

Identity guidelines

CTP |

Overview



Logotypes

- 1.1 Main logotype
- 1.2 Logotype with claim



Service logotypes

- 2.1 Service logotypes system
- 2.2 CTP Helpdesk
- 2.3 CTP Property Management



Corporate colors

- 3.1 Overview of corporate colors
- 3.2 Color definitions



Corporate fonts

- 4.1 Overview of corporate fonts
- 4.2 Fonts definitions

Logotypes

СТР



1.1 Main Logotype

As a key component of our identity, the Main logo is one of its most visible parts and is the preferred version for all materials. Positive version of the logo is always preferred to negative version (both in color and bw use).

Logotypes / xxxxxx / xxxxxx

The artworks supplied on master CD are prepared in all common file formats, suitable for both printing and screen usage. Logotypes must be used as provided and cannot be altered in any way.

Positive Color horizontal version (preferred)



Colors in this logotype

CTPRed White

Negative Color horizontal version



Colors in this logotype

White CTPRed

Positive B&W horizontal version



Colors in this logotype

Black White

Negative B&W horizontal version



Colors in this logotype

White Black

1.2 Logotype with claim Horizontal & Vertical

Logotype with claim is the second most common version of the CTP logotype. Two alignments of the logotype and claim are prepared for usage in horizontal and vertical formats. Positive version of the logo is always preferred to negative version (both in color and bw use).

Logotypes / xxxxxx / xxxxxx

The artworks supplied on master CD are prepared in all common file formats, suitable for both printing and screen usage. Logotypes must be used as provided and cannot be altered in any way.

Positive Color horizontal version (preferred)



