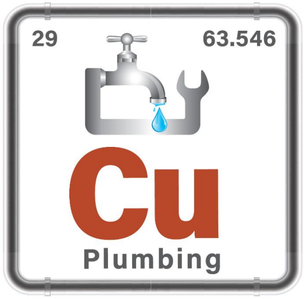
BRAND GUIDELINES

Corporate Design and Manual // Presentation 2023



Welcome,

Design is the silent ambassador of your Brand Identity.

Cu

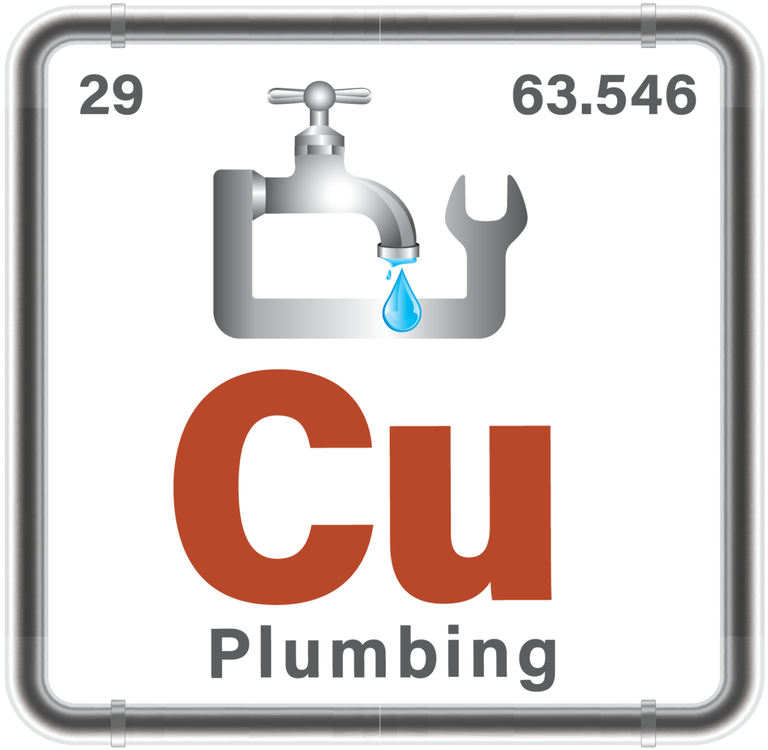
Logo Guidelines

The Company Logo

The CU plumbing logo is crucial to increasing brand awareness and perception. It may not be altered in any way other than specified in this style guide. The consistent use of the logo will develop strong brand recognition and public awareness

Name, company logo, colours, typeface: these are the pillars of the identity of the company. The graphic of the definitive logo is very clean, essential, strong and emphasizes the values of the brand.

The logo and logotype (text) must be used in its entirety. It must always be produced exactly as shown



