CLASS ONE SYSTEMS LTD

BRANDING GUIDE

INTRODUCTION

This Identity Guide has been designed with easy-to-use guidelines to make sure that Class One Systems Limited portrays a unified, consistent and clear message across a wide range of media. The design kit can be used to help create powerful, consistent and recognizable communications for the business, its products and services, ensuring that everyone involved has the information and the tools to communicate effectively and consistently. The Identity Guide affects how the business is conveyed and perceived, so it is important that the rules outlined in this document be adhered to.

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BRAND VOICE

These elements together form the basis of the Visual Identity of the business brand and make its communications instantly recognisable and memorable: the logo, colour palette, typography.

The way these elements are applied and their relationship to each other is important to the consistent application of these elements in building brand identity. It is important to create a consistent experience for all stakeholders who interact with the business.

EXPERIENCE

We are ultimately in the business of selling both products and services. We think everywhere our logo and brand elements are used, it should be strong and provide a mental connection to the quality of service and experience provided.

SOCIAL

We desire to share experiences, stories, opinions, and information — connecting and changing both our company and our clients/business associates. Our social presence should be engaging and should provide multiple perspectives.

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OUR LOGO

The logo is the cornerstone of our Identity Guide and is the basis from which all other components are defined. The logo consists of both graphic elements and textual components. The Logo is to be presented as a completed whole and must be considered as a single unit and always be proportionally scaled. Artwork is supplied as .pdf, png and .jpg. The logo should never be recreated using another typeface.

LOGO WITH TAGLINE -WIDE

Class One Systems
Actionable Engineering Intelligence

LOGO WITH TAGLINE -NARROW

Class One Systems
Actionable Engineering Intelligence

The logo's typography is standardized to a radio of 1:3 for both typography and spacing. The logo consists of font DM Serif Display and Montserrat fonts and the Engineering Precision symbol.

LOGO USAGE

The logo can appear on a range of different backgrounds and textures once the following guidelines are followed.

- Do not place the logo on a background that impairs readability.
- Do not use in areas that break the logo presentation.
- All logo elements must be presented together as supplied.

INCORRECT LOGO USAGE

The logo should not be adjusted or edited in any way. Here are some examples of what not to do:

- Do not change the colours of the logo.
- Do not condense, expand, or distort the logo non-proportionally.
- Do not add a drop shadow, bevel and emboss inner glow, or any other text effects to the logo.
- Do not adjust the placement of the logo icon.
- Do not place the logo on top of an image with poor contrast and readability.
- Do not resize any individual elements of the logo.
- Do not rotate the logo.
- Do not crop the logo.

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ICON

Icons are part of the modern digital world. They are used in social media, software design, mobile apps, and desktop shortcut links and more. Whenever an icon is to be used, this is the icon allowed. The icon should appear in full color. but In some cases, conversion to greyscale only is allowed. The icon is not allowed to be greyscaled.
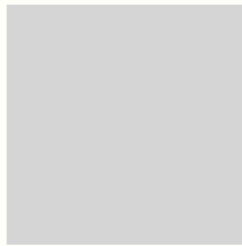
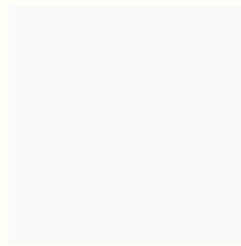## C.1.S

LTD

COLOR PALETTE

The colours of the branding colour palette are the cornerstone of our identity and are important to ensure these colours only are used. Variations of these colours within one shade upper and one lower are allowed.

COS LOGO RED
#CC0000

COS LOGO GREY
#D6D6D6

COS OFF WHITE
#F9F9F9

COS WHITE
#FFFFFF

COS BLACK
#111111

COS DARK GREY
#707070

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TYPEFACES

Consistent use of typography helps to make the brand identity strong and cohesive across all applications. The typeface Libre Baskerville was selected for all headers to complement/enhance the voice and tone of Class One Systems Ltd's brand. These typefaces are both web-safe fonts and are freely available for all media. with flexibility built-in. Poppins is the supporting font, acting as the body copy or alternate subhead styles. Both fonts can be used in all avialable wieghts.

TEXTUAL ELEMENTS LOGO

Logo header
DM SANS SERIF

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:;?!@#$%^&*) 0123456789

Logo tagline
MONTSERRAT

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:;?!@#$%^&*) 0123456789

TEXTUAL ELEMENTS OTHER FONTS

The following fonts can be used in serif with san-serif combo. Teko font is allowed for headers only.

POPPINS

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:;?!@#$%^&*) 0123456789

TEKO

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:;?!@#$%^&*) 0123456789

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TYPOGRAHY

The following are examples of styles for use in communications when used on document pages measuring 8.5" x 11". This list is not meant to be exacting but simply to provide guidelines as to possible styles that can be used.

- All headings, titles and footers should be written in Capital case. Within our region, this is considered a more formal tone.
- Bodies of text should be left or justified and written in 90% Black. Where possible avoid full black on white background. A large segment of the population is disadvantaged when this is overlooked.
- Hyphenation can be used when text is presented in narrow columns.
- Wherever possible long passages of text in landscape format should be broken into columns to improve readability.

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