

# Identity Guidelines

20.01.2022



1.1



PARKMAKERS



PARKMAKERS

2.1



3.1

CTP BRICK RED

CTP LIME GREEN

CTP PINE GREEN

CTP COAL GREY

4.1

Styrene A Light  
**Styrene A Medium**  
**Styrene A Bold**  
*Styrene A Bold italic*  
**Styrene A Black**

Styrene B Light  
**Styrene B Medium**  
**Styrene B Bold**  
*Styrene B Bold italic*  
**Styrene B Black**

4.2

Arial Regular  
**Arial Bold**

## LOGOTYPES

1.1 LOGOTYPES

## CTPARK LOGOTYPE

2.1 CTPARK NETWORK LOGOS

## CORPORATE COLOURS

3.1 CORPORATE COLOURS

## CORPORATE FONTS

4.1 PRINT CORPORATE FONTS  
 4.2 DIGITAL CORPORATE FONTS

## 1.1 POSITIVE COLOR HORIZONTAL VERSION (PREFERRED)



## 1.1.1 POSITIVE B&amp;W HORIZONTAL VERSION



## 1.2 POSITIVE COLOR VERSION WITH PARK ICON (WITH CLAIM)



## 1.2.1 POSITIVE B&amp;W HORIZONTAL VERSION (WITH CLAIM)



## 1.1 MAIN COLOUR LOGOTYPE

OUR PRIMARY LOGO IS ONE OF THE MOST VISIBLE PARTS OF OUR IDENTITY AND THE PREFERRED VERSION FOR ALL MATERIALS. THE POSITIVE VERSION OF THE LOGO IS ALWAYS PREFERRED (BOTH IN COLOR AND B&W USE).

## 1.2 LOGOTYPE WITH CLAIM

COLORS IN LOGOTYPE 1.1, 1.1.1



COLORS IN THIS LOGOTYPE 1.2, 1.2.1



## 1.3 POSITIVE COLOR VERSION WITH PARK ICON



## 1.3.1 POSITIVE B&amp;W HORIZONTAL VERSION



## 1.4 POSITIVE COLOR HORIZONTAL VERSION (WITH CLAIM)



## 1.4.1 POSITIVE B&amp;W HORIZONTAL VERSION (WITH CLAIM)



## 1.3 LOGOTYPE WITH PARK ICON

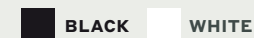
OUR PRIMARY LOGO IS ONE OF THE MOST VISIBLE PARTS OF OUR IDENTITY AND THE PREFERRED VERSION FOR ALL MATERIALS. THE POSITIVE VERSION OF THE LOGO IS ALWAYS PREFERRED (BOTH IN COLOR AND B&W USE).

COLORS IN LOGOTYPE 1.2, 1.4



## 1.4 LOGOTYPE WITH PARK ICON AND CLAIM

COLORS IN THIS LOGOTYPE 1.3.1, 1.4.1



## 2.1 POSITIVE COLOR VERTICAL VERSION



## 2.3 HORIZONTAL VERSION



## 2.1 CTPARK NETWORK LOGO

COLORS IN LOGOTYPE 1.2, 1.4



## 3.1 MAIN COLOUR

**CTP BRICK RED****PANTONE** 2028 U**PANTONE** 2028 C**CMYK** 0/80/95/0**RGB** 233/78/27**HEX** #E94E1B**CTP LIME GREEN****PANTONE** 390 U**PANTONE** 390 C**CMYK** 48/4/100/0**RGB** 156/191/29**HEX** #9CBF1D**CTP PINE GREEN****PANTONE** 356 U**PANTONE** 357 C**CMYK** 100/29/100/24**RGB** 0/104/50**HEX** #006633**CTP COAL GREY****PANTONE** 447 U**PANTONE** 425 C**CMYK** 68/50/53/49**RGB** 67/77/75**HEX** #434D4B

