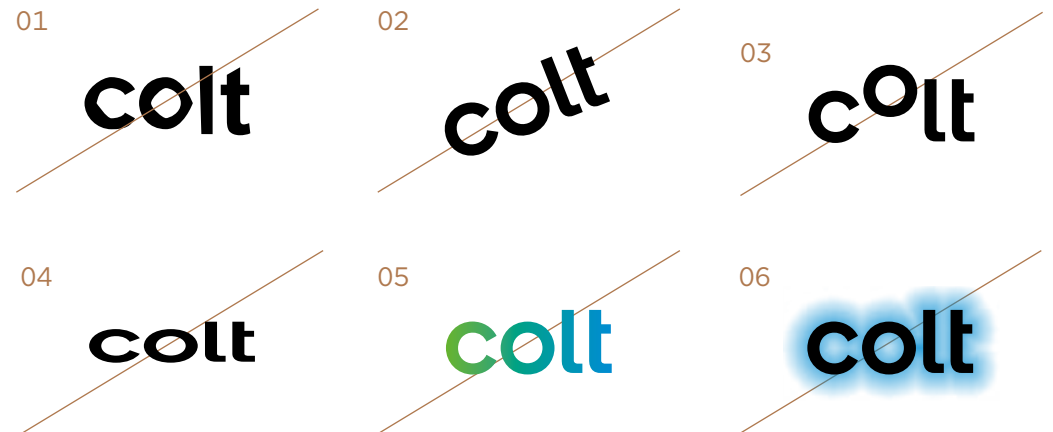
Cobranding

Lockups

Using the Colt logo with other logos is simple, but there are a few steps to follow, shown on this page.

If you need a new lockup created, please contact the Brand Team.

Partner logo size

The partner logo should look the same size as our logo.

A tall thin logo would be shrunk until it's height, or overall visual footprint, is the same as our logo.

Similarly a short, wide logo would be shrunk until it's width, is the same as our logo.

Visually aligned to centre

Ranged right

Partner logo is visually the same size as the colt logo
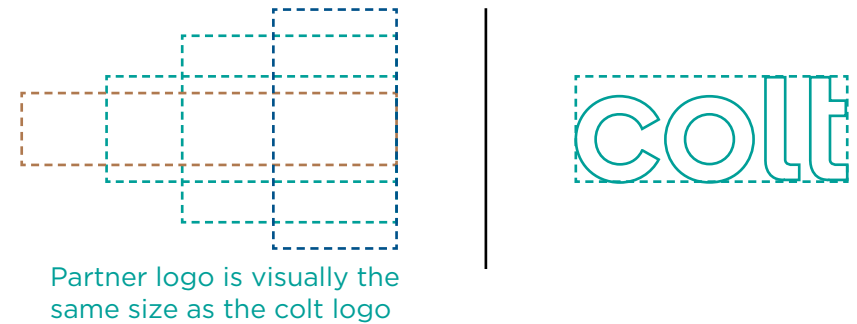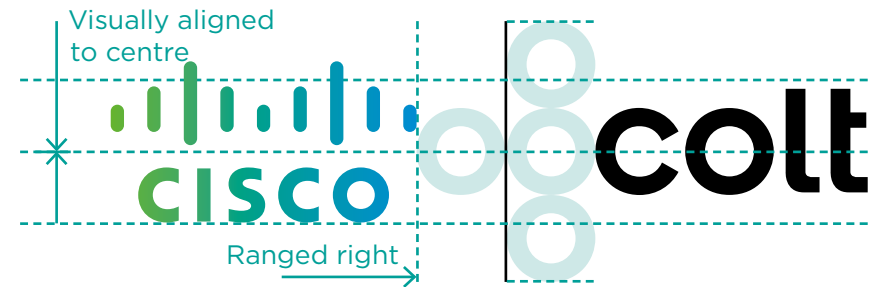
The Cisco logo has a lot of space within it's logo and so may be shown a little larger than usual to visually match our logo size

Colt IQ Network

When using the Colt IQ Network logo or in text, you must use the full name – you should never refer to it as 'Colt IQ' or 'IQ Net'.