Negative Color horizontal version



Positive B&W horizontal version



Negative B&W horizontal version



Positive Color vertical version



Negative Color vertical version



Positive B&W vertical version



Negative B&W vertical version



Colors in this logotype

CTP Red White CTP Silver

Colors in this logotype

White CTP Red

Colors in this logotype

Black White

Colors in this logotype

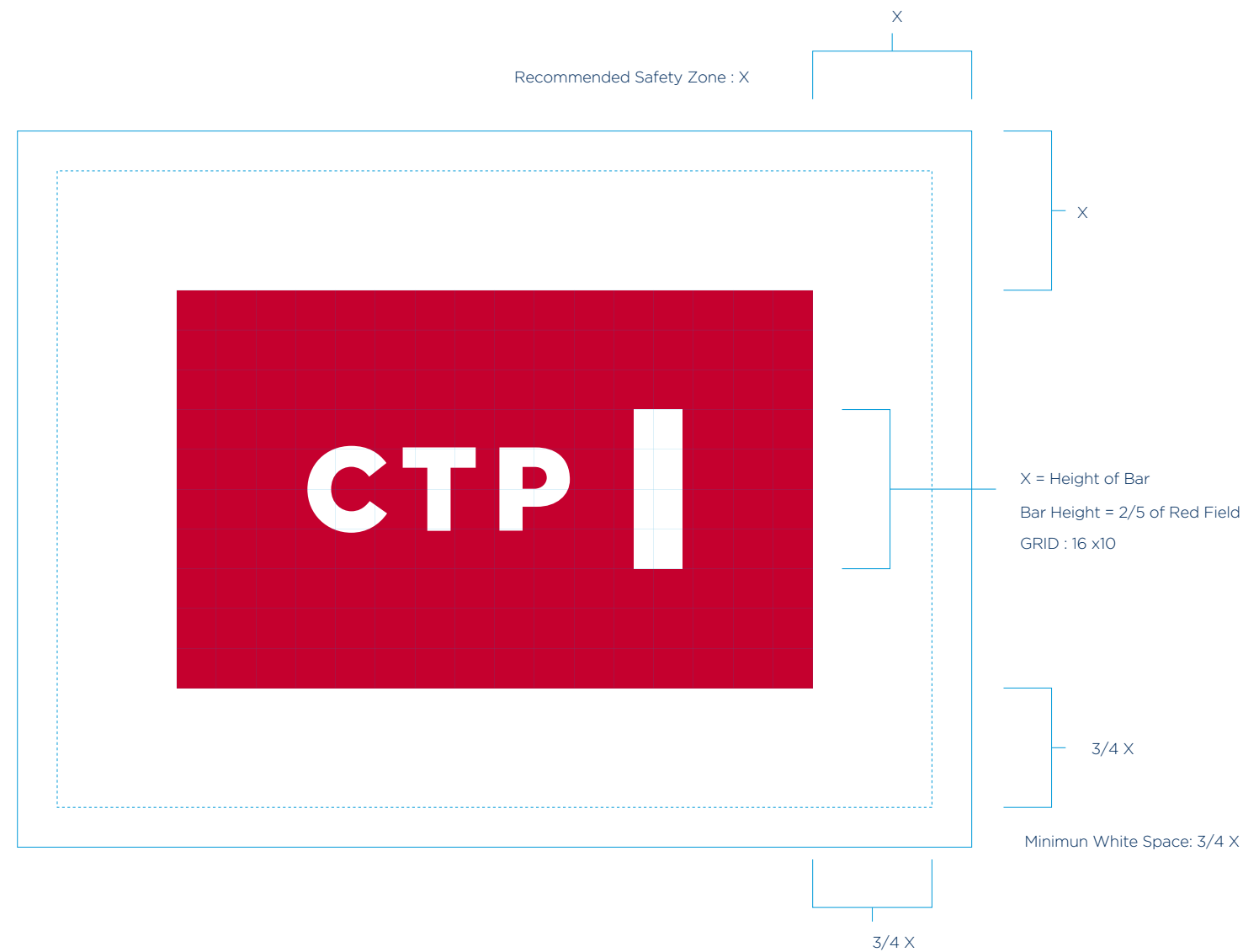
White Black

1.3 Usage guidelines

The minimum Clear space and Minimum size have been carefully established to ensure our logo is reproduced correctly and with clear visibility.

Logotypes / xxxxxx / xxxxxx

The artworks supplied on master CD are prepared in all common file formats, suitable for both printing and screen usage. Logotypes must be used as provided and cannot be altered in any way.



The Clear space has been established to ensure logo visibility and impact. Maintaining the Clear space zone between the logo and other graphic elements such as type, images, other logos, etc. ensures that the logo always appears unobstructed and distinctly separate from any other graphic elements.

The Minimum size has been carefully established to ensure our logo is reproduced correctly in smaller sizes. At Minimum size, the logo is still clearly legible and provides a strong level of identification. When using a lower-quality printing technique (i.e. screenprinting), it is recommended that the logo be used in a larger size.

