



BRAND MANUAL

SECTION 1.1. Basic Elements

Welcome

This manual defines a set of rules and recommendations to ensure consistent implementation of the basic elements of CRITICAL Manufacturing's brand identity.

The manual identifies the key elements and describes how they relate to each other. These elements will serve to focus and guide creative communication and contribute to a strong and consistent visual identity.

We all need to work together to comply with and apply these guidelines. We know we can count on you.
Thank you.

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THE CRITICAL MANUFACTURING LOGO

The CRITICAL Manufacturing logo is composed of a square background and the CRITICAL Manufacturing logotype. These two elements were developed as a whole and should never be used separately or with different proportions from those shown in this manual. Their relationship is fixed and should not be altered.

The logo should always be reproduced from the original high quality artwork. To obtain a high quality copy of the logo, please contact the Marketing Department (contact details on the last page of this manual).

Use of versions of the logo that are not shown in this manual must be approved by the Marketing Department.

Main Version



Alternative Version

(Only to be used whenever the Main Version is not appropriate)



CHROMATIC VERSIONS

Six chromatic versions of the logo have been created:

- Positive blue
- Negative blue
- Positive grey (for use only in exceptional cases)
- Negative grey (for use only in exceptional cases)
- Black
- White

The colour boxes illustrated below are only references for the logo's chromatic behaviour. They are not part of the logo.

