CERTICA™

CERTIFIED
CONTRACTOR
ADMINISTRATION

CONTRACTOR READY

BRAND
STANDARDS
GUIDE

The Corporate Logo

The **Certica** corporate logo can be broken down into three principle elements:

1. Corporate Mark **2.** Technical Descriptor **3.** Promise Statement

The elements of the **Certica** logo unit should be represented as shown below.

Inline

Stacked

Minimum Size

The minimum size of the word 'Certica' in the **Certica** corporate logo is 20mm wide (with a proportional height). At this size and smaller than 25mm, the removal of the Technical Descriptor "CERTIFIED CONTRACTOR ADMINISTRATION" and Promise Statement "CONTRACTOR READY" is recommended. This is to ensure a consistent and clear reproduction at all times. Avoid reproducing the corporate logos at sizes smaller than this.

**No technical descriptor
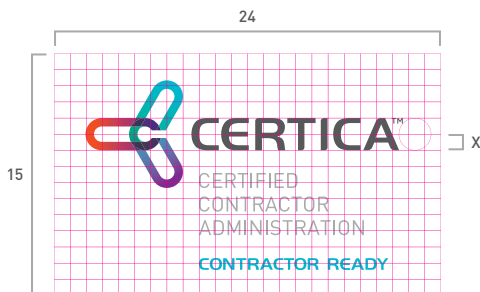or promise statement
20mm MINIMUM SIZE**

**WHEN 25mm OR LARGER, THE
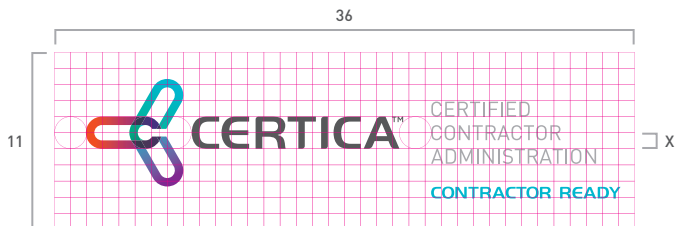FULL LOGO IS TO BE USED
(as above)**

Clear Space

The distribution grid should be used to position each element of the **Certica** corporate logo. Unit height (X) determines the grid structure.

The grid also indicates clear space to be maintained around the logo unit.

The stacked **Certica** logo unit should be positioned on an 15X by 24X grid as shown below.

The inline **Certica** logo unit should be positioned on an 11X by 36X grid as shown below.

Incorrect Usage

NEVER STRETCH
THE LOGO UNIT

NEVER CONDENSE
THE LOGO UNIT

NEVER USE COLOURS
FOR THE CORPORATE LOGO
UNIT OTHER THAN
THOSE IN THIS GUIDE

Corporate Colours

A corporate colour system preserves the integrity of a brand through the consistent use of colour across a range of applications.

Displayed below are the CMYK (for conventional four-colour offset and digital printing) and RGB (digital screen values) of the **Certica** corporate colour palette.

Vignette between
C 80 **M** 00 **Y** 20 **K** 00 **and**
C 80 **M** 00 **Y** 60 **K** 00

Vignette between
C 00 **M** 85 **Y** 100 **K** 00 **and**
C 60 **M** 100 **Y** 00 **K** 00

Vignette between
C 60 **M** 100 **Y** 00 **K** 00 **and**
C 80 **M** 00 **Y** 20 **K** 00

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CONTRACTOR READY

C 00 **M** 00 **Y** 00 **K** 80

C 00 **M** 00 **Y** 00 **K** 40

C 80 **M** 00 **Y** 20 **K** 00

Colour Breakdowns

CMYK C 80 **M** 00 **Y** 20 **K** 00
RGB R 83 **G** 182 **B** 205

CMYK C 80 **M** 00 **Y** 60 **K** 00
RGB R 94 **G** 178 **B** 142

CMYK C 00 **M** 00 **Y** 00 **K** 80
RGB R 88 **G** 89 **B** 91

CMYK C 00 **M** 85 **Y** 100 **K** 00
RGB R 208 **G** 78 **B** 42

CMYK C 60 **M** 100 **Y** 00 **K** 00
RGB R 111 **G** 46 **B** 140

CMYK C 00 **M** 00 **Y** 00 **K** 40
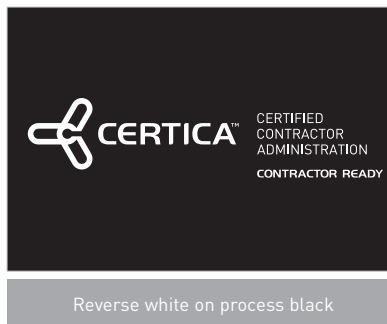**RGB R** 167 **G** 168 **B** 170

PMS: Pantone Matching System

Colour Variations

Colour variations of the **Certica** corporate logo can be produced using black, the primary corporate colours and white. Please refer to the Brand Standards Guide CD for all available file variations.

Stacked

Inline

CMYK - THIS IS THE PREFERRED COLOUR TO USE

CMYK - THIS IS THE PREFERRED COLOUR TO USE

1 Colour process black

1 Colour process black

Reverse white on process black

Reverse white on process black

Typography

The word "Certica" in the **Certica** corporate logo and the promise statement "CONTRACTOR READY" are based on the font Handel Gothic, while the technical descriptor "CERTIFIED CONTRACTOR ADMINISTRATION" uses the font DIN Regular.

In body copy, the word **Certica** should appear with a capital letter at the beginning.

The DIN Font Family is to be used on all **Certica** marketing material. For documents produced in-house, if the DIN Font Family is not available, please use Arial.

Based on Handel Gothic

DIN Regular

Based on Handel Gothic

DIN Thin

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

DIN Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

DIN Medium

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

DIN Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Product Brand

The i-CONTRACT brand is the major product brand at the heart of Certica's offerings. It can appear on collateral with either the main corporate logo, or with "Certica Confidence Certified" credential.

i-CONTRACT Colour Breakdowns

CMYK C 90 **M** 100 **Y** 00 **K** 00
RGB R 67 **G** 50 **B** 142

CMYK C 60 **M** 100 **Y** 00 **K** 00
RGB R 111 **G** 46 **B** 140

CMYK C 00 **M** 00 **Y** 00 **K** 80
RGB R 88 **G** 89 **B** 91

Solution Brands

The i-CONTRACT Contractor Solutions Suite contains four solution brands: CONNECT, CORPORATE, CONTRACTOR and CONSULTANT.

These logos are to be used on marketing collateral, along with the product brand, when communicating one or more solution brands.

If appearing as the lead brand, the solution brand should be accompanied by the "Powered by i-CONTRACT" credential.

PLEASE NOTE: This is a digital print reproduction.
Colours will vary from actual PMS & CMYK ink colour. To be used as a guide only.

For additional information or queries relating to information contained in this document,
please contact your Brand Standards Guide authors, DAIS as per the contact details
contained below. Thank you.

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