

Castles Technology

Visual identity guidelines

2020 Edition

04 Fundamentals

04 Logo - Fundamental principles

07 Logo - Association with another logo

09 Typography - Font choices

11 Colors - Chromatic universe

15 Iconography / Photographic illustration - Visual examples

19 Iconography / Graphic illustration - Composition principles

21 Applications

21 Stationery - Business card

22 Stationery - Headed paper

23 Powerpoint presentation - Principles and examples of use

27 Email signature - Principles of use

28 Kakemono - Principles of use



Black logo on white background, light color or artwork



White logo on black background, strong color or dark artwork





Protection zone

The Castles logo can be positioned freely by respecting a clear space.

The minimum space is equal to the height and the width of the “A” of Castles.



Protection zone



To do :

- partner's logo in first position,
- "by" centered between the two logos,
- partner's logo slightly smaller than Castles',
- partner's logo in Castles' black color.



Do not do :

- partner's logo larger than Castles',
- logos overlay,
- too dark images.

Partner's Logo



Partner's Logo by



ex :



ex :



ex :



The fonts are the same for all application supports of Castles' identity.

The Montserrat title font is to be used in Extrabold only.

The Rubik font is to be used for secondary titles and main text in Regular and Light.

Titles are to be used with the red color #EE3127.

Secondary titles are in red #EE3127 with the possibility to also use grey #878787.

Main text should be in grey #878787.

CAUTION: All 3 fonts should be downloaded from Google Font to be used on communication supports (powerpoint). Several formats are available : OpenType, TrueTyp and web format.

Montserrat Extrabold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9 > ? ! . , ; @ & / (+

Rubik Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9 > ? ! . , ; @ & / (+

Rubik Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9 > ? ! . , ; @ & / (+

Ressource : <https://fonts.google.com/specimen/Montserrat> / <https://fonts.google.com/specimen/Rubik>

↓ Large size format : computer, large screens, pptx, posters, etc.

↓ Small size format : tablet, smartphone, flyer, product sheet, etc.

140 pt
Montserrat
extrabold
#EE3127

Aa

70 pt
Rubik regular
#EE3127 / #878787

Aa Bb

30 pt
Rubik Light
#878787

Aa Bb Cc
Ovid elignis quasi conseditiam,
que cusciyet
umquam, suntem.
Nam, ullecab ilit
ernatem quiam...

70 pt
Montserrat
extrabold

Aa B

30 pt
Rubik regular

Aa Bb Cc Ee

12 pt
Rubik Light

Aa Bb Cc
Ovid elignis quasi conseditiam, que
cusciyet umquam, suntem. Nam,
ullecab ilit ernatem quiam, nostoriam
dusa audam volo quodipsant ut
res mo modi assimenda nim et
omnimagnis dellace pudites et lab
ium...

45 pt
Montserrat
extrabold

Aa Bb

15 pt
Rubik regular

Aa Bb Cc Dd Ee Ff Gg

10 pt
Rubik Light

Aa Bb Cc
Ovid elignis quasi conseditiam, que
cusciyet umquam, suntem. Nam, ullecab ilit
ernatem quiam, nostoriam dusa audam volo
quodipsant ut res mo modi assimenda nim
et omnimagnis dellace pudites et lab ium...

Primary colors

Main colors used for texts and most graphic elements.



Light Red

R 238

V 49

B 39

C 0

M 94

J 96

N 0

#EE3127



Light grey

R 135

V 135

B 135

C 49

M 41

J 41

N 5

#878787

Logo colors



#D9372A



#231F20

Secondary colors

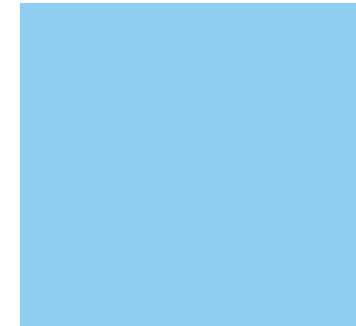
Primary light red (#EE3127) and grey colors (#878787) are completed with 3 other colors that can be used freely:



Pink
R 229
V 140
B 133
C 7
M 54
J 40
N 0
#E58C85



Yellow
R 255
V 206
B 72
C 0
M 19
J 82
N 0
#FFCE48



Light blue
R 144
V 206
B 241
C 40
M 5
J 0
N 0
#90CEF1

The 3 secondary colors are to be used for chips, arrows, words highlighting or separation nets when used for word processing.

