

BRAND GUIDELINES

Jan. 2024

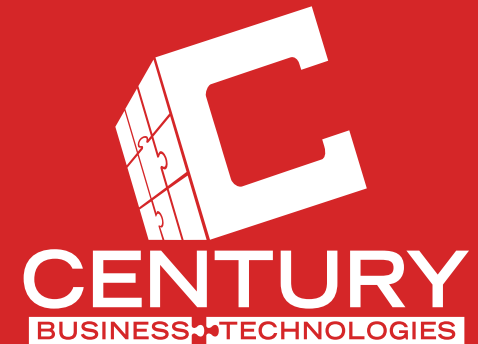


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Welcome message

Welcome to the Century Business Technologies Brand Guideline Book. This comprehensive guide is designed to encapsulate the essence of our brand, ensuring consistency and clarity across all communications and marketing efforts. At Century Business Technologies, we pride ourselves on being more than just a copier company; we are a holistic business solutions provider committed to helping companies achieve their business goals. From imaging and document management to managed IT services, our brand reflects a dedication to innovation, excellence, and customer-centric solutions. This guideline will provide you with the necessary tools and insights to maintain our brand integrity and effectively convey our mission and values.



Brand Guidelines

These guidelines have been updated as of January 2024. They are subject to change. If you have any questions on brand usage, please email design@centuryks.com.

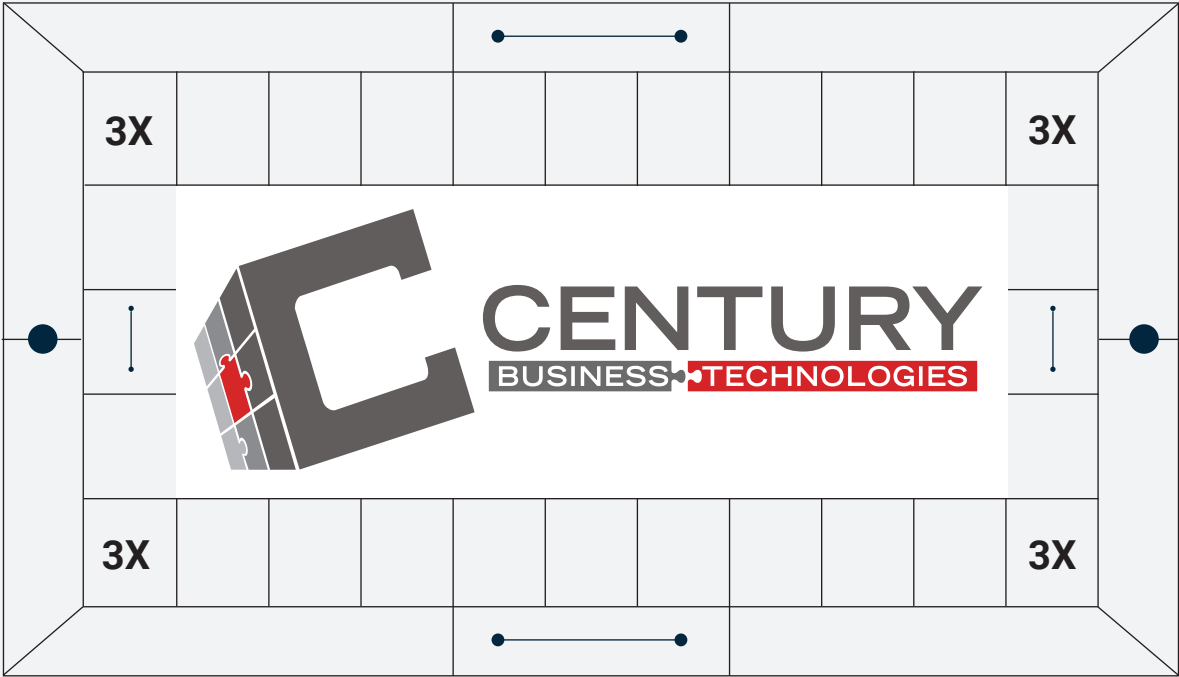




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LOGO MARK USAGE

It's important to allow enough space around the logo during placement. Use this guide to measure if placement is appropriate for both web and digital.



COLOR PALETTE

Our colors are defined simply as a red and a series of neutrals, in this case red and a series of black tints and shades.



#d01d19

RGB 208, 29, 25

CMYK 11, 98, 99, 2

HEX #d01d19

#625d5d

RGB 93, 93, 93

HEX #625d5

#929292

RGB 146, 146, 146

HEX #929292

#c0c0c0

RGB 192, 192, 192

HEX 120, 24, 115

SECONDARY PALETTE

#000000

RGB 0, 0, 0

CMYK 0, 0, 0, 100

HEX #000000

#dacfbf

#2e7662

#86bc40

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OUR TYPOGRAPHY



TYPOGRAPHY

Aa

Trade Gothic LT Pro Bold

Headlines, subheads, and
paragraph titles

**Aa Bb Cc Dd Ee
Ff Gg Ii Jj Kk Ll
Mm Nn**

Bb

Trade Gothic LT Pro Light

Body copy, paragraph content,
and fine print details

**Aa Bb Cc Dd Ee Ff
Gg Ii Jj Ss Tt Uu
Vv**

TYPOGRAPHY APPLIED

Aa

Learn More...

Aa Bb Cc Dd Ee Ff Gg Ii Jj Kk Ll
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz

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Bb

Learn More...

