The Celsee Logo: Isolation Area & Size

The logo mark is the most important visual element of an organization. It must be used in a consistent manner on all internal and external communications. In correct usage, the Celsee logo will always maintain a minimum isolation area or “breathing room” around it when placed in an asset that includes other visual elements and text. The “Cel” portion of the mark uses Gotham Book and the “see” portion of the mark uses Gotham Medium. The intent of this font variation is to support Celsee’s technology and mission.

Minimum size: To maintain readability, the Celsee logo should not be used on printed material smaller than the minimum recommended size of 27mm wide.
The Celsee logo is available in four color options—color, grayscale, black, and white or reverse. The preferred version is the color logo and should be used whenever possible.

<table>
<thead>
<tr>
<th>Color Logo</th>
<th>Grayscale Logo</th>
<th>Black Logo</th>
<th>White (reverse) Logo</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image" alt="Color Logo" /></td>
<td><img src="image" alt="Grayscale Logo" /></td>
<td><img src="image" alt="Black Logo" /></td>
<td><img src="image" alt="White Logo" /></td>
</tr>
</tbody>
</table>

Whenever possible, use the color logo version of the Celsee logo on a solid white background.

**Logo Colors (CMYK)**
- Primary Blue - Text: 91/67/2/0
- Primary Blue - Bug: 91/67/2/0
- Second Blue - Bug: 82/60/1/0
- Third Blue - Bug: 64/47/1/0
- Fourth Blue - Bug: 46/34/1/0
- Fifth Blue - Bug: 27/20/1/0

The grayscale logo version of the Celsee logo can be used for black and white printing to achieve the intended depth.

**Logo Colors (CMYK)**
- Primary Gray - Text: 0/0/0/85
- Primary Gray - Bug: 0/0/0/85
- Second Gray - Bug: 0/0/0//76
- Third Gray - Bug: 0/0/0/59
- Fourth Gray - Bug: 0/0/0/42
- Fifth Gray - Bug: 0/0/0/25

The grayscale logo version of the Celsee logo can be used for black and white or simple printing and to be used on white backgrounds.

**Logo Colors (CMYK)**
- Black - Text: 0/0/0/100
- Black - Bug: 0/0/0/100

The white or reverse logo version of the Celsee logo can be used on solid colored backgrounds.

**Logo Colors (CMYK)**
- White - Text: 0/0/0/0
- White - Bug: 0/0/0/0
It is important that the appearance of the Celsee logo remains consistent. The logo should not be modified in any way. It should only be reproduced from the approved artwork files. Examples of misuse listed below.

- Use the approved color version of the Celsee logo whenever possible
- Use the approved color version of the Celsee logo on a white background only
- Use the white logo only on dark solid backgrounds
- The grayscale and black versions of the logo should be used when color is not an option
- Never place the logo on a photo or patterned background
- Do not change the color of the logo
- Do not alter the logo in any way (i.e. stretching, rotating, adding drop shadows)
- Do not use the logo elements separately (i.e. logo bug independently)
- Do not apply effects to the logo (e.g. transparencies or screening)
- Do not use the logo in a sentence
# Celsee Primary Colors

<table>
<thead>
<tr>
<th>Celsee Blue:</th>
<th>Celsee Gray:</th>
<th>Celsee Black:</th>
</tr>
</thead>
<tbody>
<tr>
<td>PMS 2144 C</td>
<td>PMS Cool Gray 10 C</td>
<td>PMS Black C</td>
</tr>
<tr>
<td>PMS 2144 U</td>
<td>PMS Cool Gray 10 U</td>
<td>PMS Black U</td>
</tr>
<tr>
<td>CMYK: 90/60/2/2</td>
<td>CMYK: 0/0/0/85</td>
<td>CMYK: 0/0/0/100</td>
</tr>
<tr>
<td>RGB: 30/95/170</td>
<td>RGB: 77/77/79</td>
<td>RGB: 0/15/15</td>
</tr>
<tr>
<td>HEX: 1E5FAA</td>
<td>HEX: 4C4C4E</td>
<td>HEX: 000000</td>
</tr>
</tbody>
</table>

## Notes on Color

**CMYK**: CMYK is most commonly used for color format for printing. This is what is used in office and home printers. CMYK is **NOT** for online use.