● ● ●

Lorem ipsum

- Odit moles eium rem es
- Eos quosseque cor simenis inctet quae aut doluptaecae
- As sitam facestrum ende volupta sinihic tent quam aut atio.

Igenditati dolorem qui cum dolorum qui te veliqui consequi rem corro imo omnimus evellaut vid qui a quidele nditis inciusc illuptatur a nullab in none prat vent et, cupta id explabo. Et quam, id quam, autatatur, eseniatus, cum ressimus ex elestem quam ut eum dolenimi, evenistrum et in estio. Et dolupidesci qui beris nonsed ex experit, nis solorep ellanis eossunture veri conseri nihic tem fugit, volessitia dolut optam, qui occaessi officiditi ut reperae pellorum quo et

ex :
Bullet point,
or other
elements

● ● ●

... odit moles eium rem es eos quosseque cor simenis inctet quae aut doluptaecae as sitam facestrum ende volupta sinihic tent quam aut atio.

Ut as volor sapicienet ut la culparument quam a deliqui consequi dolupit officiis est maximus ulloriosae miliquis et endipit **assunti** busamus eos **voluptasint** dolende mpere, Quid ut que perum quas apis ad que volorer atiuntia doluptas aut et, odicaerfera cone velit liae dolorum coresequos ut adi ut fugiandae volorere,
Sinctus **pa non** nosant fugia sitatestias disit et lab ilita sandit aut quatur sincil in es des untis molorem sime dusamet ipsus nosserum quo **consenim** as acipsusa aut dis simoluptiam hit officipsam expelectur soluptatio.

Igenditati dolorem qui cum dolorum qui te veliqui consequi rem corro imo omnimus

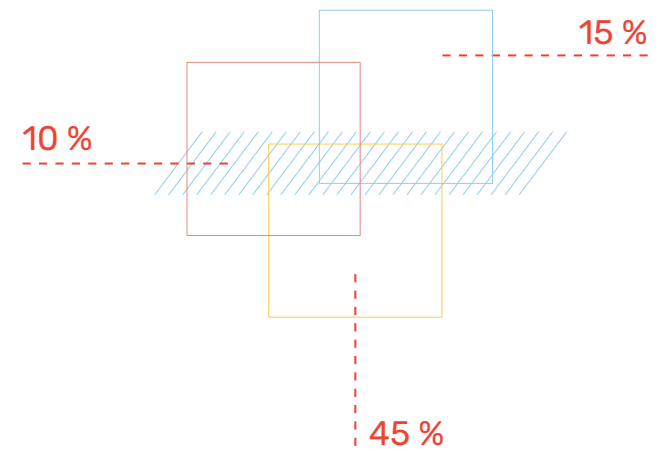
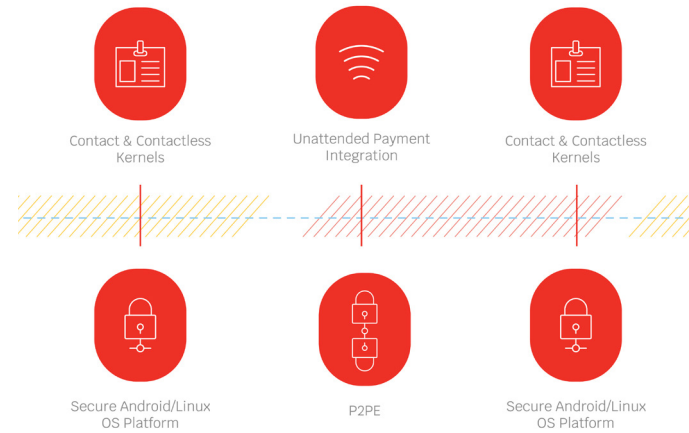
ex :
Text
highlighting

ex :
Separation
net

The 3 secondary colors are to be used for all secondary graphic elements when used for graphics.



Composition principles :





Iconographic style

Human atmosphere with major elements:

- a sharp foreground positioned as the main element,
- positive expressions,
- blurry background to highlight the portraits.

Do not do:

- added flat colors,
- too pronounced sepia tones,
- too dark images.