The Logo Clear Area

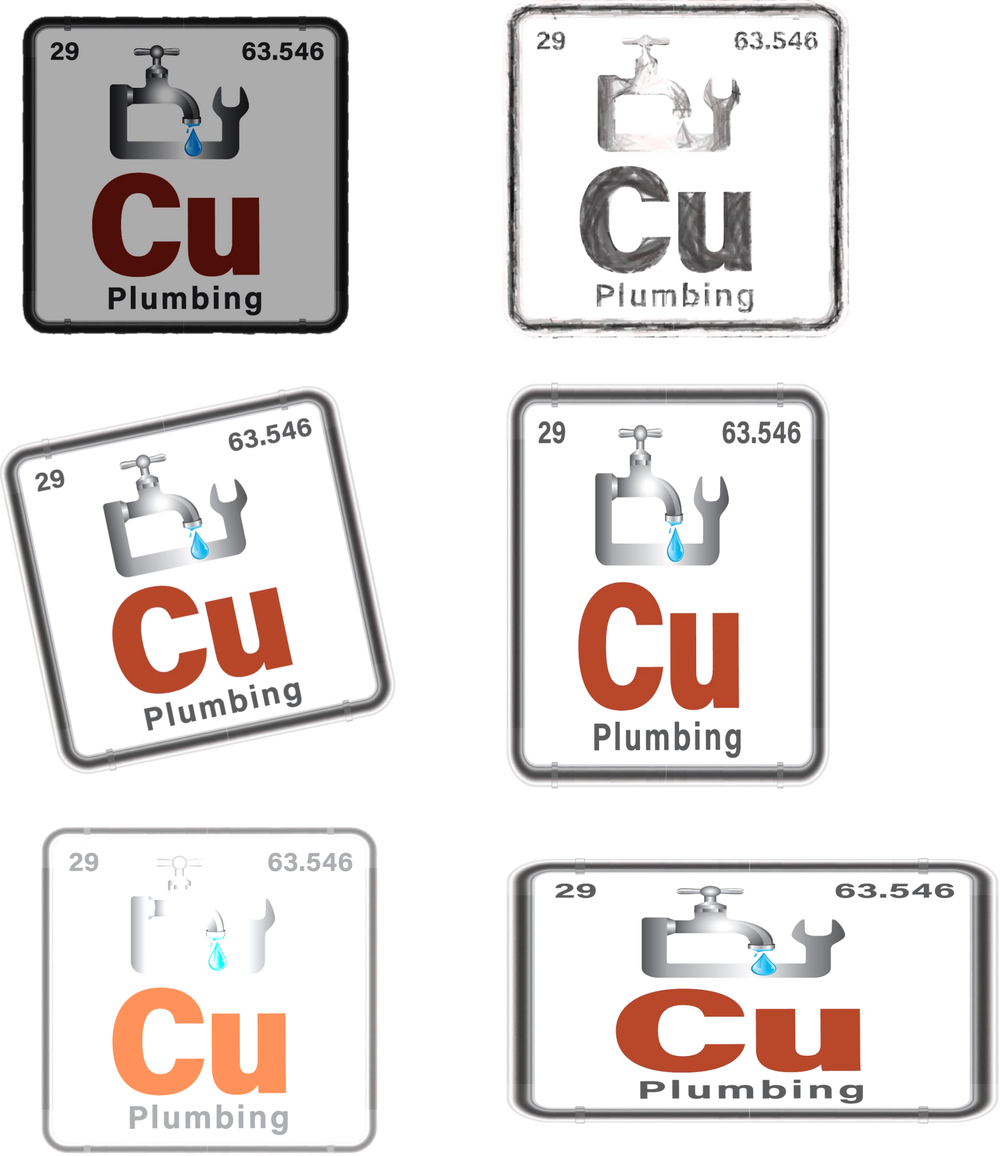
The logo will always be surrounded by minimum clear space separating it from other objects and elements so it can be clearly
Identify.

This clear space should be kept free of all type, graphic elements, rules and detailed areas within illustrations and photography.

Incorrect Usage

The logo must be used as is and not be altered in any way. This means that you MUST NOT:-

- Change the logo's orientation or rotation.
- Disproportionately scale the logo.
- Change the logo's colors.
- Attempt to recreate the logo.
- Make alterations to the logo's text.
- Add special effects to the logo.
- Add an outline to the logo or display the logo as an outline.
- Use the logo on top of busy photography.
- Display other elements within the logo's designated clear space.
- Crop the logo in any way



Typography
Font : Lato

Digitalize in this space to provide 360 degree content. If people believe they share values with a company, they will stay loyal to the brand.

Lato Light

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9
! “ § $ % & / ( ) = ? ` ; : ¡ “ ¶ ¢ [ ] | { }

Lato Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9
! “ § $ % & / ( ) = ? ` ; : ¡ “ ¶ ¢ [ ] | { }

Lato Medium

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9
! “ § $ % & / ( ) = ? ` ; : ¡ “ ¶ ¢ [ ] | { }

Lato Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9
! “ § $ % & / ( ) = ? ` ; : ¡ “ ¶ ¢ [ ] | { }

Lato Black

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9
! “ § $ % & / ( ) = ? ` ; : ¡ “ ¶ ¢ [ ] | { }

Color System

Corporate Colors

Our company colours are professional and modern, expressing who we are. Red orange is the main colour of the Cu Plumbing identity so it has the strongest presence on our brand. Netural Black C complements the green colour, creating balance and making the palette more distinctive and sophisticated. Pantone Cool Gray balances the other colours and gives space to the elements.