Service logotypes

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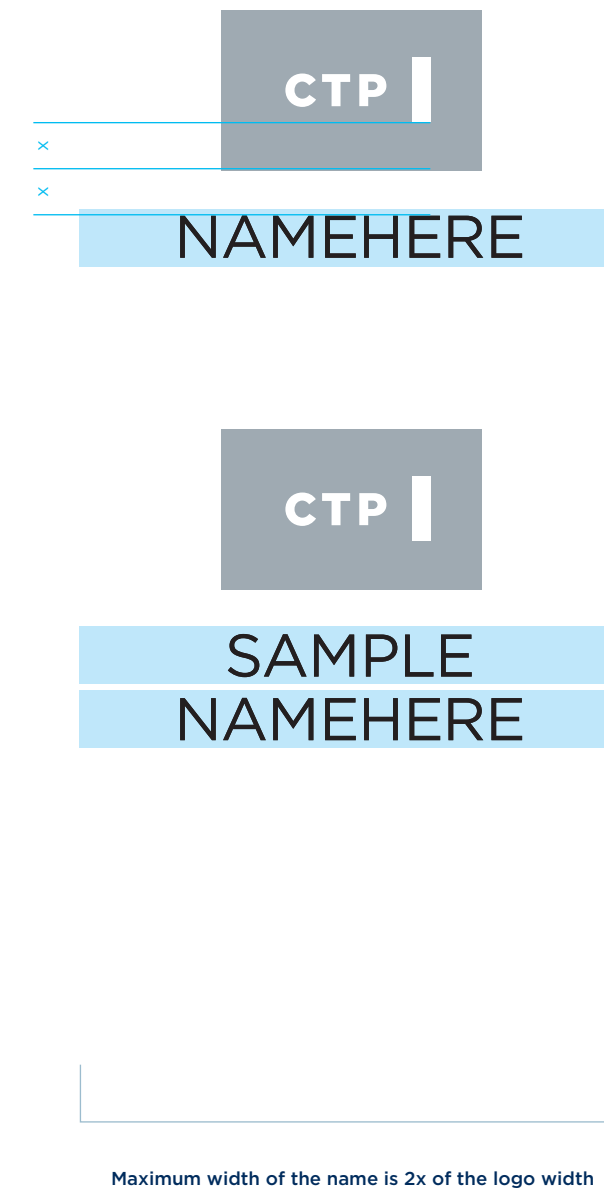
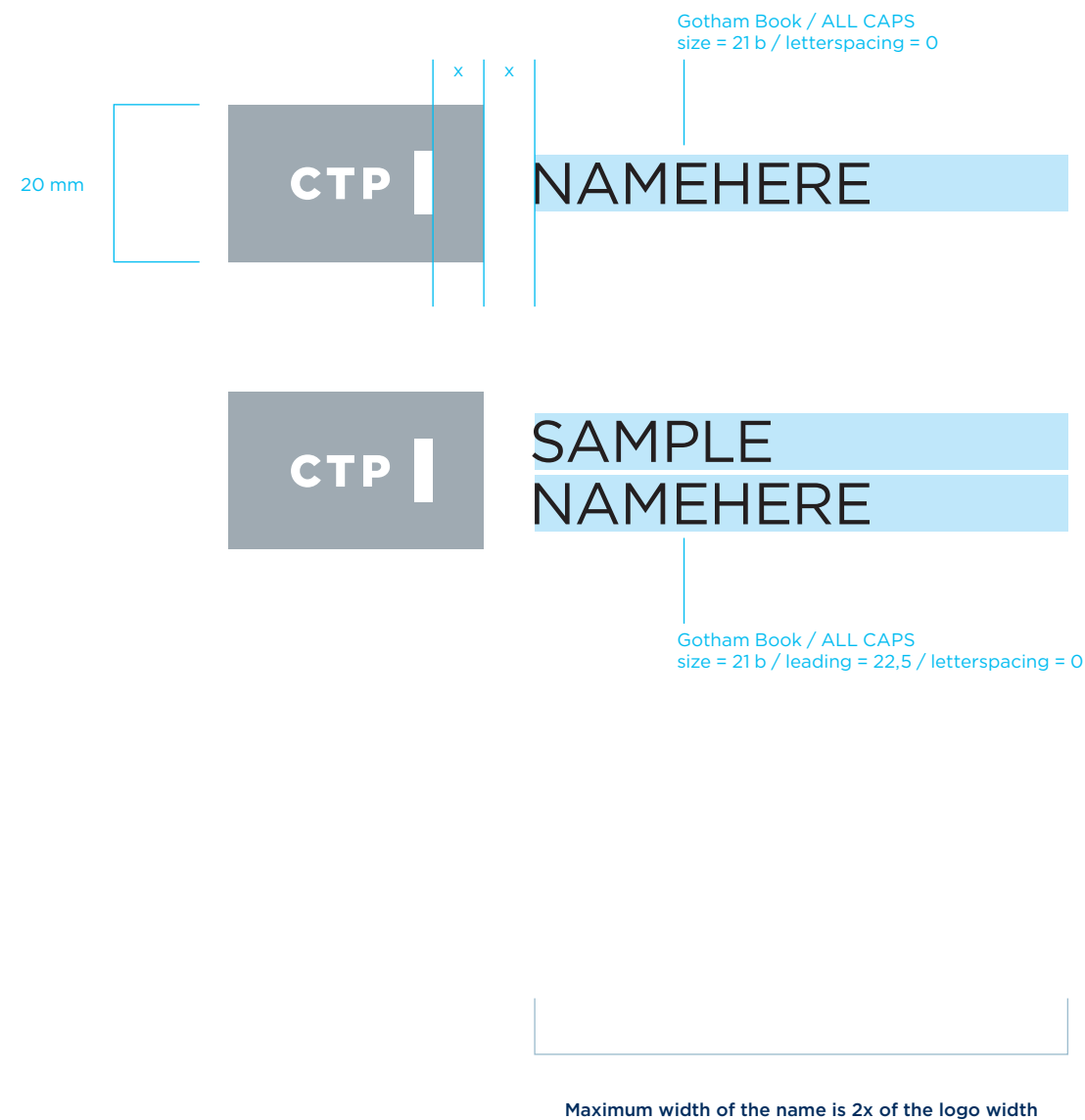


2.1 Service logotypes System

CTP Service logotype systems shows guidelines how to create sublogotypes for various services. The main logo is not in CTP Red, but in CTP 2nd Gray with the service name shown in CTP Black and set in Gotham Book typeface.