## 3.2 COMPLEMENTARY COLOURS

**CTP YELLOW****PANTONE** 108 U**PANTONE** 116 C**CMYK** 3/18/100/0**RGB** 250/206/0**HEX** #FACE00**CTP STEEL BLUE****PANTONE** 5425 U**PANTONE** 5425 U**CMYK** 30/0/0/51**RGB** 114/139/152**HEX** #728B98**CTP CALM GREY****PANTONE** COOL GRAY 2 U**PANTONE** COOL GRAY 2 C**CMYK** 16/8/16/0**RGB** 222/226/216**HEX** #DEE2D8**CTP BROWN****PANTONE** 7504 U**PANTONE** 7504 C**CMYK** 43/51/61/16**RGB** 144/114/90**HEX** #90725A**CTP UMBER****PANTONE** 7626 U**PANTONE** 7626 C**CMYK** 16/83/89/5**RGB** 199/70/42**HEX** #C7462A**CTP ORANGE****PANTONE** 7413 U**PANTONE** 7413 C**CMYK** 11/57/100/0**RGB** 222/130/6**HEX** #DE8206**CTP BATTLESHIP****PANTONE** 5503 U**PANTONE** 5503 C**CMYK** 46/10/36/0**RGB** 154/193/172**HEX** #9AC1AC**CTP PURPLE****PANTONE** 7641/2 U**PANTONE** 7641/2 C**CMYK** 44/74/39/5**RGB** 120/66/86**HEX** #784256

## 3.1 CORPORATE COLOUR DEFINITIONS

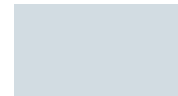
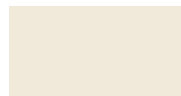
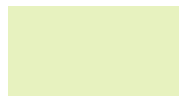
## 3.2 COMPLEMENTARY COLOURS

## 3.3 MAIN COLOURS

## ACTIVE, SELECTED

**CTP BRICK RED****HEX #E94E1B**

## PARK COLOURS

**CTP LIME GREEN****HEX #9CBF1D****CTP PINE GREEN****HEX #006633****CTP COAL GREY****HEX #434D4B****HEX #416174****HEX #93ACBA****HEX #D2DCE2****HEX #D7C39C****HEX #F1E9D9****HEX #E7F2BF**

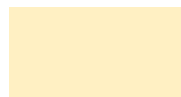
## BUTTON COLORS

**HEX #FFAF13****HEX #13B349**

## FOOTER

**HEX #8D7062**

## 3.4 COMPLEMENTARY COLOURS

**HEX #7FB161****HEX #DECC2E****HEX #D4A95C****HEX #CFE0D8****HEX #FFF0C3**

4.1

Styrene A Light  
**Styrene A Medium**  
*Styrene A Medium Italic*  
**Styrene A Bold**  
*Styrene A Bold Italic*  
**Styrene A Black**

Styrene B Light  
**Styrene B Medium**  
*Styrene B Medium Italic*  
**Styrene B Bold**  
*Styrene B Bold Italic*  
**Styrene B Black**

4.2

Arial Regular  
**Arial Bold**

Styrene A Medium Italic

Styrene B Black

Styrene A Bold

Styrene A Light

Styrene B Bold

Styrene A Medium

**Award-Winning**

**1234567890** *Parkmakers*

**FULL-SERVICE PROPERTY DEVELOPER**

**BALANCED PORTFOLIO**

**AN INTERNATIONAL TEAM OF OVER 100 DEDICATED PROFESSIONALS**

**PARKMAKERS** 1234567890

Styrene A Medium Italic

Styrene A Black

Styrene B Light

## CORPORATE FONTS

4.1 **PRINT CORPORATE FONTS**

4.2 **DIGITAL CORPORATE FONTS**



This is to clarify CTP “house style” usage for certain written terms in relation to our new branding and logos. The “house style” applies to all written communication, including social media.

## “CTP”

<b>CTP</b>	Always in CAPS  Used for the name of the company or Group public communication.
<b>CTP Group</b>	Always CAPS CTP; Group is always capitalised Used in particular and more formal reference for CTP collectively across its countries as collective company various companies.
<b>CTP Czech Republic</b>	Always CAPS CTP and first letter of country; always use English name of country. We NO longer use CTP Invest when referring to the company. Either use CTP CountryName or CTP. Only use the official name of the company where required by law: CTP Invest spol. s r.o.; CTP Romania SRL etc.
<b>#byctp</b>	Always lowercase; for use on social media / guerrilla marketing / hastags.

## Property types

Always capitalised\*

**CTBox**

**CTFlex**

**CTSpace**

**CTFit**

**CTOffice**



## Park names

**CTPark Network** Always capitalised\*

**CTPark Brno South** Always capitalised

The system for naming parks in the CTPark Network is best left to local teams to identify the best / most useful LOCAL place name in the local language, including correct diacriticals. Use of the English place name is not ideal.

