

CarbonCure Technologies Branding Guide 2020

CHEAT SHEET

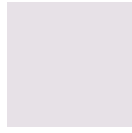
Primary Palette



HEX: #E37F1C
PANTONE 718 C
R227 G127 B28
C 0 M 56 Y 100 K 8



HEX: #949CA1
PANTONE 430 C
R148 G156 B161
C 44 M 30 Y 29 K 9



HEX: #E5E1E6
PANTONE 663 C
R229 G225 B230
C 12 M 11 Y 8 K 0



HEX: #101820
PANTONE Black 6 C
R16 G24 B32
C 93 M 77 Y 56 K 78



HEX: #FFFFFF
PANTONE 11-0601 TCX
R255 G255 B255
C 0 M 0 Y 0 K 0

Supporting Palette

For all digital assets and branding, RGB HEX color codes are preferred. For any print materials, use CMYK color codes.

Unaccepted Logo Configurations



CarbonCure Typeface

Primary Font

Open Sans Light

Open Sans Light Italic

Open Sans Regular

Open Sans Regular Italic

Open Sans Bold

Open Sans Bold Italic

Open Sans Extra Bold

Open Sans Extra Bold Italic

The typeface **OPEN SANS** is the primary font across for both print and online. This font is a webfont and compatible with all online systems. For Microsoft and all other applications, use the font **ARIAL**.

Main Headline (H1)

Font Size: 60px, Line Height 1.2, Color: #000000

Orange Sub-Heading (H2)

Font Size: 27px, Line Height 1.2, Color: #e37f1c

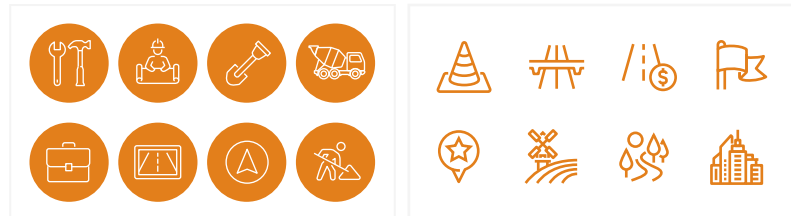
CAPITALS IN A SECONDARY HEADING (H3)

Font Size: +22px, Line Height 1.2, Color: #949ca1, Text: Uppercase Bold

Body font usage <p> and all general copy.

Font Size: 12-14px, Line Height 1.2, Color: #000000

Primary Icon Sets



Primary Logo Specifications

Logos must be in colour, white, black or black with 50% opacity and must have the brandmark, the TM, and minimum 5mm of space on all sides.



Stacked Primary Logo, Mono, 50% Opacity + Reversed



Inline Primary Logo, Mono, 50% Opacity + Reversed



Logo for Equipment, Mono, 50% Opacity + Reversed

