CPI Brand Guidelines

Last updated October 2019

cpi

Contents

Introduction

Welcome to CPI's brand guidelines.

To understand the function and value of CPI's brand identity, it is important to recognise that every organisation has a specific public identity – an identity partly formed by the look of its printed materials, stationery, website, etc. Each element of communication contributes to the overall impression people have of the organisation.

When an organisation's brand identity program is a coordinated one, it projects a unified character which works effectively to reinforce all of its activities. In many cases, it also helps the organisation to be more cost-effective in its communication efforts by simplifying certain decision-making processes.

The purpose of these guidelines is to explain the components of CPI's visual identity, to define its graphic design standards, and to illustrate how these standards are applied.

Many of the standards depend on relative size, proportion, and position. These have been developed through careful consideration of many factors, both functional and aesthetic. Adhering to the graphic design standards will ensure continuity, a high standard of quality, and a clear, consistent identity for CPI.

How to refer to CPI

Let's start off with the simple stuff first.

1. "CPI" is our trading name, and should be used across all content and marketing materials. All the letters should be capitalised. "Centre for Process Innovation Limited" is our legal name, and should only be used in legalese.

2. If you are making a reference to CPI, your reference must be truthful and you cannot imply that you are affiliated with, sponsored by, or endorsed by CPI.

3. When referencing CPI, you should never place "the" in front of our name. It's simply, CPI.

| ⊘ CPI connects their customers... | ⊘ a customer of CPI said... |
| ⊗ The CPI connects their customers... | ⊗ a customer of the CPI said... |

CPI logo

The logo and its components.

Our logo consists of two elements; the logomark and the wordmark.

The logomark must not be used on its own without receiving permission from CPI's Marketing and Communications team to do so, which is granted on a case by case basis. The wordmark, however, can never be used on its own.

All CPI marketing and communication materials require a CPI logo.

Logomark   Wordmark
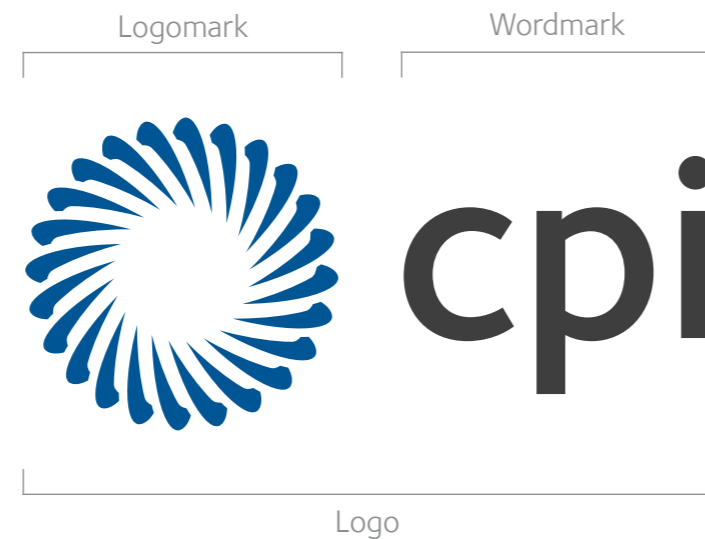
Logo

Logo spacing

Also known as the exclusion zone.

To preserve our logos' integrity always maintain a minimum clear space around the logo. This clear space isolates the logo from competing graphical elements such as other logos, copy or images that may divert attention.

The minimum clear space for the logo is defined as the height of the 'c' in the wordmark.

This minimum space should be maintained as the logo is proportionally enlarged or reduced in size.

Logo sizes

The following minimum sizes apply.

Our logo retains its visual strength in a wide range of sizes. However, when our logo is reproduced in print too small, it becomes no longer legible and its impact is diminished.

Please check that the minimum size is met when applying the logo.

Note:
The logomark must **not** be used on its own without receiving permission from CPI's Marketing and Communications team to do so.