**CTPark Plzeň** **not** CTPark Pilsen  
**CTPark Pitești** **not** CTPark Pítesti



## Office or Standalone developments:

As part of our new branding, we have simplified the naming of our stand-alone developments. In all cases, the name as used in the LOGO is the official name, and does not include descriptors like “Office Centre.” So for example:

**Spielberk** **not** Spielberk Office Centre

**Ponávka** **not** Ponávka Business Park

**Vlněna** **not** Vlněna Office Centre

**IQ Ostrava** **not** IQ Ostrava Office Centre

**Domeq** **not** Domeq Residential

While the official name is only the name of the development, you may use non-capitalised, descriptive phrases. For example:

**Spielberk office centre, Spielberk office park**

**Vlněna office centre, Vlněna office park**

**Ponávka business park**

**IQ Ostrava office centre, IQ Ostrava office park**

**Domeq residential units, Domeq accommodation**



## BANNERS FOR RENT

17 × 2 M



## BANNERS FOR RENT

35 × 5 M



5.7 × 2.7 M



12 × 4 M



12 × 3 M



5.1 × 2.4 M



4.15 × 2.5 M

BANNERS FOR RENT

## PANEL A - VARIATIONS



coal, green ■ ■



fish pasta, red ■ ■

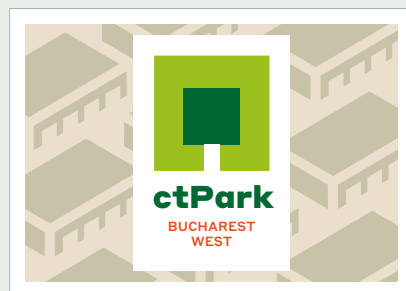
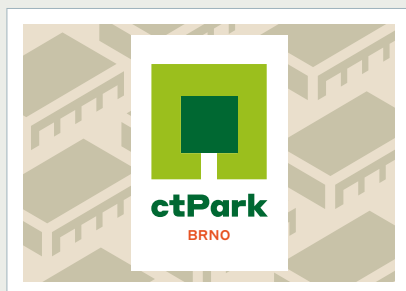


coal, red ■ ■



yellow, pine, red ■ ■ ■

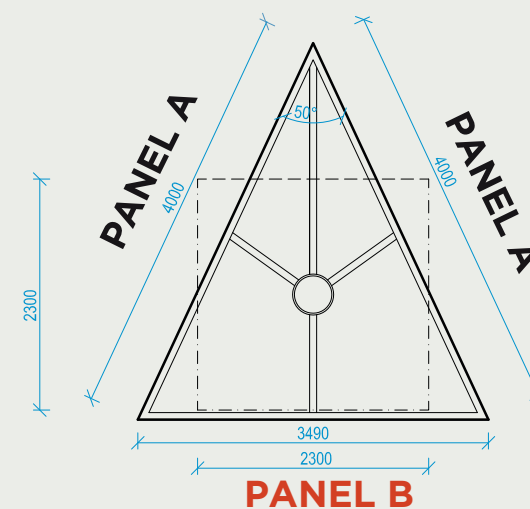
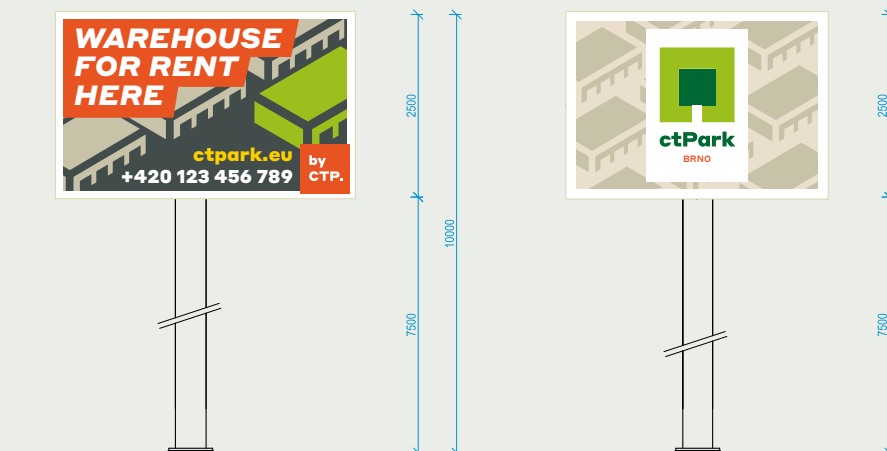
## PANEL B

