



Basic Brand Elements

September 2013

Table of Contents

Brand Identity: Logotype	1
Tagline & Formats	2
Color Variations	3
Color Palette	4
Clear Space	5
Do Nots	6
Typography	7
Supporting	8
Filename Components	9
Email Signature	10
Contact	11

Brand Identity



Your brand identity is the most simple, immediate, and recognizable representation of your brand. It communicates a crisp, confident and modern approach that speaks to the honest, respectful and direct language that is the embodiment of your positioning.

Brand Identity: Formats

Presentation of the Caldwell Companies logotype with and without the tagline has been tailored in two formats. You now have a more consistent approach in the application of your brand across various businesses and markets.

Vertical Signature



Horizontal Signature



Vertical Signature With Tagline



Horizontal Signature With Tagline



Brand Identity: Color Variations

The Caldwell Companies logotype comes in three basic color formats: color, reversed and black & white. Consistent use of these formats will help build visibility and name recognition over time. Any modification or misuse of the colors would create confusion among our audiences and diminish the identity's impact. The color and visibility of the logotype must be represented at all times.

Note: There is no reversed color logotype. Always reverse to white. Use the full-color logotype when the background color value is between 0% and 30% after converted to grayscale.

Do not place the logotype on a background when the color value is between 30% and 50% after converted to grayscale. Use the reversed logotype when the background color value (including images) is between 50% and 100% after converted to grayscale.



FULL COLOR



REVERSED



BLACK & WHITE

Brand Identity: Color Palette

Two colors have been selected as the primary brand expression color for Caldwell Companies. Logos are provided in the following color modes:

PMS (pantone matching system)

CMYK (4-color process)

RGB (red, green, blue)

BLACK (positive)

WHITE (reverse)

Note: **CMYK and RGB values are approximate. Printing with CMYK should be checked against PMS swatches for accuracy.**

Use PMS spot colors when printing with offset lithography and whenever color is critical.

COLOR PALETTE



PMS 202

C = 0
M = 100
Y = 61
K = 43

R = 152
G = 0
B = 46



BLACK 6

C = 81
M = 71
Y = 59
K = 76

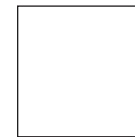
R = 17
G = 24
B = 32

INCLUDED



RICH BLACK

C = 76
M = 67
Y = 67
K = 90



WHITE

C = 0
M = 0
Y = 0
K = 0

Brand Identity: Clear Space & Size

The Caldwell Companies logo is one of the organization's most valuable assets. Always position for maximum impact and allow plenty of room to "breathe." This will ensure the logotype's presence and legibility.

Clear space frames the signature, separating it from other elements such as headlines, text, imagery, and the outside edges of printed materials.

CLEAR SPACE

A minimum amount of clear space must surround the logotype at all times. This space is equal to the "C" in Caldwell.

In general, larger amounts of clear space should be kept for optimal visibility.

MINIMUM SIZE

When reproducing the logotype, be conscious of its size and legibility. To ensure quality reproduction in print, the logotype must appear no smaller than 0.25 inches in height for the horizontal signature or 0.4 inches in height for the vertical signature.



LOGOTYPE CLEARANCE

X = Cap Height, the height of the letter "C" in Caldwell

A minimum amount of clearspace, defined by "X" must surround the logotype at all times.



VERTICAL LOGOTYPE MINIMUM SIZE



HORIZONTAL LOGOTYPE MINIMUM SIZE

Brand Identity: Do Not

Become familiar with the correct use of the logotype. The brand guidelines do not permit use of the previous version of the logo.

The integrity of the logotype must be respected at all times. Don't stretch, condense, morph or manipulate it in any way. Any modification of the logotype creates confusion and diminishes impact.

1. Do not stretch.
2. Do not "italicize."
3. Do not use previous logo.
4. Do not change the typeface.
5. Do not alter the color.
6. Do not alter the position of the elements.
7. Do not add an outline.
8. Do not add 3-D effects.
9. Do not create additional mock-ups.
10. Do not use the color signature on a dark background. Use reverse signature.
11. Do not place the logotype on a busy background.
12. Do not alter the tagline or create a new tagline adjacent to the logotype.

BASIC BRAND ELEMENTS



Typography

Typography is a key element used to communicate a unified personality for Caldwell Companies. We have selected a type that gives Caldwell a hard-working, no-nonsense vernacular. This is our main typeface and should be used in all communication materials. The Gotham typeface is friendly, without being folksy, and always exudes an air of expertise. It is available in four widths, from regular to condensed, each paired with a matching italic.

USAGE

Gotham Book should be used for graphics, buttons and banners in Web portals, microsites and other print and online communications. Large blocks of text or body paragraphs should be set in Gotham Book to maximize legibility while Gotham Bold should be used primarily for paragraph headings. For headlines or large sizes of text, Gotham Light is recommended.

Gotham Thin

Gotham Thin Italic

Gotham Light

Gotham Light Italic

Gotham Book

Gotham Book Italic

Gotham Medium

Gotham Medium Italic

Gotham Bold

Gotham Bold Italic

Gotham Black

Gotham Black Italic

Gotham Ultra

Gotham Ultra Italic

Gotham Light Condensed

Gotham Book Condensed

Gotham Medium Condensed

Gotham Bold Condensed

Supporting Typography

The type family “Helvetica” has been selected as a primary typeface and can be used in communication materials including day-to-day communications and correspondence with clients in transmittals, faxes, and other MS Office® applications when Gotham is not available.

Helvetica Light

Helvetica Light Oblique

Helvetica Regular

Helvetica Regular Oblique

Helvetica Bold

Helvetica Bold Oblique

Logotype Filename Components

LOGOTYPE IDENTIFIERS

company_division_orientation_color.file type extension

COLOR

There are three color versions of the logotype: PMS colors, RGB colors and black & white.

LOGOTYPE ORIENTATIONS

There are two formats of the logo: horizontal and vertical.

FILE EXTENSION

- .eps Vector file, for use in all print applications.
- .jpg RGB, for use in screen or office applications such as Microsoft Word® or PowerPoint®.
- .png RGB, for use in screen and web applications, as well as MS Office® applications. Supports high resolution and transparency.

Please contact Freed Advertising if a different version or size of the logotype is needed.



CC_corp_vert_color.eps



Doing it right. Right now.

CC_corp_horiz_black_wTag.png



CC_corp_horiz_color.jpeg

Email Signature

When communicating through email, follow the suggested email signature template to maintain consistency in your online communications. Use the supporting typefaces, Helvetica Regular and Helvetica Bold, for the email signature and all additional online communication materials.

Bolded name	—————	Jennifer Symons] Single Spaced Title Case Formatting Point Size: 12 Text Color: Black
To create this dotted divider line press Shift-Option-9 (for Macs) and Alt-0183 (for PCs) numerous times	—————	VP of Marketing	
To create an "EM" dash, press Shift-Option-Minus (for Macs) and CTRL-Alt-Minus (for PCs)	—————	P 281.664.6625 C 832.407.5799 —	
Bolded URL address	—————	7904 N. Sam Houston Pkwy W. 4 th Floor Houston, TX 77064 caldwellcos.com	
			Horizontal logo with tag placed below text with one space between the URL and logo Size: 150x52 pixels

