



CYRTEN

CORPORATE
IDENTITY GUIDE



CYRTEN

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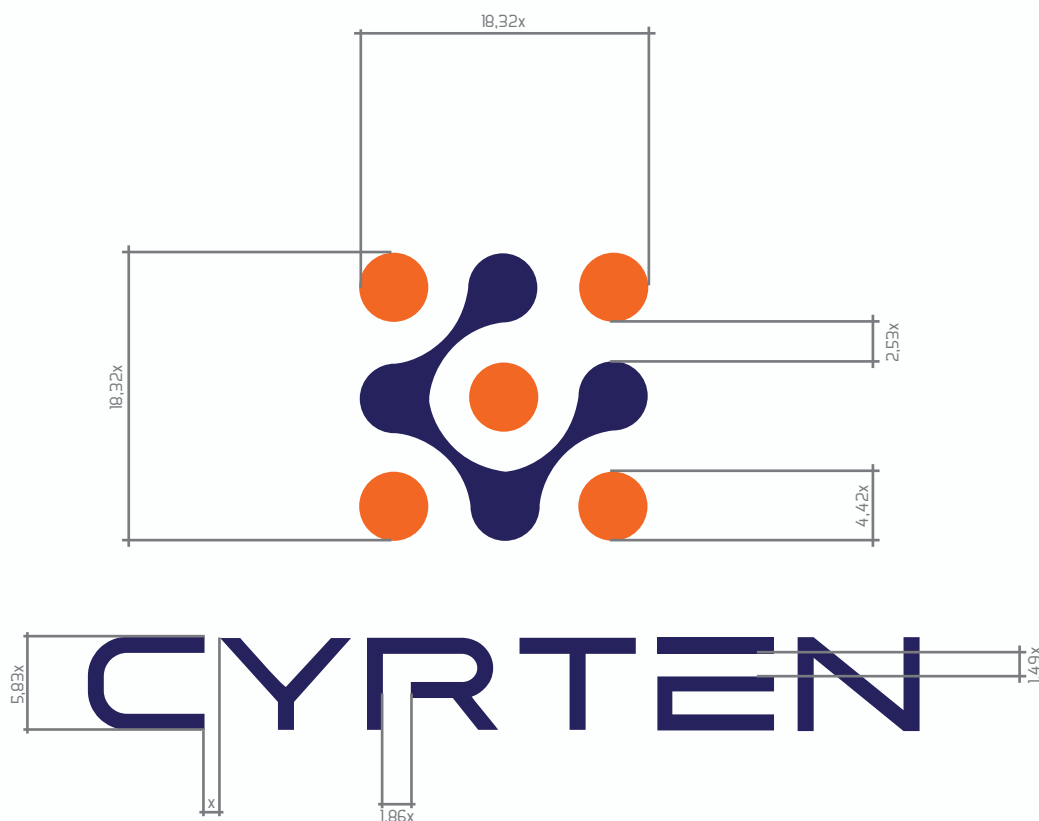
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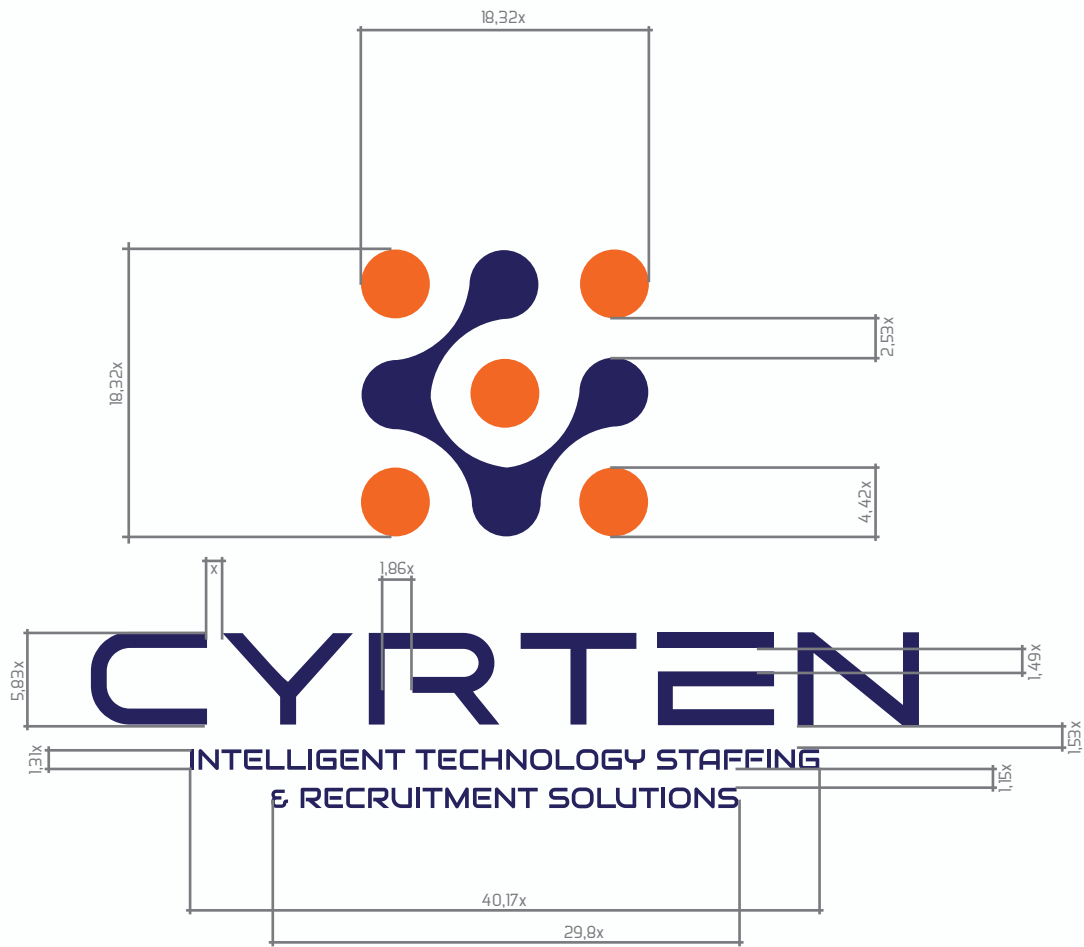
CYRTEN