Logotypes / xxxxxx / xxxxxx

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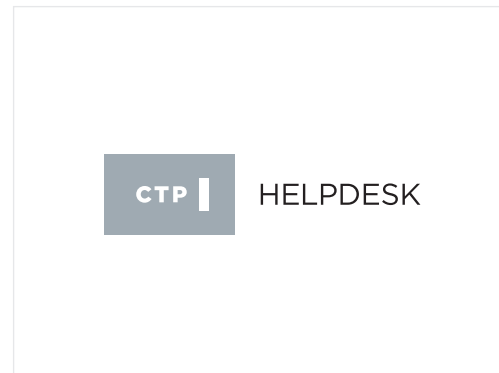
2.2 CTP Helpdesk logotype Horizontal & Vertical

CTP Helpdesk logotype has two alignments of the logotype and service name, for usage in horizontal and vertical formats. Positive version of the logo is always preferred to negative version (both in color and bw use).

Logotypes / xxxxxx / xxxxxx

The artworks supplied on master CD are prepared in all common file formats, suitable for both printing and screen usage. Logotypes must be used as provided and cannot be altered in any way.

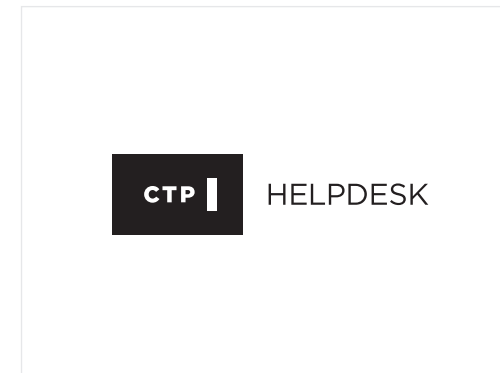
Positive Color horizontal version (preferred)



Negative Color horizontal version



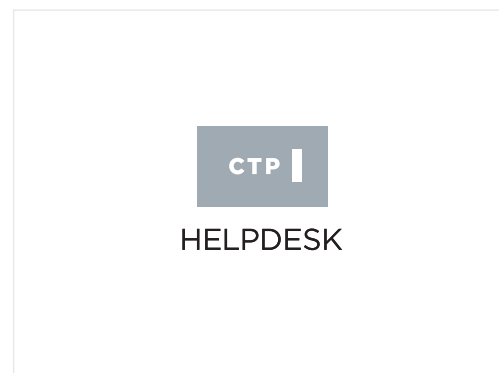
Positive B&W horizontal version



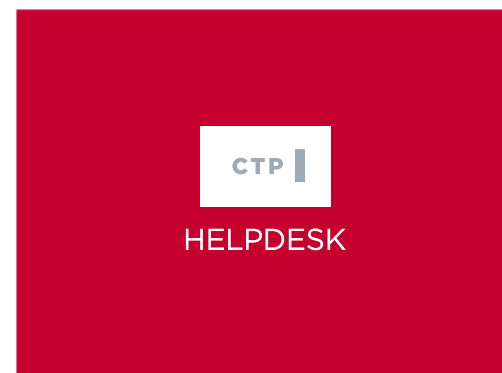
Negative B&W horizontal version



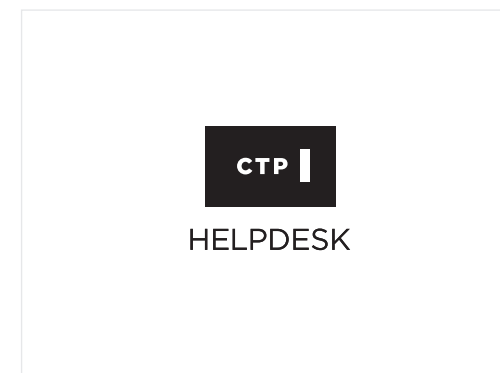
Positive Color vertical version



Negative Color vertical version



Positive B&W vertical version



Negative B&W vertical version



Colors in this logotype

CTP Silver Black

Colors in this logotype

White CTP Silver

Colors in this logotype

Black White

Colors in this logotype

White Black

2.3 CTP Property Management logotype Horizontal & Vertical

CTP Property Management logotype has two alignments of the logotype and service name, for usage in horizontal and vertical formats. Positive version of the logo is always preferred to negative version (both in color and bw use).

Logotypes / xxxxxx / xxxxxx

The artworks supplied on master CD are prepared in all common file formats, suitable for both printing and screen usage. Logotypes must be used as provided and cannot be altered in any way.