Logomark (see note above)
Min. width: **9mm**

CPI Logo
Min. width: **22mm**

Size to use on A4 stationery
Width: **40mm**

Logo colour variations

Using the right logo for the best possible contrast.

Our logo should be reproduced in colour whenever possible. For specific colour values, please refer to the colours section on page 10.

When our logo is placed on a photographic image, the image behind the logo must be light enough to provide contrast for the full colour logo or dark enough to provide contrast for the reverse white logo.

To ensure you're using the correct CPI logo, please always use the logo artwork files available from CPI's Marketing and Communications team.

Two colour logo – for use on white backgrounds.

Black logo – for use when colour reproduction is not an option.

Two colour logo – for use on light backgrounds or images which offer enough contrast.

Reverse white logo – for better contrast when applied to dark backgrounds and images, and/or colour reproduction is not an option.
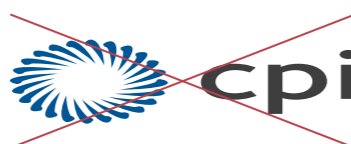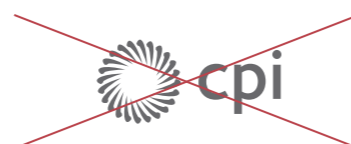
Logo misuse

Please don't change or attempt to recreate our logo.

Incorrect use of our logo compromises its integrity and effectiveness.

The examples of logo misuse (shown right), are not comprehensive; they are only a small sample of possible misuses of the CPI logo.

To ensure accurate, consistent reproduction, always use the approved digital artwork, available from CPI's Marketing and Communications team.

Don't typeset the wordmark.

Don't use effects on the logo.

Don't combine the logo with any other text.

Don't change the colour of the logo.

Don't change the proportions of the logo elements.

Don't place the logo in a shape.

Don't rearrange the elements of the logo.

Don't stretch, squash or distort the logo.

Don't use the logo in greyscale.

Logo placement

Where our logo should go.

Whenever possible, our logo should appear in the lower right-hand corner of print material. Consistent placement in this location on all materials helps build awareness of our brand.

Clear space from the bottom and right edge is equal to two times the height of the letter "c", as illustrated in the diagram.

If the logo cannot be placed in the lower right corner, an acceptable alternate placement is the top right corner.
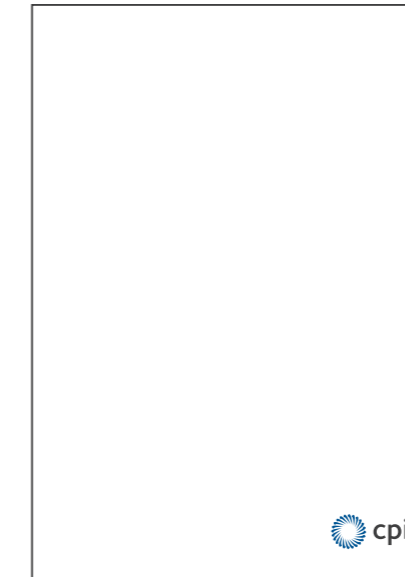
Preferred placement
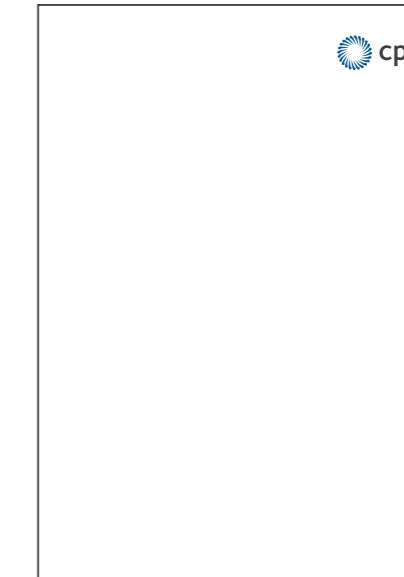
Secondary placement

Spacing for preferred placement

Spacing for secondary placement

Colours

Our brand colours.

The primary palette is the main colour scheme for all CPI communications.