Red Orange

Primary Color 01

Color Codes

RGB : R184 G72 B041
Web : #b84829

80%

60%

40%

20%

Very Dark Gray

Primary Color 02

Color Codes

RGB : R023 G023 B023
Web : # #3A3A3A

80%

60%

40%

20%

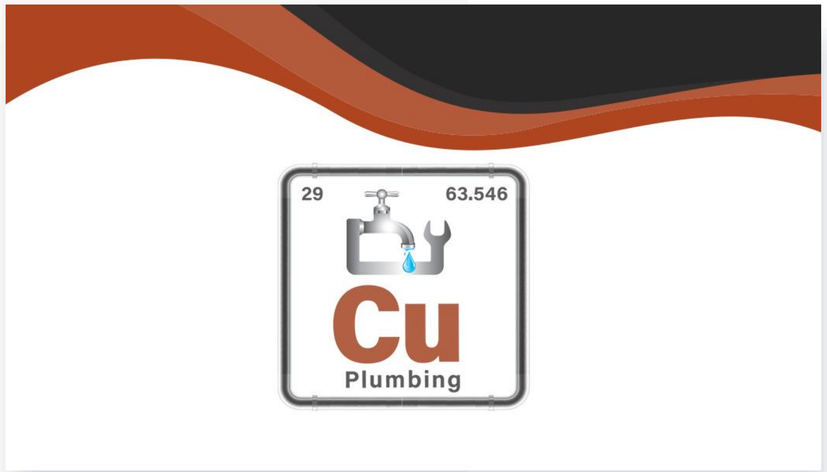
Cu Plumbing

Business Letterhead

These are examples for printing or documentation match with brand identity

Dimensions
8.5 x 11 inch
US Letter

Weight
120g/m Uncoated white



Business Cards

These are examples for printing or documentation match with brand identity

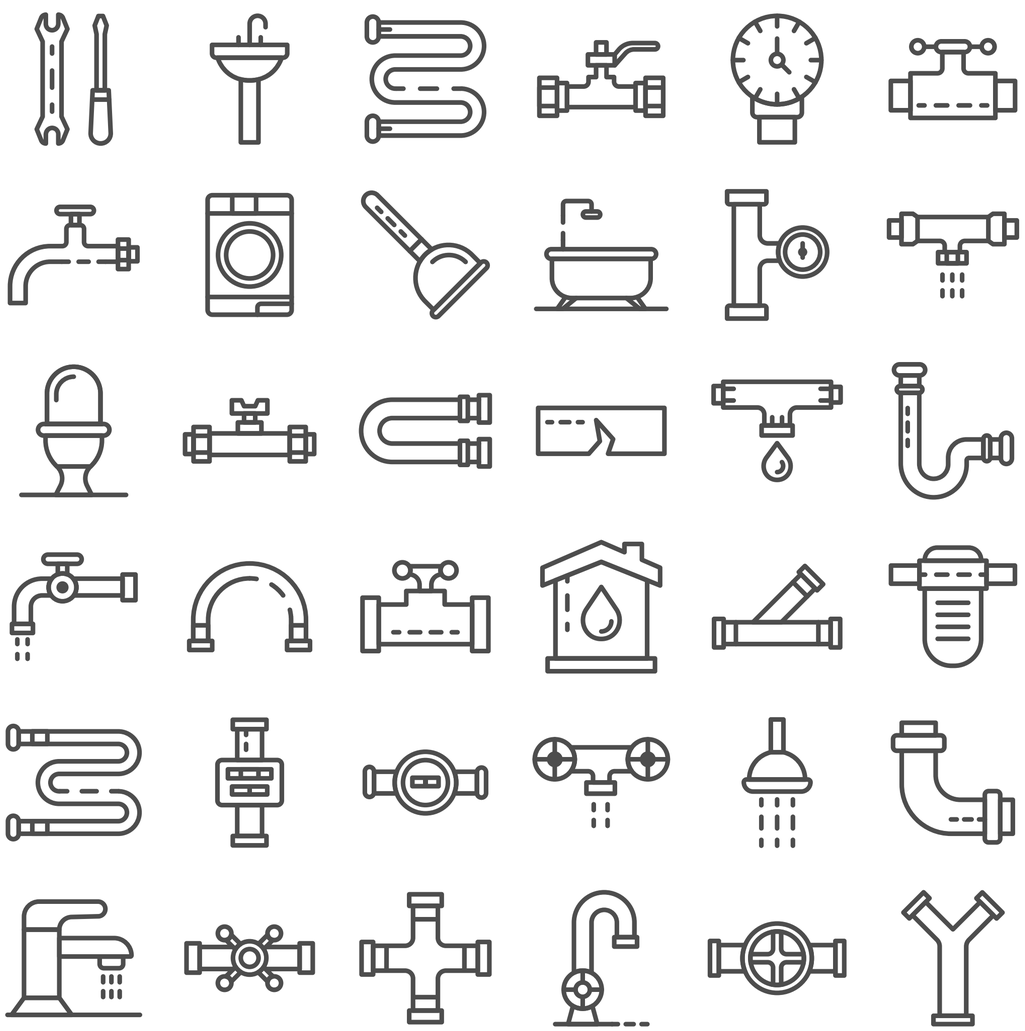
Dimensions
3.5 x 2 inch
US Size

Weight
300g/m Uncoated white

Iconography
System

Icons are essential graphic elements and are one of the most recognised elements of the brand. Icons can help improve usability issues or give a message in a strong and consistent way.

Icon Examples.



THANK YOU.

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