Colour

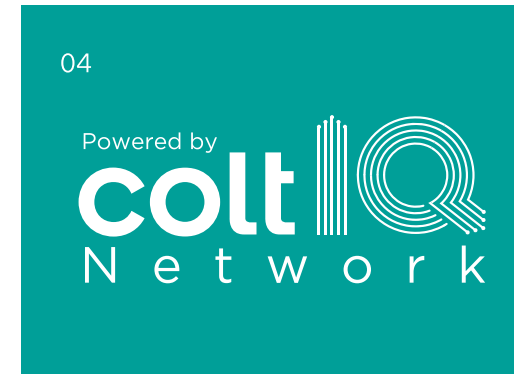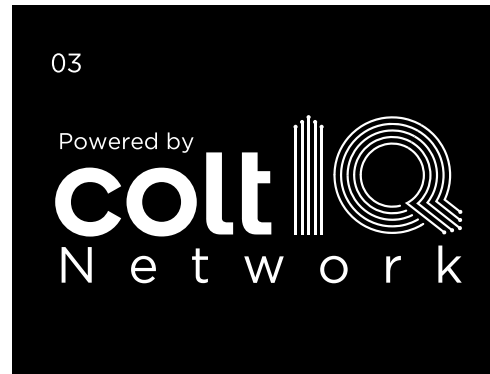Similar to the Colt logo, the Colt IQ Network logo is primarily used with the teal or black on a white background. Alternatively you can also do a white logo on a teal or black background.

01 Black on white
02 Teal on white
03 White on black
04 White on teal
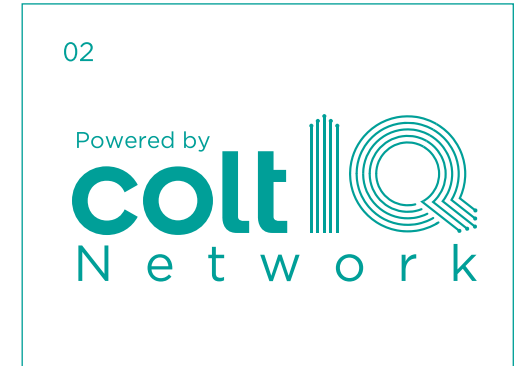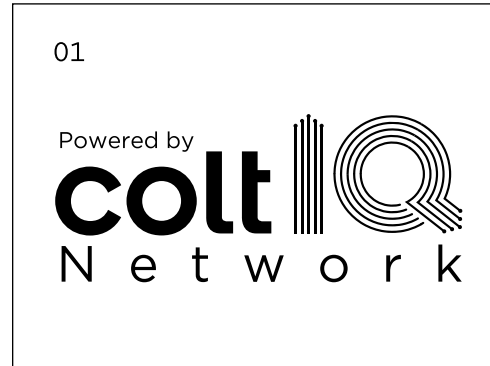
Use of Logo

The Colt IQ Logo has been produced in two variations and is a sub logo. Depending on the space available please consider which logo works best in the space provided. **This should not replace Colt's current logo** and should **not** sit adjacent to the Colt logo. However it can be placed on the same page.

Size of Logo

To maintain the details on the Colt IQ logo please ensure 'Powered by' is legible at all times.

01 — Powered by Colt IQ Network (black on white)

02 — Powered by Colt IQ Network (teal on white)

03 — Powered by Colt IQ Network (white on black)

04 — Powered by Colt IQ Network (white on teal)
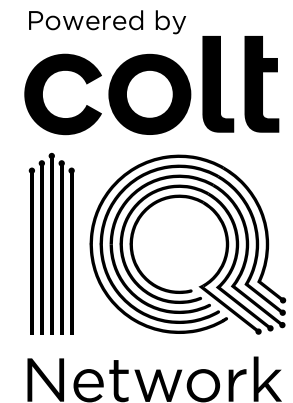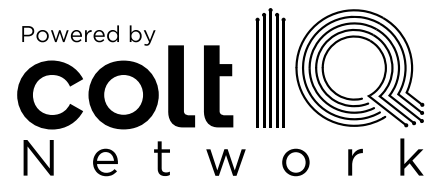
Colour

Primary

Our primary brand colours are teal, white and black. These are the colours to use for the majority of our brand material.