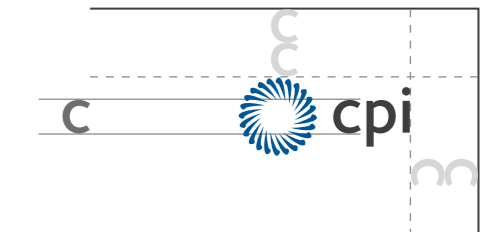If further colours are required, the secondary palette can be used to differentiate data in infographics or highlight key information. These colours should be used sparingly however.

The response palette is to be used to reinforce positive and negative visual feedback only.

Tints of all colours shown can be used at 80% or 60% for text and backgrounds, while 40%, 20%, 10% or 5% tints can be used for backgrounds only.

You should always ensure you use the correct colours by referencing their values as shown – failure to do so will damage the consistency and the strength of our brand.
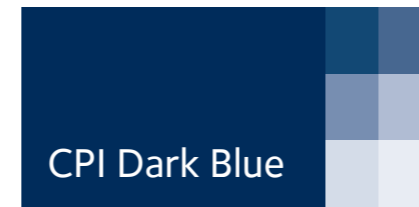
PRIMARY PALETTE

CPI Blue
Pantone	7462
CMYK	100 56 0 23
RGB	0 81 144
HEX	005190
RAL	270 30 40

CPI Dark Blue
Pantone	540
CMYK	100 56 0 63
RGB	0 48 89
HEX	002F58
RAL	270 20 29
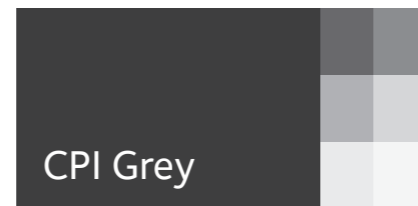
CPI Grey
Pantone	Black 7
CMYK	0 0 0 90
RGB	60 60 59
HEX	3C3C3B
RAL	000 20 00
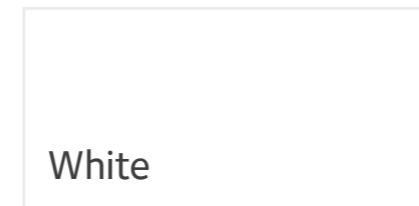
White
Pantone	White 000
CMYK	0 0 0 0
RGB	255 255 255
HEX	FFFFFF
RAL	9016

SECONDARY PALETTE
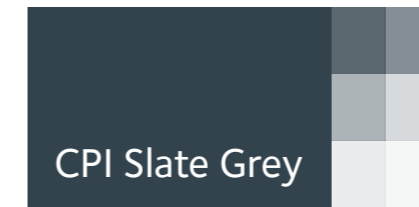
CPI Slate Grey
Pantone	446
CMYK	76 57 47 45
RGB	57 71 80
HEX	394650
RAL	240 30 10
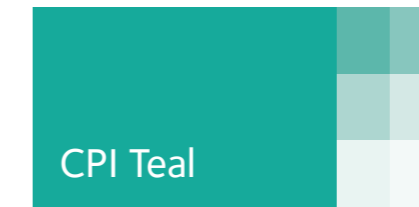
CPI Teal
Pantone	3272
CMYK	78 9 47 0
RGB	0 164 152
HEX	00A397
RAL	180 60 40

CPI Light Blue
Pantone	639
CMYK	85 24 0 0
RGB	0 146 212
HEX	0092D3
RAL	250 50 40
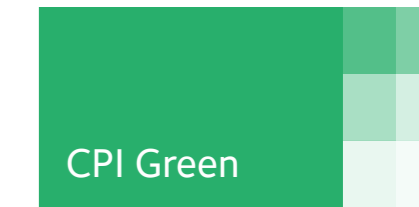
CPI Green
Pantone	3405
CMYK	78 4 78 0
RGB	32 165 96
HEX	1FA55F
RAL	150 50 50
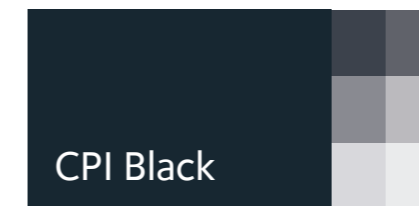
CPI Black
Pantone	532
CMYK	84 70 50 61
RGB	38 44 56
HEX	262C38
RAL	260 20 10

