



Continuum

BRAND IDENTITY GUIDELINES



These are the Brand Identity Guidelines for Continuum Media. Corporate visual identity plays a significant role in the way an organization presents itself to both internal and external stakeholders. In general terms, a corporate visual identity expresses the values and ambitions of an organization, its business, and its characteristics. This booklet shows proper use and treatment of Continuum's logo, color palette, and typefaces.

CONTENTS

2 Introduction

3 Continuum logo

4 Logo Versions

5 Logo Color Options

6 Minimum Sizes

7 Logo Spacing

8 What Not Do Do

9 Color Palette

10 Color Codes

11 Color Usage Example

12 Typefaces

13 Primary Typeface

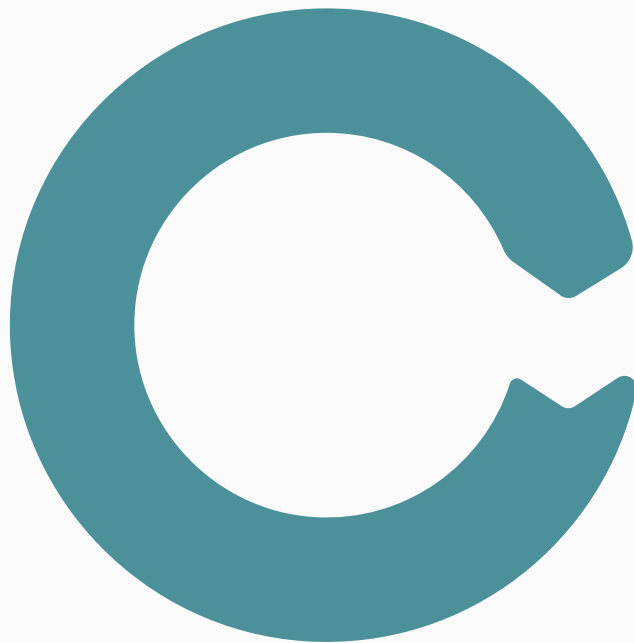
14 Secondary Typeface

15 How To & Example

INTRODUCTION

These are the guidelines for the brand identity for Continuum Media. These guidelines for the visual side of Continuum's brand are based largely upon Continuum's brand essence. Continuum Media has three values: Honorable, Familial, and Passionate. The brand and visual identity of Continuum aligns with Continuum's values by having strong, bold (but not overdone) colors combined with clean and straightforward design. There are no tricks or gimmicks, just pure and honest quality. Continuum is a brand that is straightforward, professional, and approachable. This is shown through the brand colors that are professional, bold, and friendly, and through the typefaces that are unique and versatile. When these guidelines are closely followed, Continuum will continue to be accurately represented as the honorable, friendly, and passionate company it is.

CONTINUUM LOGO



Logo



Vertical Combination Mark



Horizontal Combination Mark



LOGO COLOR OPTIONS

Primary Color Logo

This is the primary logo that should be used whenever possible, when on a white or light gray background, and especially when two color printing is available.



One Color - Charcoal

The all-black logo that should be used when full color is not an option. Take note: this logo is in the Continuum Charcoal, rather than straight black.



One Color - White

When required to place a logo on a colored or black background, the all-white logo should be used, rather than a colored or black logo.



One Color - Green

The all-green logo should be used as a last resort, when placing a logo on a white or light gray background, and only when one color is the only option.