**PMS**: PMS or Pantone® Matching System is a proprietary numbering system for colors used in various graphics medias. Each PMS color is a solid individual color. This can be best represented as a color swatch for painting a room. PMS colors are used for large scale offset printing. These colors can not be blended together and should **NOT** be used when printing on your office or home printer.

**RGB**: RGB combines three colors (Red, Green, & Blue) that when combined create all other colors in an online environment. This color format should **NOT** be used for printing. RGB is only for online use such as websites, e-newsletters, banner ads, etc..

**HEX**: Hex colors are most commonly used for defining colors for digital, or online use such as websites.
# Celsee Color Palette

## Primary Color Palette:

- **Celsee Blue:**
  - PANTONE 2144 C
  - PANTONE 2144 U
  - CMYK: 90 / 60 / 2 / 2
  - RGB: 30 / 95 / 170
  - HEX: 1E5FAA

- **Celsee Gray:**
  - PANTONE Cool Gray 10 C
  - PANTONE Cool Gray 10 U
  - CMYK: 0 / 0 / 0 / 85
  - RGB: 77 / 77 / 79
  - HEX: 4C4C4E

## Secondary Color Palette:

- **PANTONE 152 C**
  - CMYK: 0 / 61 / 100 / 0
  - RGB: 245 / 128 / 35
  - HEX: F58020

- **PANTONE 7548 C**
  - CMYK: 0 / 0 / 100 / 0
  - RGB: 255 / 187 / 70
  - HEX: 62BB46

- **PANTONE 368 C**
  - CMYK: 65 / 0 / 100 / 0
  - RGB: 98 / 169 / 183
  - HEX: 00A9B7

- **PANTONE 320 C**
  - CMYK: 90 / 0 / 0 / 0
  - RGB: 0 / 179 / 240
  - HEX: 00B3F0

- **PANTONE CYAN C**
  - CMYK: 90 / 0 / 0 / 0
  - RGB: 0 / 179 / 240
  - HEX: 00B3F0

- **PANTONE 2583 C**
  - CMYK: 47 / 72 / 0 / 0
  - RGB: 147 / 97 / 168
  - HEX: 9361A8
It's important to note that the primary Celsee logo variants were designed with percentages of spot color (solid color) in both PANTONE® 2144 and PANTONE Cool Gray 10.

**Celsee PMS Blue Logo**

Celsee Blue: PANTONE 2144 C

<table>
<thead>
<tr>
<th>Percentage</th>
<th>Color</th>
</tr>
</thead>
<tbody>
<tr>
<td>100%</td>
<td>100%</td>
</tr>
<tr>
<td>90%</td>
<td>70%</td>
</tr>
<tr>
<td>70%</td>
<td>50%</td>
</tr>
<tr>
<td>50%</td>
<td>30%</td>
</tr>
</tbody>
</table>

**Celsee PMS Cool Gray Logo**

Celsee Gray: PANTONE Cool Gray 10 C

<table>
<thead>
<tr>
<th>Percentage</th>
<th>Color</th>
</tr>
</thead>
<tbody>
<tr>
<td>100%</td>
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</tr>
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<td>90%</td>
<td>70%</td>
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<tr>
<td>70%</td>
<td>50%</td>
</tr>
<tr>
<td>50%</td>
<td>30%</td>
</tr>
</tbody>
</table>
Typography: Primary

Gotham is the primary Celsee font for use on external print assets and digital advertising.

Gotham Light
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Gotham Book
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Gotham Medium
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Gotham Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
Arial should be considered a reasonable substitution when the use of the Gotham font is not available. Arial is also the default web font when the Gotham font is not available.

Arial Regular
abcdefgihijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Arial Bold
abcdefgihijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890