Iconographic style

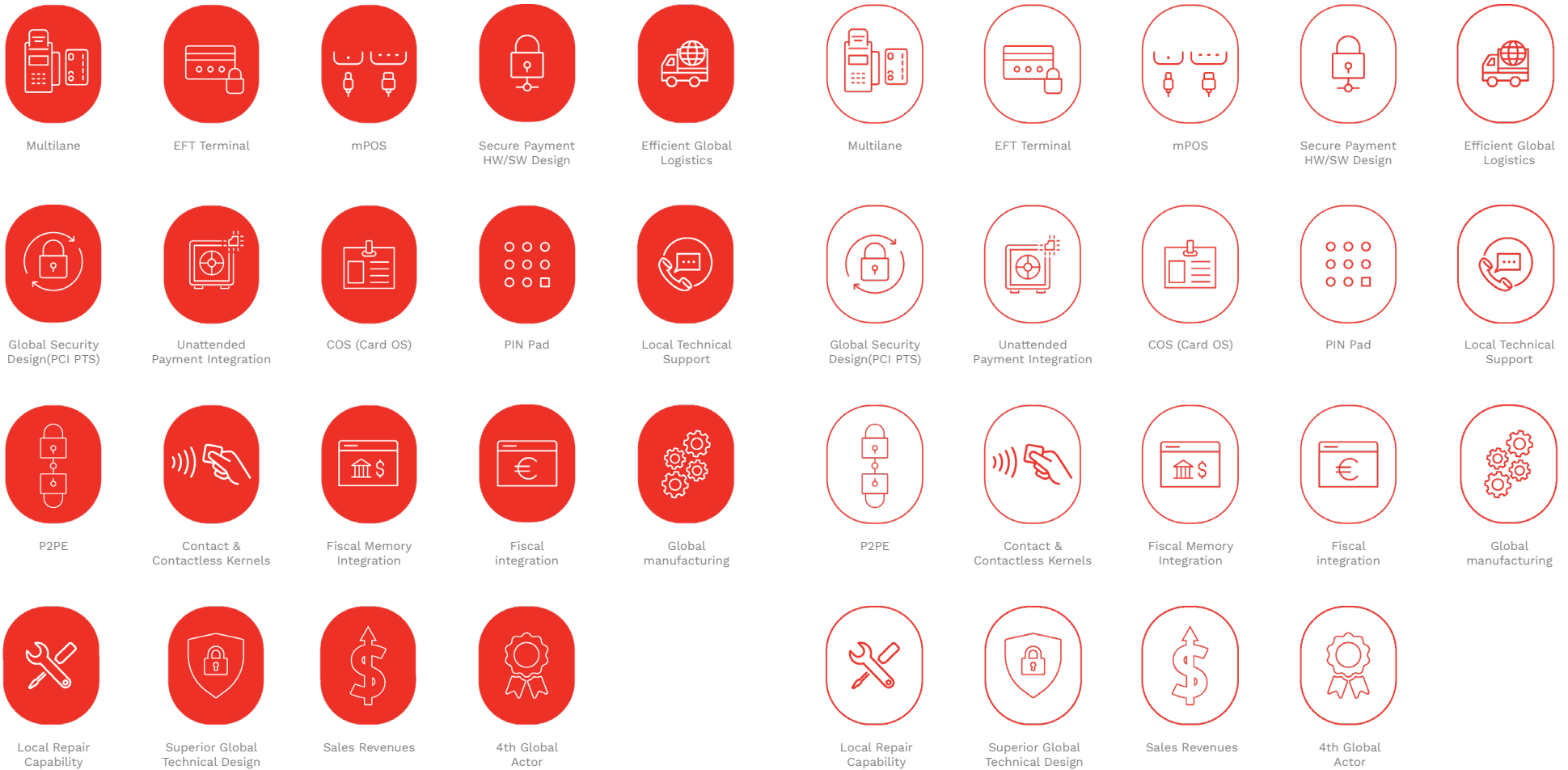
Products' universe:

- product to be placed on powerpoint graphic background,
- clean and modern artworks.

Do not do:

- added flat colors,
- background images,
- graduated backgrounds.