Teal	
Pantone	3272
CMYK	94 0 48 0
RGB	0 165 155
HEX	00 A5 9B

White	
Pantone	—
CMYK	0 0 0 0
RGB	255 255 255
HEX	FF FF FF

Black	
Pantone	Black 6
CMYK	20 20 20 100
RGB	0 0 0
HEX	00 00 00

Support colours

These are our support colours, they can be useful to highlight different types of information, within graphs and presentations.

Bronze	
Pantone	4645
CMYK	11 46 64 30
RGB	175 125 90
HEX	AF 7D 5A

Blue	
Pantone	647
CMYK	96 54 5 27
RGB	35 100 145
HEX	23 64 91

Infographic Colours

These are our infographic colours. These are the only colours to be used for creating infographics.

Teal	
CMYK	94 0 48 0
RGB	0 165 155
HEX	00 A5 9B

Dark Teal	
CMYK	85 30 60 25
RGB	0 105 95
HEX	00 69 5F

Orange	
CMYK	0 50 90 0
RGB	255 140 45
HEX	FF 8C 2D

Dark Orange	
CMYK	0 75 100 0
RGB	205 85 0
HEX	CD 55 00

Bronze	
CMYK	11 46 64 30
RGB	175 125 90
HEX	AF 7D 5A

Dark Bronze	
CMYK	30 55 75 35
RGB	135 90 55
HEX	87 5A 36

Blue	
CMYK	96 54 5 27
RGB	35 100 145
HEX	23 64 91

Dark Blue	
CMYK	100 70 30 20
RGB	0 70 110
HEX	00 46 6E

Red	
CMYK	10 95 85 10
RGB	200 45 45
HEX	C8 2D 2D

Dark Red	
CMYK	20 100 100 20
RGB	140 45 45
HEX	8C 2D 2D

Grey	
CMYK	10 10 10 45
RGB	150 150 150
HEX	96 96 96

Dark Grey	
CMYK	20 20 20 65
RGB	80 80 80
HEX	50 50 50

Brand property

We use a circle to support the concept of a business with a deep focus on customers needs. A focal ring is placed on the part of the image you'd like to draw the eye to.

Below are a few examples of how deep focus can be created using the focal ring.

1. We focus on a location

A bright daytime image of a city.

**1. Focus
We focus on a location**

2. Create a circular blur

The size of the circle is the same proportion as the 'o' in the logo.

Crop the image and add a Gaussian Blur 70 Pixels

**2. Focus
We focus on people**

3. Combine

Overlay image 2 over image 1 to create focus

Overlay

We use a curve over images to help with readability and legibility of text, this can also be used with the focus ring.

Overlay specification

• Even circular curve
• Transparency 80% - 95% (depending on the image)
• Multiply transparency

Lorem ipsum

Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Aenean commodo ligula eget dolor. Aenean massa.

Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Donec quam felis, ultricies nec, pellentesque eu, pretium quis, sem.

Lorem ipsum

Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Aenean commodo ligula eget dolor. Aenean massa.

Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus.

Typography

Gotham is our primary font, we use this for everything.

When Gotham is unavailable, ie email and powerpoint presentation sent to clients and partners, then Arial may be used.

Gotham is available for purchase from www.typography.com/fonts/gotham/styles/

It is available for use on the web as part of the Cloud.typography service from Hoefler&Co www.typography.com/cloud/pricing

Gotham

If available, Gotham is to be used for all branded materials and applications, both in print and online.

Light
Book
Medium
Bold

Arial

Arial is our system font and can be used when Gotham isn't available.

Regular
Bold

Typography, in use

When using Gotham, stick to the same sizes and style to create a consistent experience for the reader. On these two pages, we've shown a few font pairings and layouts that follow this advice.

