

Celsee Identity Guidelines



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: Variations and Usage

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.

Color Logo	Grayscale Logo	Black Logo	White (reverse) Logo
			
<p>Whenever possible, use the color logo version of the Celsee logo on a solid white background.</p>	<p>The grayscale logo version of the Celsee logo can be used for black and white printing to achieve the intended depth.</p>	<p>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</p>	<p>The white or reverse logo version of the Celsee logo can be used on solid colored backgrounds.</p>
<p>Logo Colors (CMYK)</p> <p>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</p>	<p>Logo Colors (CMYK)</p> <p>Primary Gray - Text: 0/0/0/85 Primary Gray - Bug: 0/0/0/85 Second Gray - Bug: 0/0//76 Third Gray - Bug: 0/0/0/59 Fourth Gray - Bug: 0/0/0/42 Fifth Gray - Bug: 0/0/0/25</p>	<p>Logo Colors (CMYK)</p> <p>Black - Text: 0/0/0/100 Black - Bug: 0/0/0/100</p>	<p>Logo Colors (CMYK)</p> <p>White - Text: 0/0/0/0 White - Bug: 0/0/0/0</p>

The Celsee Logo: Misuse

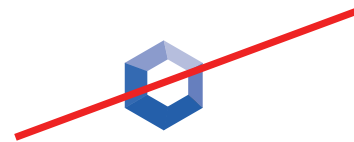
It is important that the appearance of the Celsee logo remains consistent. The logo should not be modified in any way. It should only be reproduced from the approved artwork files. Examples of misuse listed below.

- 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

Examples of correct usage



Examples of incorrect usage



Celsee Primary Colors

Celsee Blue:

PMS 2144 C

PMS 2144 U

CMYK: 90/60/2/2

RGB: 30/95/170

HEX: 1E5FAA

Celsee Gray:

PMS Cool Gray 10 C

PMS Cool Gray 10 U

CMYK: 0/0/0/85

RGB: 77/77/79

HEX: 4C4C4E

Celsee Black:

PMS Black C

PMS Black U

CMYK: 0/0/0/100

RGB: 0/15/15

HEX: 000000

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.

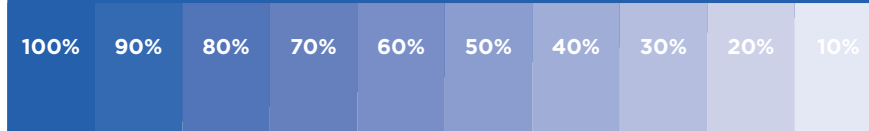
RGB: RGB combines three colors (Red, Green, & Blue that when combined create all other colors in an online environment. This color format should NOT be used for printing. RGB is only for online use such as websites, e-newsletters, banner ads, etc..

HEX: Hex colors are most commonly used for defining colors for digital, or online use such as websites.

Celsee Color Palette

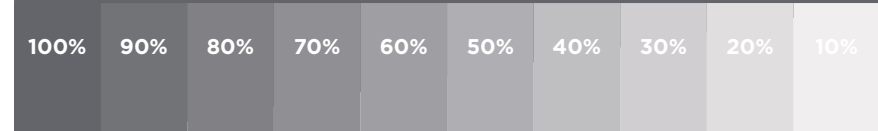
Primary Color Palette:

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



100%	90%	80%	70%	60%	50%	40%	30%	20%	10%
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Celsee Gray:
PANTONE Cool Gray 10 C
PANTONE Cool Gray 10 U
CMYK: 0 / 0 / 0 / 85
RGB: 77 / 77 / 79
HEX: 4C4C4E



100%	90%	80%	70%	60%	50%	40%	30%	20%	10%
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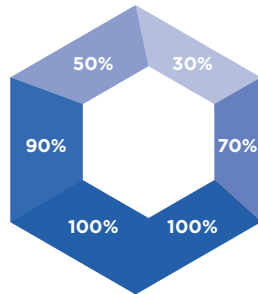
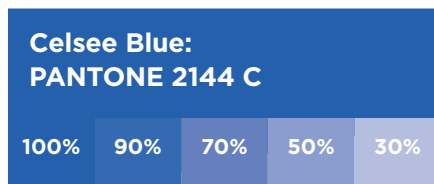
Secondary Color Palette:

<p>PANTONE 152 C CMYK: 0 / 61 / 100 / 0 RGB: 245 / 128 / 35 HEX: F58020</p>	<p>PANTONE 7548 C CMYK: 0 / 20 / 100 / 0 RGB: 255 / 203 / 5 HEX: FFCB05</p>	<p>PANTONE 368 C CMYK: 65 / 0 / 100 / 0 RGB: 98 / 187 / 70 HEX: 62BB46</p>	<p>PANTONE 320 C CMYK: 96 / 0 / 31 / 2 RGB: 0 / 169 / 183 HEX: 00A9B7</p>	<p>PANTONE CYAN C CMYK: 90 / 0 / 0 / 0 RGB: 0 / 179 / 240 HEX: 00B3F0</p>	<p>PANTONE 2583 C CMYK: 47 / 72 / 0 / 0 RGB: 147 / 97 / 168 HEX: 9361A8</p>
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The Celsee Logo: Spot Color Breakdown Charts

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.

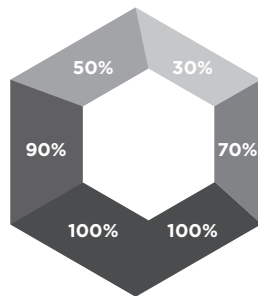
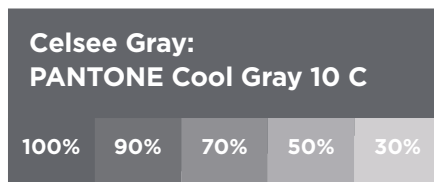
Celsee PMS Blue Logo



Celsee®

100% PANTONE 2144 C

Celsee PMS Cool Gray Logo



Celsee®

100% PANTONE Cool Gray 10 C

Typography: Primary

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

Gotham Light

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMN

1234567890

Gotham Book

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMN

1234567890

Gotham Medium

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMN

1234567890

Gotham Bold

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMN

1234567890

Typography: Alternative

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

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

Arial Bold

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890