PANEL A  
(FACING OUTWARD FROM THE PARK):

4,000 x 2,500 cm

PANEL B  
(FACING INWARD TO THE PARK):

3,490 x 2,500 cm



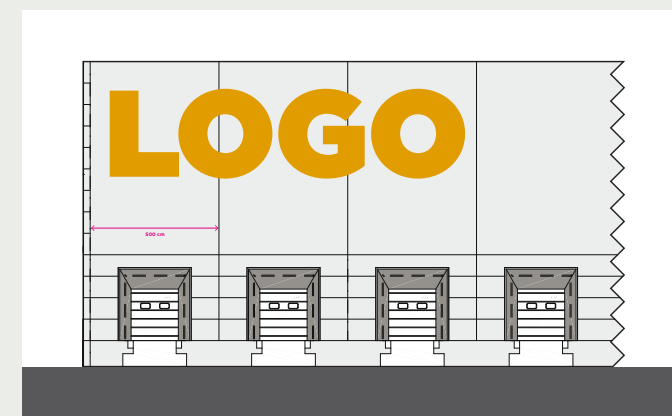
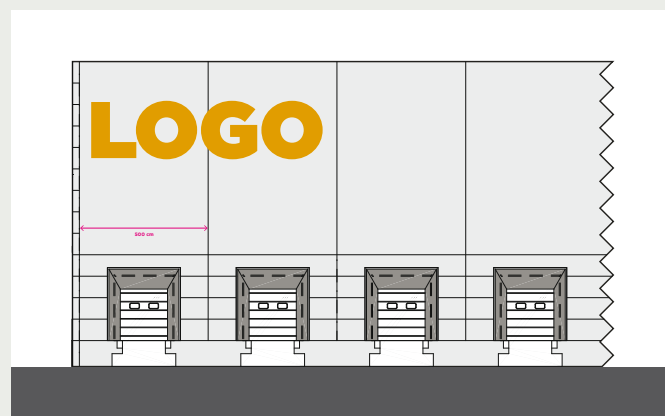
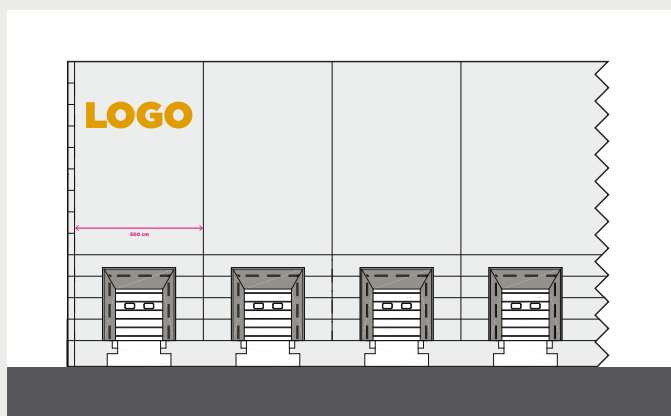
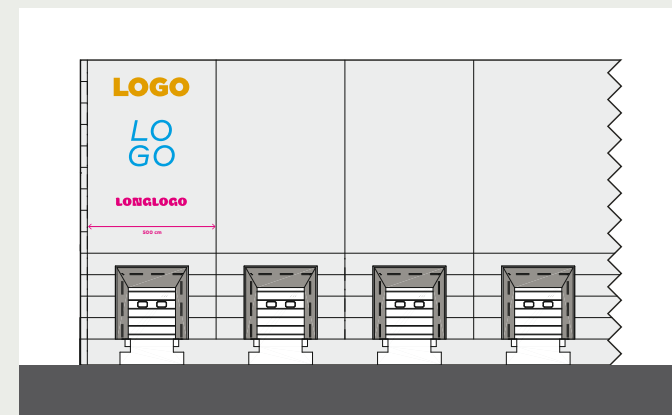
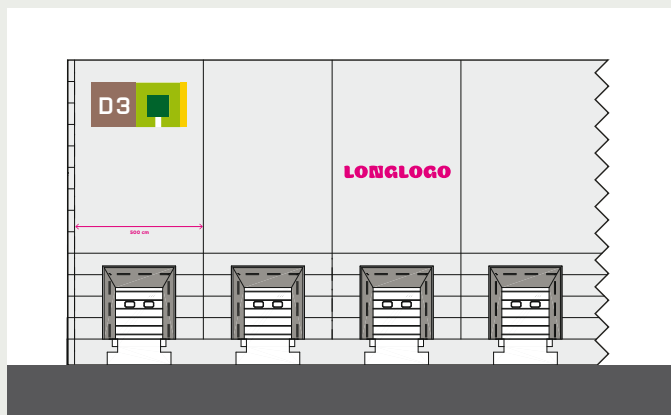
## The size and placement of tenant logos follows a simple rule:

The larger the leased space, the bigger the logo.