BRAND IDENTITY

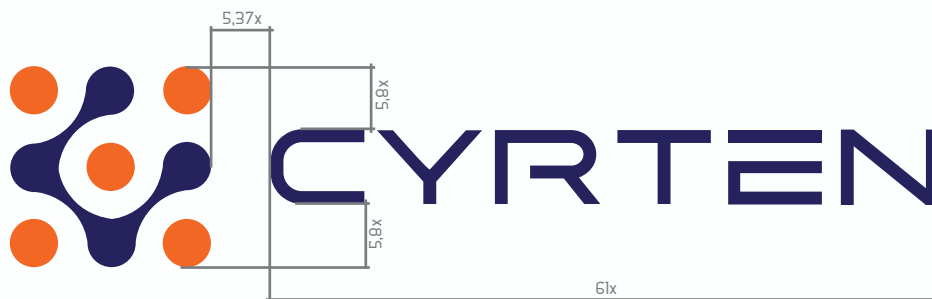
The visual identity is made by points, some of which are connected, and crowded around the others, characteristic both technology and smart solutions in the technology sector and the authentic typeface. The colours are orange (creativity, motion, innovations) and blue (stability, confidence).



a) the logomark combined with the typeface;



a) the logomark combined with the typeface and the tagline above;



a) the logomark combined with the typeface horizontally;

BLACK&WHITE (POSITIVE AND NEGATIVE) VERSION

The brand may be used mainly in four-colours. For those applications where it is not possible to use four-colours, other options in black & white one ink have been defined.