Positive Color horizontal version (preferred)



Negative Color horizontal version



Positive B&W horizontal version



Negative B&W horizontal version



Positive Color vertical version



Negative Color vertical version



Positive B&W vertical version



Negative B&W vertical version



Colors in this logotype

CTP Silver Black

Colors in this logotype

White CTP Silver

Colors in this logotype

Black White

Colors in this logotype

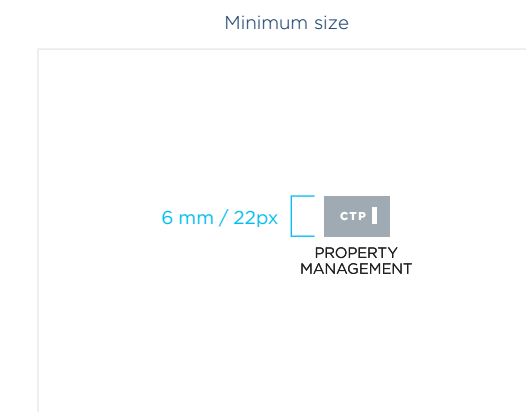
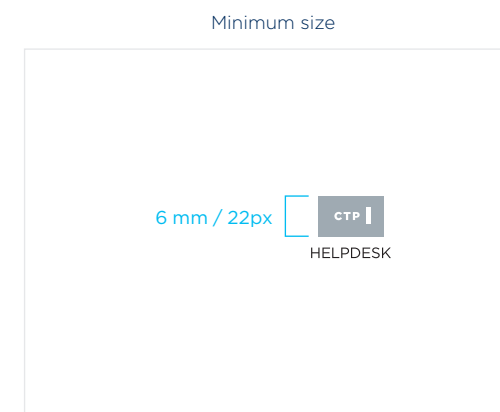
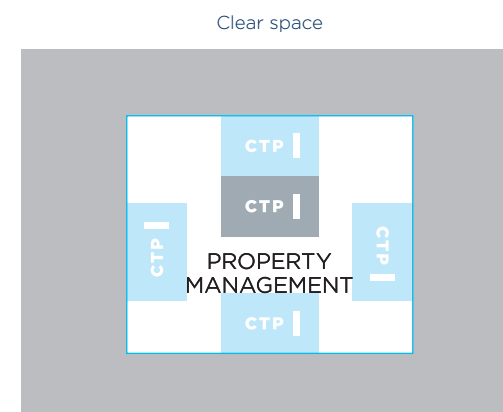
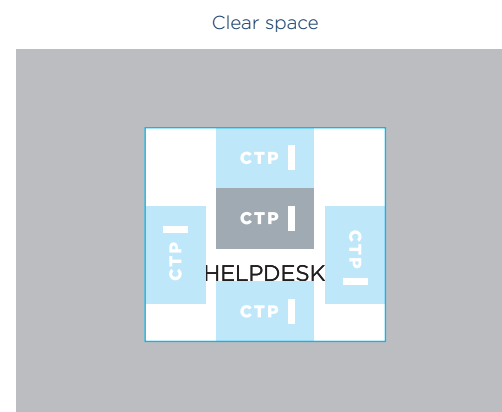
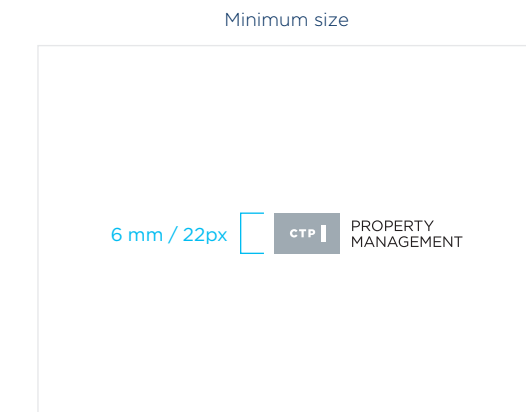
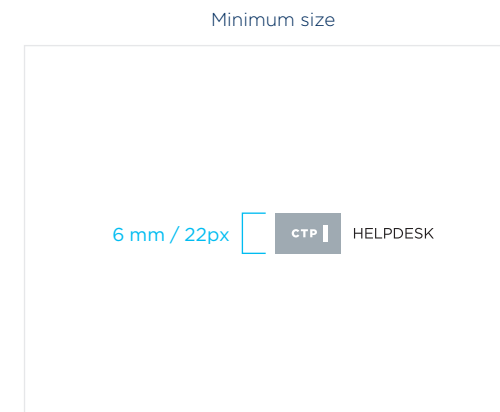
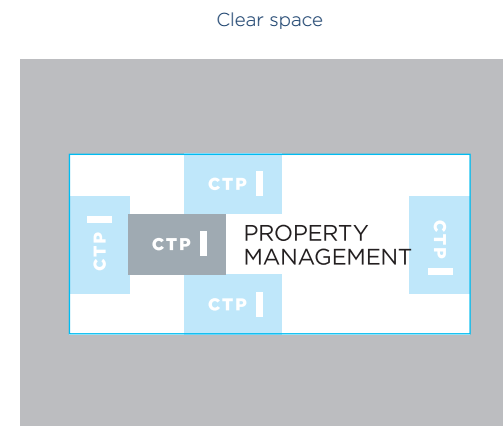
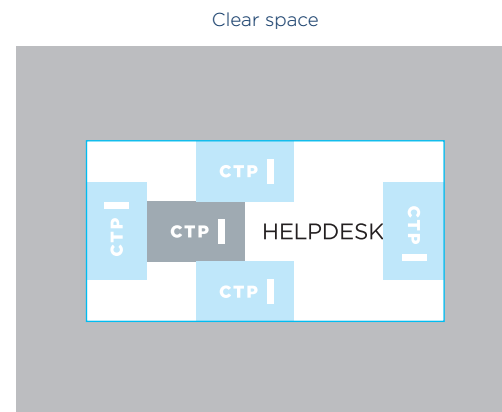
White Black