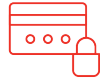
Thin and delicate main style

Thin white line on oval red background (#EE3127)

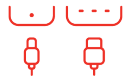
Light red line (#EE3127) in oval outlines



Multilane



EFT Terminal



mPOS



Efficient Global Logistics



Global Security Design(PCI PTS)



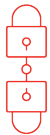
Unattended Payment Integration



COS (Card OS)



Local Technical Support



P2PE



Contact & Contactless Kernels



Fiscal Memory Integration



Global manufacturing



Local Repair Capability



4th Global Actor



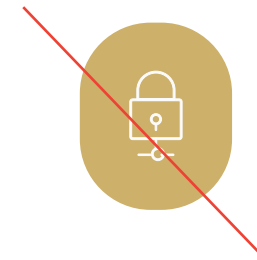
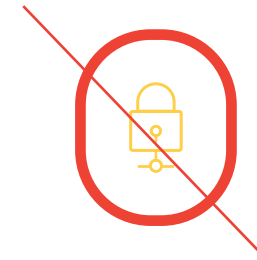
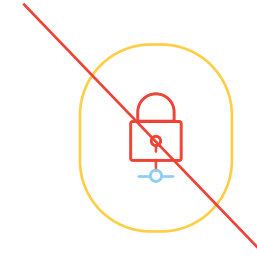
Sales Revenues



Superior Global Technical

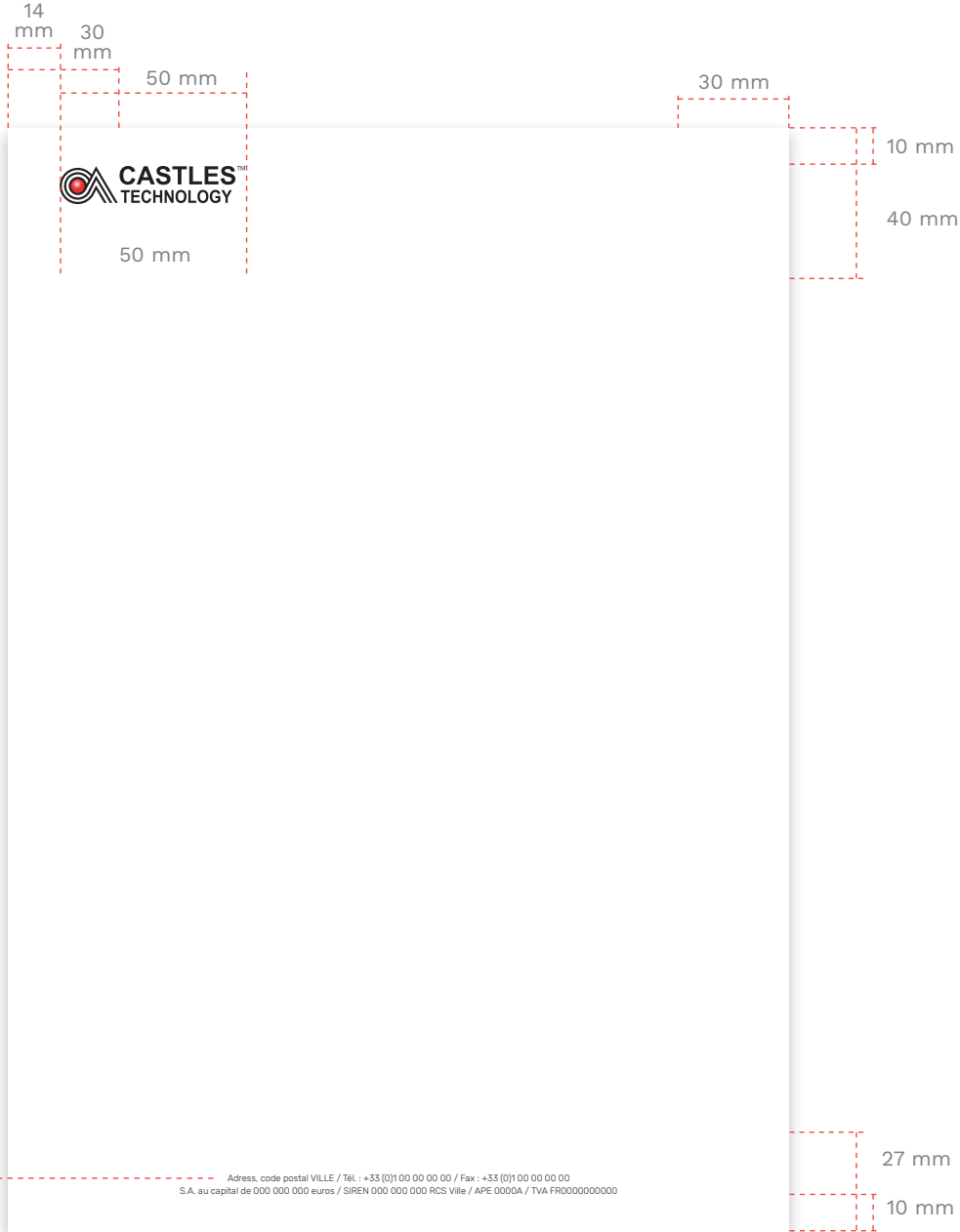
Do not do:

- two-colored, three-colored graphic elements or more,
- flat color backgrounds with other colors than the secondary colors,
- too bold lines that affect readability and make the whole structure heavier,
- graphic elements in other colors than the light red (#EE3127).



Possible use without oval outline in light red (#EE3127)





Informations :
 Black #878787 / Rubik Light 7 pt,
 interligning 10 pt / Aligned center

Scale: 50%

Castles Technology

Company Profile

www.castlestechnology.com



Page Titles: follow text sizes and colors guidelines presented on page 9, 16:9 format. Always with the blue triangles in the background.



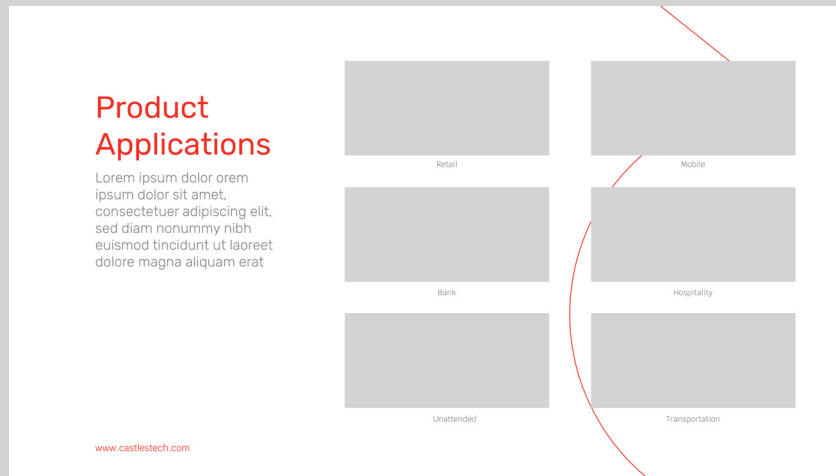
Title page with illustration and subtitles.



Title page without illustration.

Photographic illustration pages: follow text sizes and colors guidelines presented on page 9, 16:9 format. White background with red linear.

Photographic illustrations pages : follow text sizes and colors guidelines presented on page 9, 16:9 format. White background with red linear. Red light pictograms with other elements using the secondary colors.



Photographic illustrations pages



Graphic illustrations pages

Back cover page: follow text sizes and colors guidelines presented on page 9, 16:9 format, red light background #EE3127 with white linear, website on the left and logo on the right.





Lorem ipsum od unt ditati ipit laborectus, odit moles eium rem es eos quosseque cor simenis inctet quae aut doluptaecaes as sitam facestrum ende volupta sinihic tent quam aut atio. Orem quatorist, odit qui di re nonsequo comnisqui re et que lab iunt maximus daectem veliqui odipsam volupta vollenisitas adio. Ut as volor sapicienet ut la culparument quam a deliqui consequi dolupit officiiis est maximus ulloriosae miliquis et endipit assunti busamus eos voluptasint dolende mpere, quid ut que perum quas apis ad que volorer atiuntia doluptas aut et, odicaerfera cone velit liae dolorum coresequos ut adi ut fugiandae volorere, sinctus pa non nosant fugia sitatestias disit et lab ilita sandit aut quatur sincil in es des untis molorem sime dusamet ipsus nosserum quo consenim as acipsusa aut dis simoluptiam hit officipsam expelectur soluptatio.

Regards,



First Name Last Name

Function

-

name@mail.com

+33 (0)1 00 00 00 00 / +33 (0)6 00 00 00 00

www.castlestechnology.com

Red #EE3127
/ Monserrat Extrabold 9 pt, Rubik
Regular 9 pt, Interligned 14 pt

Grey #878787
/ Rubik Regular 9 pt, Interligned 14 pt