Headings weight 01
gotham light

Lorum ipsum dolor

Headings weight 02
gotham medium

Lorum ipsum dolor

Headings weight 03
gotham bold

Lorum ipsum dolor

Text pairing 01
light + medium

Gotham Light. Colt leads the way in enabling your digital transformation through agile and on demand, high bandwidth solutions.

Gotham Bold. Colt leads the way in enabling your digital transformation through agile and on demand, high bandwidth solutions.

Text pairing 02
book + medium

Gotham Book. Colt leads the way in enabling your digital transformation through agile and on demand, high bandwidth solutions.

Gotham Medium. Colt leads the way in enabling your digital transformation through agile and on demand, high bandwidth solutions.

Text pairing 03
medium + bold

Gotham Medium. Colt leads the way in enabling your digital transformation through agile and on demand, high bandwidth solutions.

Gotham Bold. Colt leads the way in enabling your digital transformation through agile and on demand, high bandwidth solutions.

Text style

When writing copy, there are a number of style rules that should be adhered to, we've detailed and illustrated each of these rules.

Use sentence case for titles and headings

✓ Sentence case only capitalises the first word

✗ Title Case Capitalises Every Letter

Do not place a full stop after headings and bulletpoints

✓ No full stop after a heading

✗ This is not how to do It.

✓ • Or after a bulletpoint

✗ • This is not how to do It.

Please use correct bullet points

✓ • They're easy to use and are the 'original' bullet point

✗ — This is an em dash, please don't use as in some cultures this can be indicative of quotations

✗ – This is an en dash, please don't use these

✗ - This is a hyphen, please don't use these

◉ 01

Headline/display

◉ 03

Subheadline/description

◉ 04   ◉ 05

Bodycopy   Susti sit asperia dolloribus
dia volo incid qui beat
andion nat qui dolenda vento et pella
italic emphasis essi rectem quaepratiam,
ea qui officte ex et lis ipsum con non
<u>underline emphasis</u> taquiat veratibus.

Xerro quo ist re de volor serro con ex eos
weight emphasis por sinist, corum volor
sime vitaepero et mi, si offici ommolorro
colour emphasis, ullorae corem es esti

◉ 02

"Quote, we want
this to draw the
eye, so we set it
in Colt teal"

Headline/display

Subheadline/description

Bodycopy   Susti sit asperia dolloribus
dia volo incid qui beat
andion nat qui dolenda vento et pella
italic emphasis essi rectem quaepratiam,
ea qui officte ex et lis ipsum con non
highlight emphasis taquiat veratibus.

Xerro quo ist re de volor serro con ex eos
weight emphasis por sinist, corum volor
sime vitaepero et mi, si offici ommolorro
colour emphasis, ullorae corem es esti

"Quote, we can
achieve a similar
effect by using
Colt teal as a
colour block"

Iconography

We have an extensive icon library that has been produced with lots of people across the business, so we should have something to meet your needs.

Please

• use icons in appropriate places to illustrate content in the adjacent paragraph

• keep consistent heights for each icon

• use consistent clear space around the icon

Please don't

• edit or alter the icons

• overlap icons with text

• over-use the icons in one context

Can't find what you need

If there is something you need but cannot find, or if you have a new requirement, then please contact the Brand Team. We manage the icon library centrally so we can limit duplication. This way we can make sure everyone is using our icons correctly, repeatedly and consistently. We regularly check with the business to see if there are new icon needs, so if you want to be consulted about icons, please drop us a note or give us a call.