Aa Bb Cc Dd Ee Ff Gg Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

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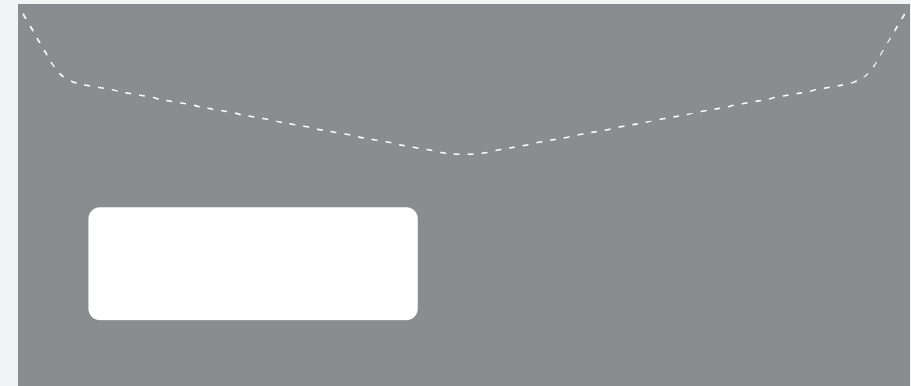
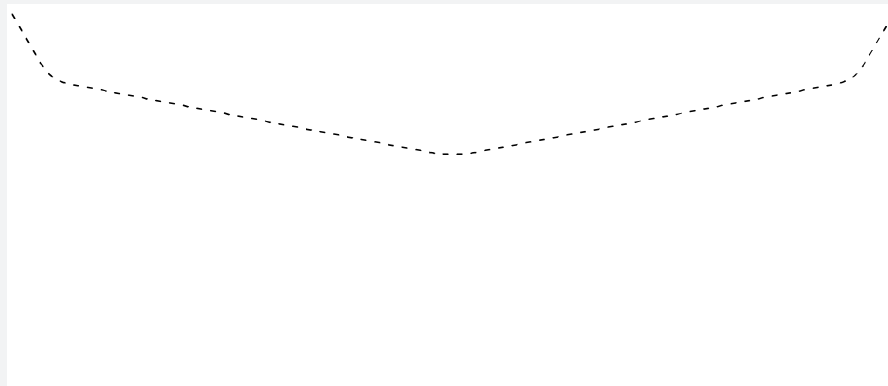
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BRAND COLLATERAL



PRINT COLLATERAL

Our print pieces can alternate red, gray and neutral as needed. To the right is just one example.

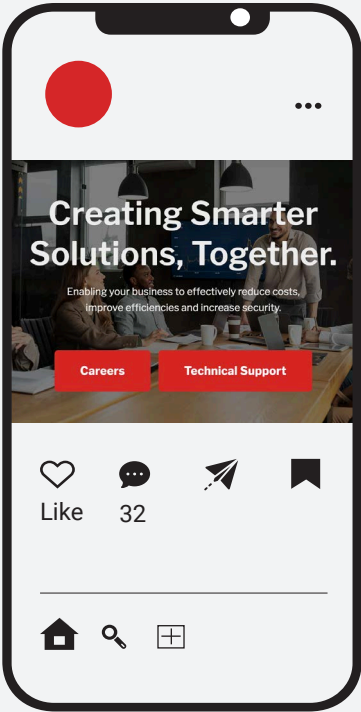




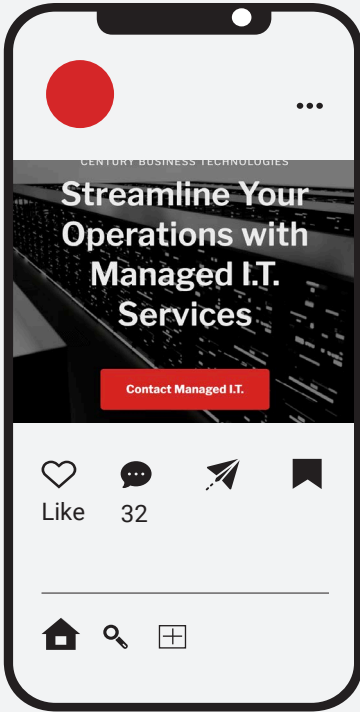
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DEVICE

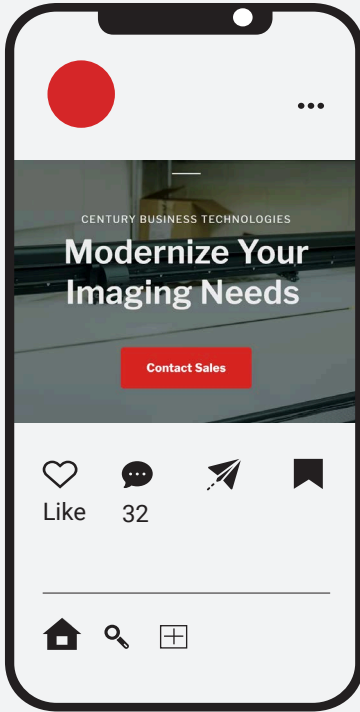
Our website is responsive and easy to navigate. The typography is consistent and colors simple and bold. The purpose of the website is to exchange information with our audience as quickly and easily as possible.



Display
Responsive
Home Sample



Display
Responsive
Managed IT Sample



Display
Responsive Print
Imaging Sample

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