CPI Orange
Pantone	7409
CMYK	4 38 94 0
RGB	241 169 21
HEX	F1A915
RAL	1028
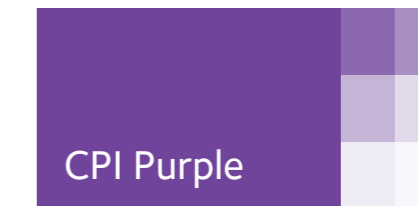
CPI Purple
Pantone	526
CMYK	67 88 0 0
RGB	116 57 142
HEX	74398D
RAL	320 30 37

RESPONSE PALETTE
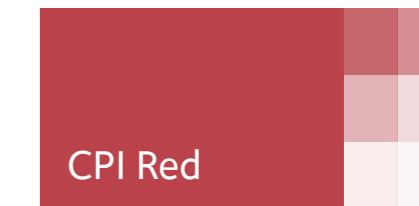
CPI Red
Pantone	703
CMYK	19 86 67 9
RGB	189 61 67
HEX	BC3C42
RAL	030 40 60

Typography

Primary typeface.

To help provide a consistent and unified look in CPI's use of typography, Foundry Sterling should be used across all CPI collateral.

The recommended weights are Bold and Medium for titles and headings, with Book for body copy and Demi for bold or emphasised text.

Foundry Sterling Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
12345678910 !@£$%^&*

Foundry Sterling Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
12345678910 !@£$%^&*

Foundry Sterling Demi

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
12345678910 !@£$%^&*

Foundry Sterling Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
12345678910 !@£$%^&*

Fallback typefaces.

Where the Foundry Sterling typeface is not available (e.g. presentations and emails), you can use a similar typeface such as Open Sans or Calibri. Where Open Sans or Calibri is not available, you should use Arial.

The recommended weights are Bold for titles and headings, with Regular/Light for body copy and Semi-Bold/Bold for bold or emphasised text.

For web, the CSS font-family property should hold several font names as a "fallback" system, to ensure maximum compatibility between browsers/operating systems.

{ font-family: "Foundry Sterling", Open Sans, Calibri, Arial, san-serif; }

Open Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
12345678910 !@£$%^&*

Calibri

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
12345678910 !@£$%^&*

Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
12345678910 !@£$%^&*

Imagery

A picture is worth a thousand words.

Imagery plays a vital role in CPI's visual style, identifying CPI's equipment, services, products, employees, property, and locations.

We have created three different categories of imagery that may be used in any communication materials, along with examples and guidance to aid you in use (shown right).

Note:
We have an image library that is available for use. Alternatively, we have a preferred supplier list of photographers that you may use. Please contact CPI's Marketing and Communications team for more information.