Blue Version
Positive



Negative



Grey Versions (Grey 3 on page 9 of this manual)
Positive Negative



Black
Version



White
Version

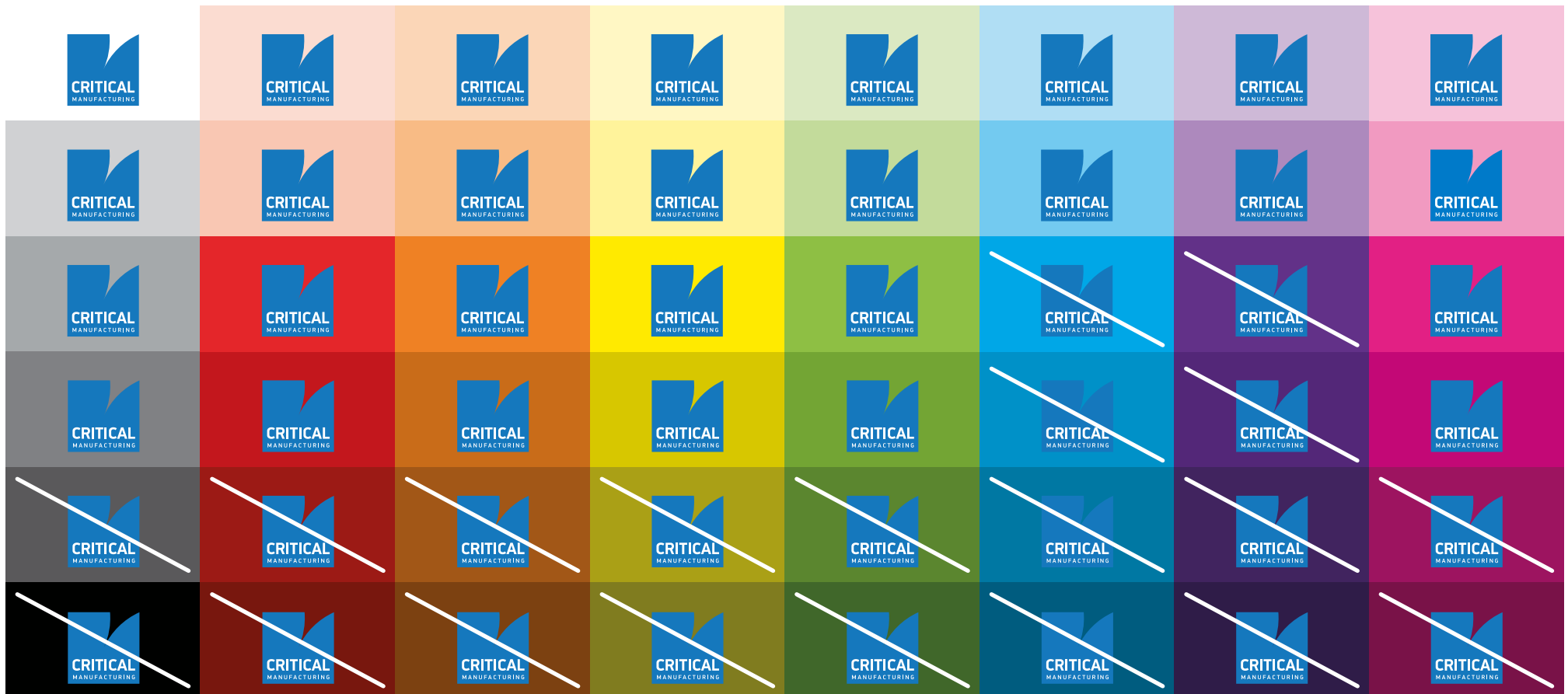


USE AGAINST BACKGROUNDS

The CRITICAL Manufacturing logo can be used over any type of graphic or photographic background, light or dark. The colours and shades of the backgrounds should, if at all possible, allow the use of the logo, as shown below.

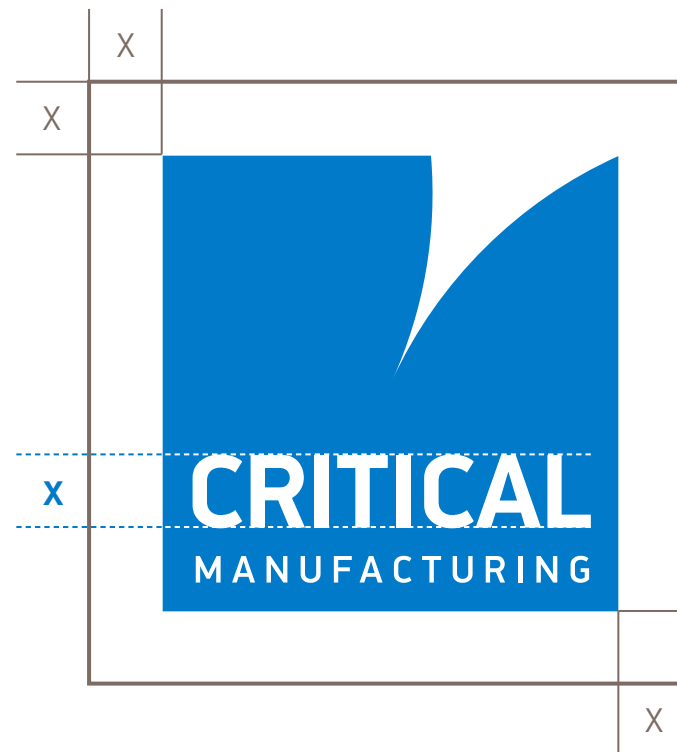
The basic idea is to maintain the chromatic integrity of the logo with the maximum possible contrast.

The colour boxes illustrated below are only references for the logo's chromatic behaviour. They are not part of the logo.



To preserve the integrity of the CRITICAL Manufacturing logo, a protected area has been defined in relation to text or other surrounding graphic elements.

The limits of the protected area are based on the "X" dimension, relative to the height of "CRITICAL".



Lorem ipsum dolor sit amet, consectetur adipiscing elit. Etiam sed magna vitae tellus accumsan mollis. Fusce luctus magna augue, in vehicula quam con... sit amet. Morbi malesuada ornare e... luctus. Pellentesque laoreet ut mas... tempor. Pellentesque vitae tempor... quis sagittis nisl. Aliquam et consec... lectus. Vivamus convallis tempus e... eget molestie turpis porta et. Aliqua... ultricies arcu vel nisi malesuada dic... Praesent facilisis non dolor non tinc... Vivamus in erat eu risus condimentu... feugiat. In porta eleifend ligula, ac... tincidunt tortor varius sed. Sed vel p... nibh, ac eleifend arcu. Cras ut augue... amet nunc aliquet semper auctor vi...

MINIMUM DIMENSIONS

To ensure readability of the CRITICAL manufacturing logo, a minimum size has been set.

This size is based on the characteristics of the logo and the typical media (that is, printed material and on-screen) in which it is used.