GREYSCALE





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LOGO SIZES

The maximum size is not limited. For sizes smaller than 34mm wide, use version without tagline.



Minimum size, The logotype must not be reproduced in sizes smaller than 15mm.



Exclusion zone. To allow a clear visibility of the brand, it may be included within an exclusion zone - 4x. No other text or visual element must appear within this area.



COLOURS

Below are shown the colours defined for the brand and the percentages and codes for the different variations of graphics.



C 100 R 33
M 100 G 31
Y 32 B 94
K 24

HEX: 211F5E



C 0 R 242
M 74 G 102
Y 99 B 33
K 0

HEX: F26621

BRAND FONTS

The following fonts have been used:

Arkitech Bold Lorem ipsum dolor sit amet, consectetur
adipiscing elit, sed diam nonummy nibh tincidunt
ut laoreet.
+/1234567890&@!/?%

Audiowide Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed
diam nonummy nibh tincidunt ut laoreet.
+/1234567890&@!/?%

Dernier Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed
diam nonummy nibh tincidunt ut laoreet.
+/1234567890&@!/?%

APPLICATIONS

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LETTERHEAD

Format. 215,9x279,4mm



Lorem ipsum, 10
000000 SIT AMET
Tel.: 000 000 000
Fax.: 000 000 000
E-mail: dolor@cyrten.com

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Sed ut perspiciatis, unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam eaque ipsa, quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt, explicabo. Nemo enim ipsam voluptatem, quia voluptas sit, aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos, qui ratione voluptatem sequi nesciunt, neque porro quisquam est, qui dolorem ipsum, quia dolor sit, amet, consectetur, adipisci velit, sed quia non numquam eius modi tempora incidunt, ut labore et dolore magnam aliquam quaerat voluptatem. Ut enim ad minima veniam, quis nostrum exercitationem ullam corporis suscipit laboriosam, nisi ut aliquid ex ea commodi consequatur?

Quis autem vel eum iure reprehenderit, qui in ea voluptate velit esse, quam nihil molestiae consequatur, vel illum, qui dolorem eum fugiat, quo voluptas nulla pariatur? At vero eos et accusamus et iusto odio dignissimos ducimus, qui blanditiis praesentium voluptatum deleniti atque corrupti, quos dolores et quas molestias excepturi sint, obcaecati cupiditate non provident, similique sunt in culpa, qui officia deserunt mollitia animi, id est laborum et dolorum fuga. Et harum quidem rerum facilis est et expedita distinctio. Nam libero tempore, cum soluta nobis est eligendi optio, cumque nihil impedit, quo minus id, quod maxime placeat, facere possimus, omnis voluptas assumenda est, omnis dolor repellendus. Temporibus autem quibusdam et aut officiis debitis aut rerum necessitatibus saepe eveniet, ut et voluptates repudiandae sint et molestiae non recusandae. Itaque earum rerum hic tenetur a sapiente delectus, ut aut reiciendis voluptatibus maiores alias consequatur aut perferendis doloribus asperiores repellat.

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Sed ut perspiciatis, unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam eaque ipsa, quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt, explicabo. Nemo enim ipsam voluptatem, quia voluptas sit, aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos, qui ratione voluptatem sequi nesciunt, neque porro quisquam est, qui dolorem ipsum, quia dolor sit, amet, consectetur, adipisci velit, sed quia non numquam eius modi tempora incidunt, ut labore et dolore magnam aliquam quaerat voluptatem. Ut enim ad minima veniam, quis nostrum exercitationem ullam corporis suscipit laboriosam, nisi ut aliquid ex ea commodi consequatur?

ENVELOPE (WITH AND WITHOUT WINDOW)

Format. 220x110mm



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BUSSINESS CARDS

Format. 89x51mm



T-SHIRTS

