

Critical Manufacturing Brand guidelines

Our logo is the touchstone of our brand and one of our most valuable assets.

This manual defines a set of rules and recommendations to ensure consistent implementation of the basic elements of Critical Manufacturing 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.



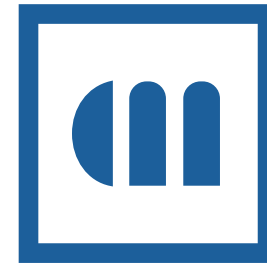
Critical
manufacturing
an ASM PT company

Logo
ASM signature

By default, our Brand should include the “an ASM PT company” signature and be used in the horizontal version presented here.



Critical
manufacturing



Critical
manufacturing



Critical manufacturing

Logo
No ASM signature

In situations where the “ASM PT company” signature is not required, one of the following versions can be applied. Always choose the version that ensures better readability according to the available space.



Construction
grid



Protection
area

With ASM signature



42 mm

Without ASM signature



14 mm



30 mm



38 mm

Minimum dimensions

There is a limit from which the brand loses clarity and readability. It is therefore essential to establish minimum measurements in which the brands can be reproduced.

In situations where it is not possible to use the brand in sizes equal to or larger than the minimum size, the name of the company should be written with a clean neutral font.



Negative versions

All versions of the logotype are available in color, negative and black versions. The user should make sure to use the version that ensures better readability.



CMYK	RGB	HEX	RAL	ORACAL	3M
100	8	00	5018	051	57
48	85	55	Turquoise	Gential	Olympic
6	140	8C	blue	Blue	Blue
30					

Color

The pantone specification should be the main reference.
RGB and Hexadecimal are referenced according to Pantone conversion charts.

The suggested color equivalents (RAL, Vinyl and Oracal) are not perfectly adjusted, owing to the limitations of the suppliers' color palettes.

Hh

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Heebo Black
Heebo ExtraBold
Heebo Bold
Heebo Medium
Heebo Regular
Heebo Light
Heebo Thin

Main typography
Heebo

The logotype is composed of Heebo bold
and Light. This font is available in Google
fonts and should be used in all institutional
materials.

Hh

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Segoe Bold
Segoe Bold Italic
Segoe Semibold
Segoe Regular
Segoe Italic
Segoe Semilight
Segoe Light

Alternative typography
Segoe UI

The alternative typography should be used
only in situations when it is not possible to
guarantee the use of the main Typography.



**Color
backgrounds**

The application of the logo on color backgrounds follows a basic principle which is to maintain the brand's color integrity, ensuring the highest possible contrast.



Do not change the brand's colour.



Do not apply textures or effects.



Do not rotate or use the brand in a vertical position.



Do not apply any distortion to the brand.



Do not apply any distortion to the brand.



Do not add elements to the brand.



Do not recreate the brand with a different typeface.



Do not use as an outline.



Do not apply frames to the brand.

Incorrect uses of logo

Our brand is the first point of contact with our customers and partners. It is therefore essential to maintain a coherent and consistent approach in its application.

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