2.4 Service logotypes Usage guidelines

The minimum Clear space and Minimum size have been carefully established to ensure our logo is reproduced correctly and with clear visibility.

Logotypes / xxxxxx / xxxxxx

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Corporate colors

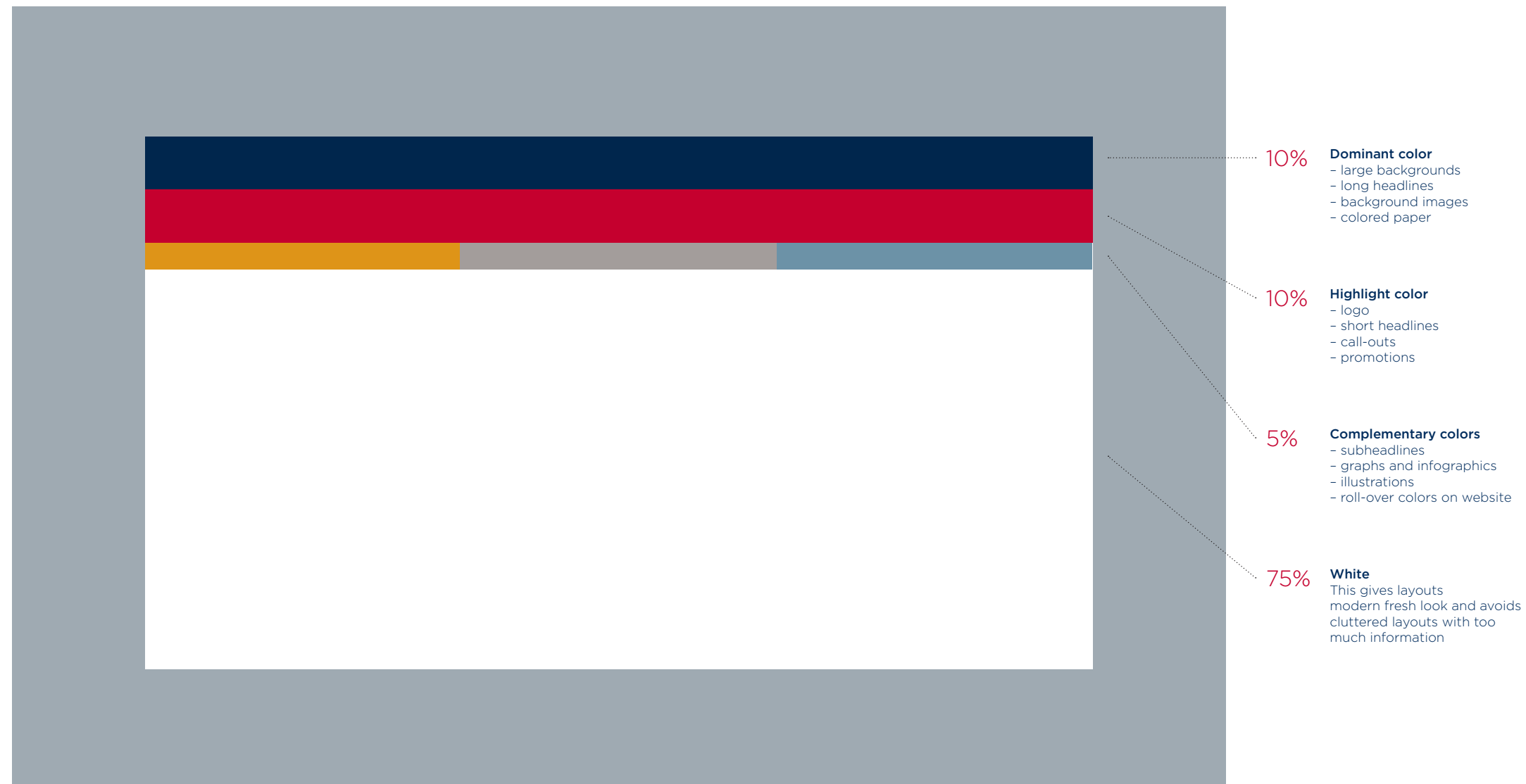
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3.1 Overview of the CTP Corporate colors