1. Scientific and product imagery

Scientific and product images show off our world-class equipment and gives an insight into our services and what we can produce. Strive for simple compositions. One technique to use is short depth of field, where just one product or piece of equipment is in focus.
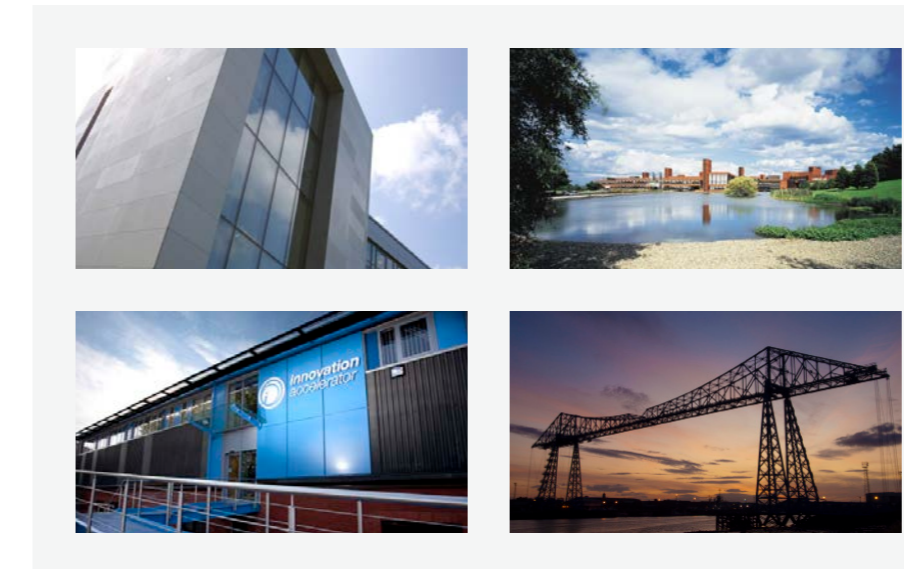
2. Landscape and architectural imagery

Landscapes are a good way to show where we're based, what our sites look like, or show some of the sites we've worked on for our clients. The environments can be varied. With images of our buildings, you should try incorporating some shots of the architecture.

3. Human and emotional imagery

Portraits of employees and images showing them working add a personal touch to our communications – after all, our employees are one of our best assets. You should avoid staged or posed situations, and use depth of field to your advantage when composing the shot.

Visual theme and elements

Connecting the dots for innovation.

Connectivity is the driving force behind our creative direction, and it represents what we do as an innovation leader.

CPI is the catalyst that brings together academia, SMEs, large corporates and investors, to help bring bright ideas and research into the marketplace. We do this by connecting our customers with the right experts, equipment, facilities, networks, funding bodies and more – connecting the dots for innovation.

To communicate this effectively through our brand, we use a visual theme of dots and lines that is applied to our branded materials through visual elements and flourishes, illustrations and and iconography.

Here are just a few examples.

Copywriting guide

A simple style guide to writing copy.

Numbers in text

When writing figures please use the following:

- For the numbers one to nine, always use words.
- For 10 upwards, use figures.

Examples:

- *The project is launching in three weeks*
- *EU funding has been secured for a further 12 months*

Use of the full stop

Full stops should only be used at the end of a sentence. Do not use full stops after titles, or after abbreviations. There is no need to use a full stop in the following:

eg   ie   etc   Mr   Dr

Dates and times

Always write the date in full, without the use of commas:

Wednesday 4 September 2013

Only shorten the date to numerical form when labelling or naming documents:

Project Title (26.07.2013)

Express the time using either the 12 hour or 24 hour clock:

Your meeting is at 10.30am.
Office hours are 09.00 — 17.00.

Do NOT use a combination of both:

The office opens at 9 o'clock and closes at 17.00pm.

Ampersands (&)

Always write the word 'and' instead of using an ampersand, unless:

- It is used as part of a company's name
- When writing references or when sourcing a quote, in which case you must use the ampersand if it appears in the original work

Bullet points

Bullets are meant to draw attention to a piece of information and should convey key points only. They are ideal for lists and outlining the steps in a process. They should be fairly short and punchy in style. We begin bullet points with a capital letter, but have no full stop at the end unless each bullet contains more than one sentence.

Duplication of punctuation

This should be avoided – a comma should not precede or follow a dash, nor a full stop an exclamation or question mark. It is not necessary to use an en rule after a colon (:–) before beginning a list.

Email

Always write 'email' as one word (no hyphen), capitalising the initial letter at the beginning of a sentence – Email. Our house style is to use lower case letters throughout in all email addresses:

firstname.lastname@uk-cpi.com

Bringing it all together

How our brand identity should look and feel.

These are just a few examples featuring our branding discussed in these brand guidelines – brought together in a cohesive and consistent fashion.

CPI Brand Guidelines