

CREATE CTRL

Brand Identity Guide



Brand Identity Guide

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1. CreateCtrl sign

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1.1

Logotype. Primary version

CREATE

CTRL

1.2

Logotype. Achromatic version

CREATE

CTRL

1.3.1 Logotype. Inverse version

CREATE CTRL

1.3.2

Logotype. Achromatic inverse version

CREATE

CTRL

1.4

Construction and safe area

The protective field define area where writing or highlighting with any other design elements is prohibited. The protected area is defined by height of rectangle.



1.5

Minimum size and additional option

The minimum size of CreateCtrl logo is 0,25 cm. To maintain legibility, please do not use the logo at smaller sizes.

CREATE   0,5 cm high / 1,96 inch high

When logo is represented in text “C” letter is always capitalized.

CreateCtrl AG
CreateCtrl Poland

2. Not allowed

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2.1

Examples of prohibited logo modification

DO NOT

- / Rotate the logo
- / Lighten the logo
- / Change primary orange color of the logo
- / Outline the logo
- / Drop shadow behind
- / Use any decorative patterns with the logo

The logo consists of the word "CREATE" followed by "CTRL" inside a square box. In this example, the entire logo is rotated diagonally, which is prohibited.

The logo consists of the word "CREATE" followed by "CTRL" inside a square box. In this example, the "CTRL" part is enclosed in a separate, thicker orange border, which is prohibited.

The logo consists of the word "CREATE" followed by "CTRL" inside a square box. In this example, the "CTRL" part is lightened (faded) compared to the "CREATE" part, which is prohibited.

The logo consists of the word "CREATE" followed by "CTRL" inside a square box. In this example, the "CTRL" part is enclosed in a thin, light-colored outline, which is prohibited.

The logo consists of the word "CREATE" followed by "CTRL" inside a square box. In this example, the "CTRL" part has a dark drop shadow behind it, which is prohibited.

The logo consists of the word "CREATE" followed by "CTRL" inside a square box. In this example, the "CTRL" part is enclosed in a dashed orange border, which is prohibited.

3. Color

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3.1

Primary color

Values for
CreateCtrl
orange:

CMYK: 0 83 100 0
RGB: 255 85 0
#FF5500



Values for
CreateCtrl
grey:

CMYK: 0 0 0 70
RGB: 77 77 77
#4d4d4d



3.2

Supporting color palette

A support palette of orange colors is used to distinguish the lines of offered products. Color refer to the following products: Radio Planning System, WebSuite, Suite.

An supporting navy blue color is used to emphasize fonts or details, but not large areas.

CMYK: 0 88 100 0 CMYK: 0 73 100 0 CMYK: 0 48 100 0
RGB: 239 71 35 RGB: 242 105 34 RGB: 248 152 29
#FF4200 #FF6800 #ff9800

CMYK: 87 83 43 43
RGB: 43 43 73
#2B2B49



4. Typography

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4.1

Typography in use

DIN Pro the typeface should be used for marketing and promotion of the CreateCtrl corporate brand as well as for business purposes.

Typography used on designs should be simple, and modern.

DIN Pro Regular	0123456789 abcdefghijklmnopqrstuvwxyz / ÄÖÜß / ąćęłóźżabcdefghijklmnopqrstuvwxyz / äöüß / ąćęłóźż
DIN Pro Italic	<i>0123456789 abcdefghijklmnopqrstuvwxyz / ÄÖÜß / ąćęłóźżabcdefghijklmnopqrstuvwxyz / äöüß / ąćęłóźż</i>
DIN Pro Medium	0123456789 abcdefghijklmnopqrstuvwxyz / ÄÖÜß / ąćęłóźżabcdefghijklmnopqrstuvwxyz / äöüß / ąćęłóźż
DIN Pro Medium Italic	<i>0123456789 abcdefghijklmnopqrstuvwxyz / ÄÖÜß / ąćęłóźżabcdefghijklmnopqrstuvwxyz / äöüß / ąćęłóźż</i>
DIN Pro Bold	0123456789 abcdefghijklmnopqrstuvwxyz / ÄÖÜß / ąćęłóźżabcdefghijklmnopqrstuvwxyz / äöüß / ąćęłóźż
DIN Pro Bold Italic	<i>0123456789 abcdefghijklmnopqrstuvwxyz / ÄÖÜß / ąćęłóźżabcdefghijklmnopqrstuvwxyz / äöüß / ąćęłóźż</i>

5. Contact

Visit us

www.createctrl.com

For any questions about the brand or this
identity guide send e-mail to

brand@createctrl.com

Find out more on

www.createctrl.com/en/brand

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