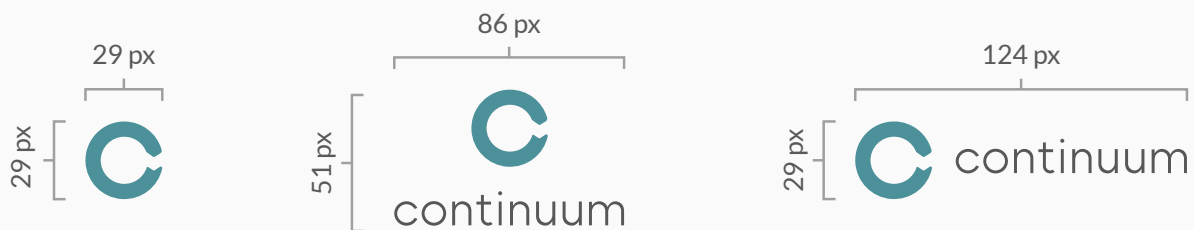


MINIMUM LOGO SIZES

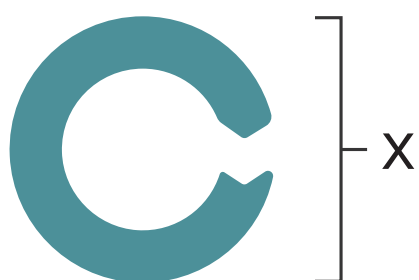
Print



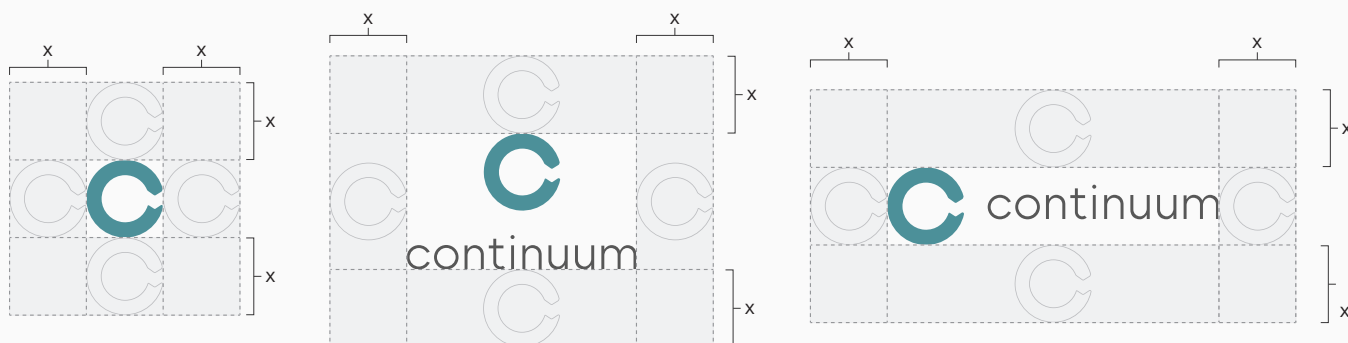
Digital



LOGO SPACING



The spacing around the Continuum logo is based on the height of the Continuum logo (x). In the diagram below, you can see that the area around each logo (in either direction) is the same as the height of the Continuum Logo. This applies at any size. As the logo scales, so does the required empty space around it.



WHAT NOT TO DO

The logo should never be stretched, outlined, rotated, placed on a busy background, used in a different color, or overlapped with another graphic. The font should never be changed or used in a different color, and the colored logo should never be placed on a black or colored background. Here are examples of what not to do:

Stretch the logo.



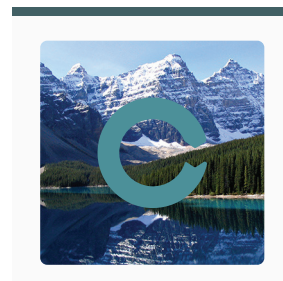
Use a different font or color for "continuum".



Outline the logo.



Place logo on a busy background.



Rotate the logo.



Use the logo in a different color.



Place the logo on black or colored background.



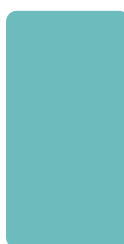
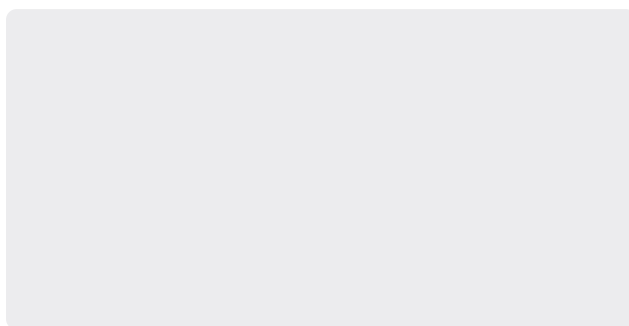
Overlap or combine the logo with any other graphic feature.





COLOR PALETTE

These are the colors of the Continuum Media color palette. The Primary color is Continuum Green, with the Continuum Charcoal and Continuum Gray being the most primary of the secondary colors. The yellow should be used as an accent color.

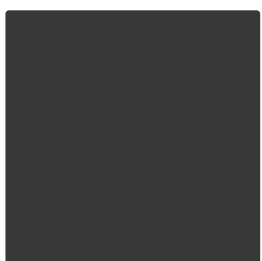




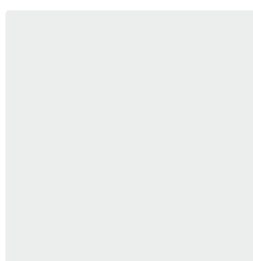
COLOR CODES



Continuum Green
HEX: #4c8f98
CMYK: 72-30-37-2
RGB: 76-143-152
Pantone: Pantone Solid Coated 5483 C



Continuum Charcoal
HEX: #383838
CMYK: 0-0-0-90
RGB: 56-56-56
Pantone: Pantone Solid Coated Black 7 C