How the colors are used in proportion to each other is as important as using the correct colors. Following chart shows the ideal proportions in which colors are used through-out a standart document.

Identity / Colors /

The artworks suppliied on master CD are prepared in all common file formats, suitable for both printing and screen usage. Logotypes must be used as provided and cannot be altered in any way.

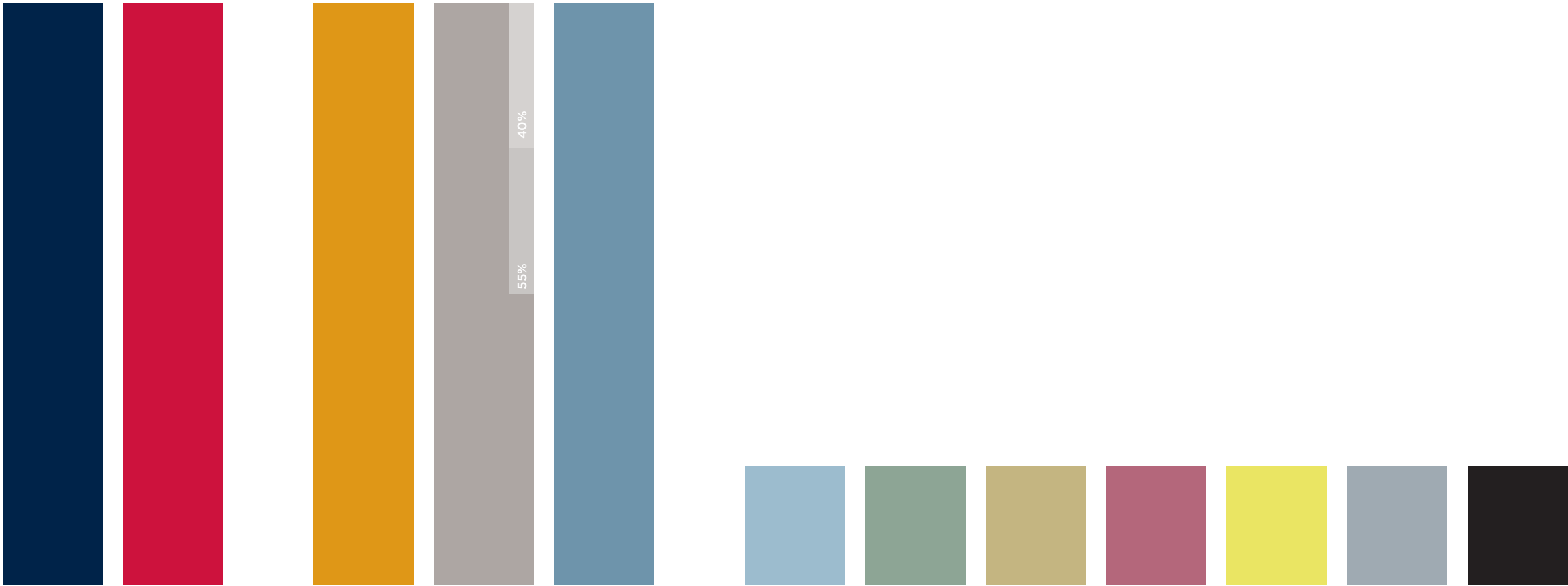


3.2 Corporate colors definitions

How the colors are used in proportion to each other is as important as using the correct colors. Following chart shows the ideal proportions in which colors are used through-out a standart document.