Some of our icons

Any to Any   **FTP Server**   **Web Server**   **Work Group Switch**
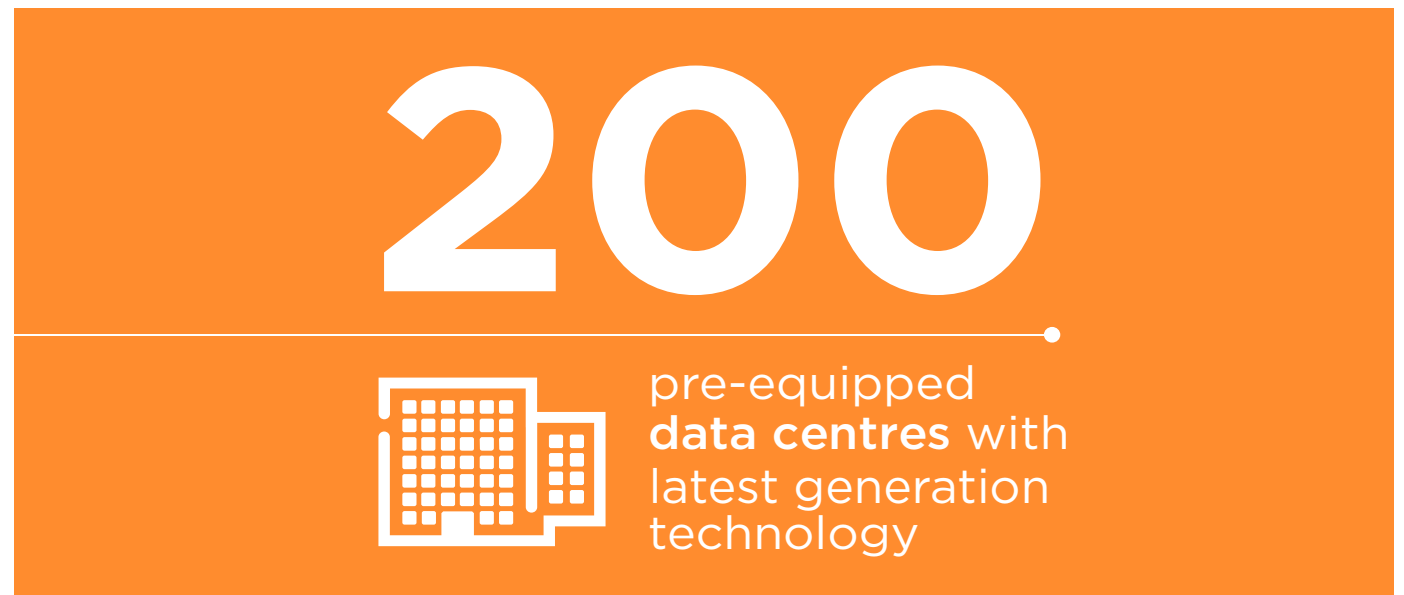
Infographics

Style 1

We like to use our photography and icons to help get our message across in a clear and direct way.

Style 2

You can use bold colours from the pallete to have a big impact, the graphic shouldn't be too busy.

London

103
Datacentres connected

36 leading brand DC's are pre-equipped

Direct access, via longhaul links to Paris, Amsterdam, Brussels, Manchester and Dublin

200

pre-equipped **data centres** with latest generation technology

Photography

Examples

Style guide

• Feels natural not staged

• Natural lighting, and lenses to keep imagery
  fresh, human, and inviting

• Depict real-life interaction between people and
  technology

• Images can incorporate movements and lens blur

• Subjects aren't looking directly at the camera

**Our photography is split up into three distinct
categories:**

• What we do
• Where we do it
• Who for / us

What we do

These images should feature examples of what
we do eg fibre optics, data centres and other
services. Images should be of high quality and not
feature people unless they are interacting with the
systems or tools.

Where we do it

Real-life imagery of large cities. Daytime scenes
have a clear focus on cities or buildings where we
would be serving our customers.