Continuum Gray
HEX: #ebebcb
CMYK: 0-0-0-7
RGB: 235-235-235
Pantone: Pantone Solid Coated Cool Gray 1 C



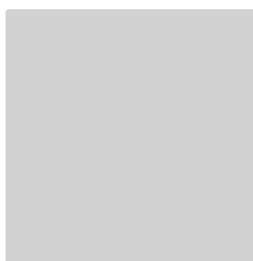
Abbey Gray
HEX: #58595b
CMYK: 0-0-0-80
RGB: 90-90-90
Pantone: Pantone Solid Coated 425 C



Stone Gray
HEX: #808285
CMYK: 0-0-0-60
RGB: 130-130-130
Pantone: Pantone Solid Coated Cool Gray 8 C



Silver Gray
HEX: #bcbec0
CMYK: 0-0-0-30
RGB: 190-190-190
Pantone: Pantone Solid Coated Cool Gray 4 C



Iron Gray
HEX: #d1d3d4
CMYK: 0-0-0-20
RGB: 210-210-210
Pantone: Pantone Solid Coated 427 C



Glacier Blue
HEX: #72b9be
CMYK: 55-10-25-0
RGB: 114-185-190
Pantone: Pantone Solid Coated 2232 C



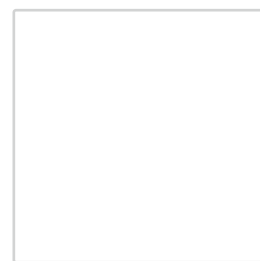
Mineral Green
HEX: #435f63
CMYK: 75-50-50-25
RGB: 67-95-99
Pantone: Pantone Solid Uncoated 316 U



Continuum Yellow
HEX: #e6bf20
CMYK: 11-22-100-0
RGB: 230-191-32
Pantone: Pantone Solid Uncoated 606 U



Saffron Yellow
HEX: #e8af2b
CMYK: 9-32-96-0
RGB: 232-175-43
Pantone: Pantone Solid Uncoated 7405 U



White
HEX: #ffffff
CMYK: 0-0-0-0
RGB: 255-255-255
Pantone: Opaque White



COLOR USAGE EXAMPLE

Example: Web Ad

While Continuum green is the primary color, the Continuum Charcoal and Continuum Gray are the the most primary of the secondary colors. These two grays should never be used an equal amount in **one** design, but rather one of the two grays should always be more prominent than the other. Deciding which gray is prominent will depend on the design piece, the audience, and the feel that is intended with that piece. This first example has the Continuum Gray as the most prominent, and it comes across with a more sophisticated, professional feel. In the second example, the Continuum Charcoal is the most prominent, so the whole piece seems to make a stronger statement. Continuum Yellow and Saffron Yellow are accent colors that should be used sparingly, but can be used to draw attention to elements in a sophisticated way.

Make your TV ad budget

**WORK HARDER AND
GO FURTHER.**

Our unwired platform utilizes proprietary data and logic to optimize media performance.



continuum

LEARN MORE

Make your TV ad budget

**WORK HARDER AND
GO FURTHER.**

Our unwired platform utilizes proprietary data and logic to optimize media performance.



continuum

LEARN MORE

TYPEFACES

PRIMARY TYPEFACE

The primary typeface, Ubuntu, is intended to be used as the display font. The display font is typically the header of a page, or an emphasized portion of text rather than the body type that is written out in paragraphs.

Ubuntu

The quick brown fox
jumped over the lazy dog

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

SECONDARY TYPEFACE

The secondary typeface, Lato, is intended to be used for the body text. Any text that is written out in full sentences, full paragraphs, or not considered one of the stronger features in a design should be in the Lato font.

Lato

The quick brown fox
jumped over the lazy dog

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

HOW TO USE THE TYPEFACES

As noted in the previous pages, Ubuntu should be used as the display or header typeface, while Lato should be used as the body or paragraph text. This is not to say that one typeface can not be used in either place, but that more often than not, this is how these typefaces should be used.

TYPEFACES EXAMPLE

The image shows a web advertisement for 'continuum'. It has a light gray background with a white chevron pointing right. On the left, there's a dark gray box with white text. Callout A points to the headline, and callout B points to the body text. On the right, there's a teal 'C' logo, the word 'continuum' in a sans-serif font, and a 'LEARN MORE' button.

Make your TV ad budget
**WORK HARDER AND
GO FURTHER.**

Our unwired platform utilizes proprietary data and
logic to optimize media performance.

continuum

LEARN MORE

A.

The header font in this web ad is Ubuntu Regular, 13 pt, (top line) and Ubuntu Medium, 20 pt, (middle lines).

B.

The body font is Lato Regular, 13 pt (bottom lines).



THANK YOU

for following the Continuum Media
brand identity guidelines.