Identity / Colors /

The artworks supplied on master CD are prepared in all common file formats, suitable for both printing and screen usage. Logotypes must be used as provided and cannot be altered in any way.



	CTP Blue	CTP Red	CTP Orange	CTP Beige	CTP Gray	CTP 2nd Blue	CTP 2nd Green	CTP 2nd Beige	CTP 2nd Red	CTP 2nd Yellow	CTP 2nd Gray	CTP Black
Pantone	Pantone 7463 C Pantone 289 U	Pantone 200 C Pantone 200U	Pantone 131 C Pantone 124 U	Pant W.Gray 4 C Pant W.Gray 4 U	Pantone 5425 C Pantone 5425 U	Pantone 5435 C Pantone 5435 U	Pantone 5635 C Pantone 5635 U	Pantone 4525 C Pantone 4525 U	Pantone 695 C Pantone 695 U	Pantone 610 C Pantone 610 U	Pantone 429 C Pantone 429 U	Pantone Black C Pantone Black U
CMYK	C 100 M 63 Y 12 K 67	C 3 M 100 Y 70 K 12	C 2 M 39 Y 100 K 10	C 11 M 13 Y 15 K 27	C 45 M 16 Y 9 K 24	C 31 M 8 Y 6 K 11	C 34 M 10 Y 33 K 20	C 9 M 12 Y 47 K 18	C 8 M 60 Y 21 K 24	C 8 M 1 Y 74 K 2	C 21 M 11 Y 9 K 23	C 0 M 0 Y 0 K 100
RGB	R 0 G 49 B 80	R 187 G 8 B 23	R 206 G 142 B 0	R 183 G 177 B 169	R 125 G 154 B 170	R 166 G 188 B 198	R 150 G 167 B 151	R 198 G 188 B 137	R 178 G 111 B 126	R 224 G 215 B 96	R 165 G 172 B 175	R 30 G 30 B 30
WEB	#003150	#BB0817	#CE8E00	#B7B9A9	#7D9AAA	#A6BCC6	#96A797	#C6BC89	#B26F7E	#E0D760	#A5ACAF	#1E1E1E

Corporate fonts

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The CTP Corporate fonts are Gotham (Hoefler & Co.) and Swift LT Pro (Linotype). Following are top-tier font faces for all communication but all other faces are allowed.

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award-winning
full-service property developer
PREMIUM-CLASS BUSINESS PROPERTIES FOR LEASE
developer of business parks
1234567890**1234567890**
BALANCED PORTFOLIO
an international team of over 100 dedicated professionals

Gotham Light

Swift LT Pro Light

Gotham Bold

Swift LT Pro Black Condensed

Gotham Light & Black

Swift LT Pro Regular (small caps)

Swift LT Pro Light Italic

There are different rules for usage on corporate materials and in editorial design (see next page for specifications). Alternative fonts for digital materials are Arial and Georgia.

The artworks supplied on master CD are prepared in all common file formats, suitable for both printing and screen usage. Logotypes must be used as provided and cannot be altered in any way.

Headlines

Corporate
Fontset

Gotham Light & Bold

Editorial
Fontset

Swift LT Pro Bold Condensed & Light

Subheadlines

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Swift LT Pro Light & Light Italic

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Swift LT Pro Light & Light Italic

Display numbers

21% **458m** €47/day

Gotham Light & Bold

21% **458m** €47/day

Gotham Light & Bold

Table numbers

12.00	1845,00	12.00	1845,00	12.00	1845,00	12.00	1845,00
14.87	287,45	14.87	287,45	14.87	287,45	14.87	287,45
28.77	7788,78	28.77	7788,78	28.77	7788,78	28.77	7788,78

Swift LT Pro Regular & Italic and Light & Light Italic

12.00	1845,00	12.00	1845,00	12.00	1845,00	12.00	1845,00
14.87	287,45	14.87	287,45	14.87	287,45	14.87	287,45
28.77	7788,78	28.77	7788,78	28.77	7788,78	28.77	7788,78

Swift LT Pro Regular & Italic and Light & Light Italic

Body copy

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suscipit laboriosam, nisi ut aliquid ex ea

Contact details



Should you have any further questions regarding the CTP identity,
please send email to marketing@ctp.eu