Who for / us

Smartly dressed office professionals, preferably
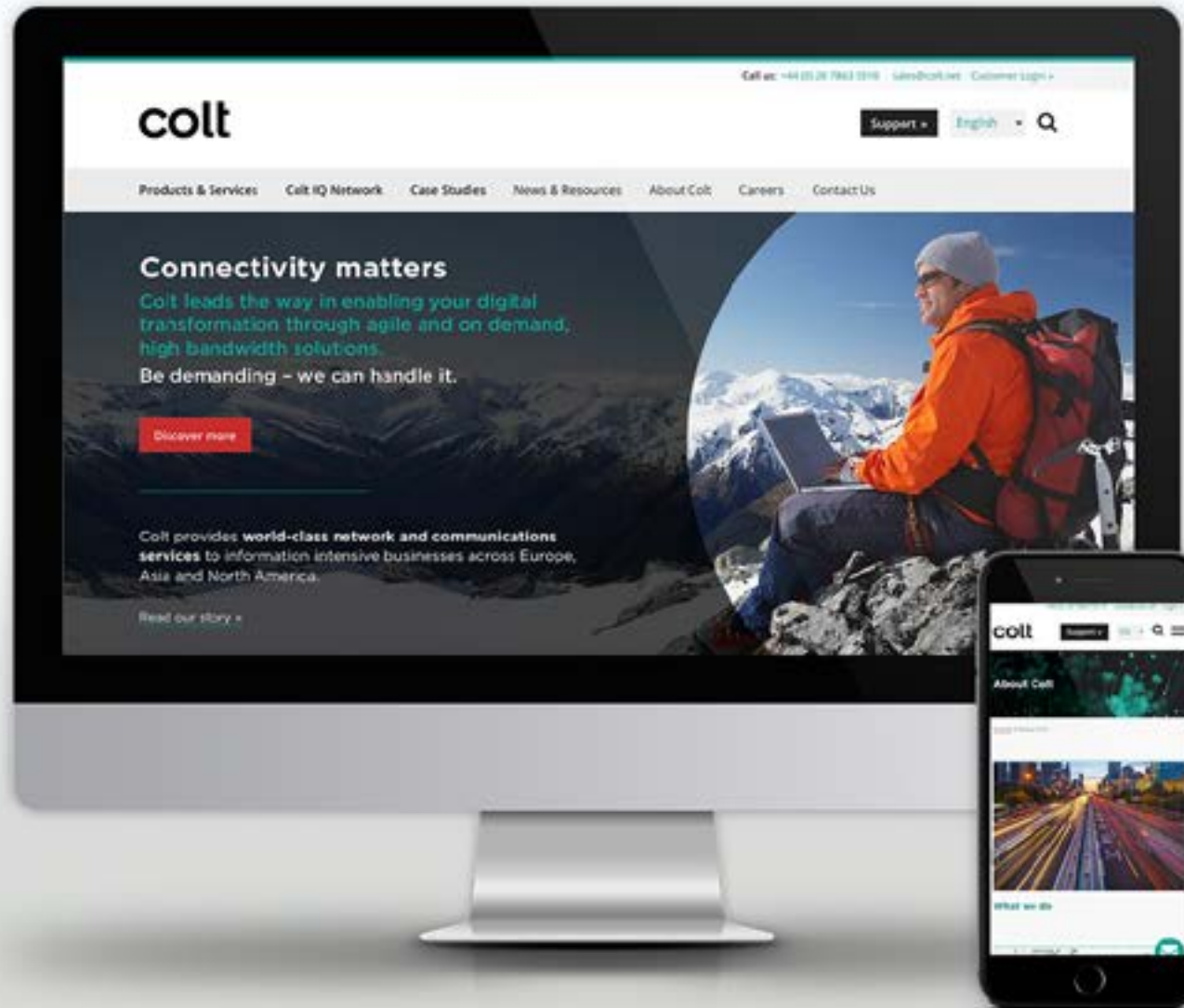from a tech environment.

What we do

Who for / us

Where we do it

And finally...

Please remember

We are all responsible for building our brand. Being consistent is key.

This means we all make an effort to ensure our marketing materials and communications are on brand, all the time. This is the best experience for our customers and means we are all telling the same story.

Following the guidelines in this book makes it easy for us all to bring the brand to life.

We're here to help and love it when people show an interest in the brand. So get in touch if you have any questions.

Laura Perrott
Head of Brand
laura.perrott@colt.net