There is no limit to the maximum size of the logo, as long as the protected area is maintained.

The 16x16px Favicon has a specific version of the logo without the CRITICAL Manufacturing logotype.

16x16 px Favicon



Printed material
12 mm



On-screen use
85 px



MAIN AND SECONDARY

CRITICAL Manufacturing's main colours are the main blue, white and black.

Any colour system not included in this manual must always approximate to the Pantone reference.

The secondary colours are composed of three shades of blue and three shades of grey.

The secondary colours should be used to complement the main colours, depending on the layout, information density or use of graphics.

Main colours

Main Blue		
CMYK	RGB	
C: 100%	R: 0	
M: 32%	G: 122	
Y: 0%	B: 201	
K: 0%		
Pantone	Vinil 3M Scotchcal	
3005 C	100-57	Azul Olímpico
RAL	5015 Sky Blue	

White		
CMYK	RGB	
C: 0%	R: 255	
M: 0%	G: 255	
Y: 0%	B: 255	
K: 0%		
Pantone	Vinil 3M Scotchcal	
	100-10	Branco Brilho
RAL	9010 Pure White	

Black		
CMYK	RGB	
C: 0%	R: 0	
M: 0%	G: 0	
Y: 0%	B: 0	
K: 100%		
Pantone	Vinil 3M Scotchcal	
Process Black C	100-12	Preto Brilho
RAL	9005 Jet Black	

Secondary colours

Blue 1		
CMYK	RGB	Pantone
C: 100%	R: 0	3015 C
M: 36%	G: 102	
Y: 3%	B: 161	
K: 21%		

Dark Blue 1		
CMYK	RGB	Pantone
C: 100%	R: 0	3025 C
M: 27%	G: 81	
Y: 10%	B: 114	
K: 56%		

Dark Blue 2		
CMYK	RGB	Pantone
C: 100%	R: 0	3035 C
M: 30%	G: 65	
Y: 19%	B: 83	
K: 78%		

Grey 1		
CMYK	RGB	Pantone
C: 5%	R: 213	Cool Gray 2 C
M: 3%	G: 214	
Y: 5%	B: 210	
K: 11%		

Grey 2		
CMYK	RGB	Pantone
C: 16%	R: 173	Cool Gray 6 C
M: 11%	G: 175	
Y: 10%	B: 175	
K: 26%		

Grey 3		
CMYK	RGB	Pantone
C: 40%	R: 97	Cool Gray 10 C
M: 31%	G: 99	
Y: 20%	B: 101	
K: 70%		

Changing the main elements of the brand undermines its coherence and perception, and compromises the objectives of branding.

The criteria for use apply to all versions of the CRITICAL Manufacturing logo.

Some examples of misuse of the logo are:



Use of outlines, frames or other visual effects.



Change, removal or addition of logo elements.



Changing the location, placing or proportion of the logo's elements.



Creating new versions.



Incorrect use of colours.



Horizontal, vertical or diagonal deformation.



Vertical application.

SHARED APPLICATIONS

The Segoe UI font family should be used in shared applications (such as Word or PowerPoint), for web-based applications and in emails.

This font offers excellent on-screen readability and is commonly available on personal computers.

Segoe UI

Segoe UI Light	ABC		ABC	Segoe UI Semilight
Segoe UI Regular	ABC		ABC	Segoe UI Semibold

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

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In headings, sub-headings or body text, the company name should be formatted consistently.

In normal, mixed upper and lower-case headings, sub-headings or text, the name should be written as CRITICAL Manufacturing (that is, CRITICAL in uppercase and Manufacturing in capitalised lowercase).
If the headings, sub-headings or text are ALL UPPERCASE, the name should also be all uppercase; that is, CRITICAL MANUFACTURING.

In normal, mixed upper and lower-case headings, sub-headings or text, the name should be written as CRITICAL Manufacturing.

IF THE HEADINGS, SUB-HEADINGS OR TEXT ARE ALL UPPERCASE, THE NAME SHOULD ALSO BE ALL UPPERCASE; THAT IS, CRITICAL MANUFACTURING.



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SECTION 1.1. - Basic Elements

FOR FURTHER INFORMATION CONTACT:
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