**Technical specifications:**  
Extruded signage with LED light.

### Important notice:

Because logos may have various shapes and visual weight, CTP reserves the right to propose individual treatment in order to keep visual balance between multiple logos.



Logo of a tenant leasing a space up to 10,000 m<sup>2</sup> spans one facade panel.

Logo of a tenant leasing a space up to 30,000 m<sup>2</sup> spans two facade panels.

CTP will propose individual solutions for larger clients.

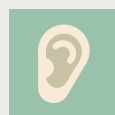
Core values



Quality



Innovation



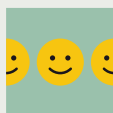
Responsive



Global



Sustainability



Community



Care



Full speed

Sustainability



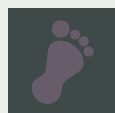
ctForest



Water retention



Solar power



Carbon neutral

Other nature



Deciduous



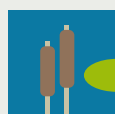
Coniferous



Forest



Gardener



Landscaping

Core brand



Full



ctp icon



ctp Brick



PARKMAKERS



ctPark



ctZip

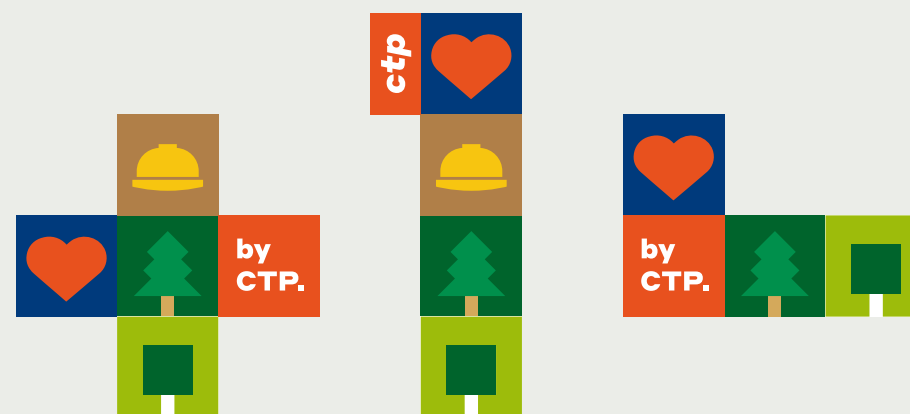


ctHub



signature

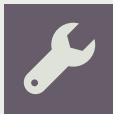
Groups



## Departments



BizDev



Facility Man.



Legal



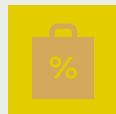
Admin



Design



Permitting



M&A



Compliance



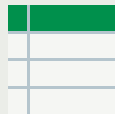
Marketing



Controlling



Finance



Accounting



IT



Construction



Managers



Investor relations



Real Estate Portfolio



Office



Warehouse

## Abstract



Like Love Passion



Positive Future Success



Leadership Flagship



Fast On time Responsible



Location Planned Strategic



Strength Solid Reliable



Vision Plan Future



Organisation Reactive



Entrepreneurial Risk-takers



Direction Scope



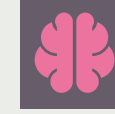
Blue Sky Positive Calm



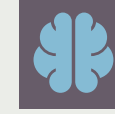
Direction Targets



Knowledge Smart Employees



Female



Male



Education Training



Friendly Open Doing deals



Growth Care Nurture



Discussion Inclusive



Community Network Strength



## Abstract / concrete



Logistics Docks Warehouse Delivery Storage



Business Success Bonds Financing Cash Euros Dollars

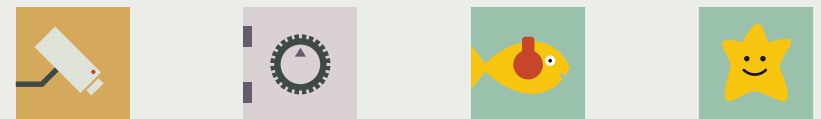


Office Pick-up Showroom retail Storage



Food and Drink Services and Amenities

## Other







ctp.eu