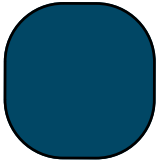


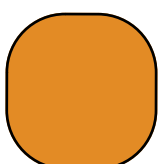
Brand Guidelines.



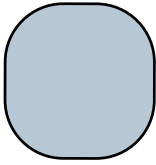
Our Colors



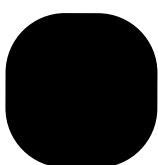
CERTAINTY BLUE
HEX: #014765
RGB: 1, 71, 101
CMYK 99, 70, 39, 25
PANTONE COATED*: 3025 C



CERTAINTY ORANGE
HEX: #e38b25
RGB: 227, 139, 37
CMYK: 9, 52, 100, 0
PANTONE COATED*: 138 C



BLUE STEEL
HEX: #b7c7d3
RGB: 183, 199, 211
CMYK: 28, 14, 11, 0
PANTONE COATED*: 5445 U



JET BLACK
HEX: #000000
RGB: 0, 0, 0
CMYK: 20, 20, 20, 100
PANTONE COATED*: 426 C

Typography

AaBbCcDdEe

Helvetica Light

AaBbCcDdEe

Helvetica (Regular)

AaBbCcDdEe

Helvetica (Bold)

AaBbCcDdEe

Helvetica Neue Medium Extended

AaBbCcDdEe

Helvetica Neue

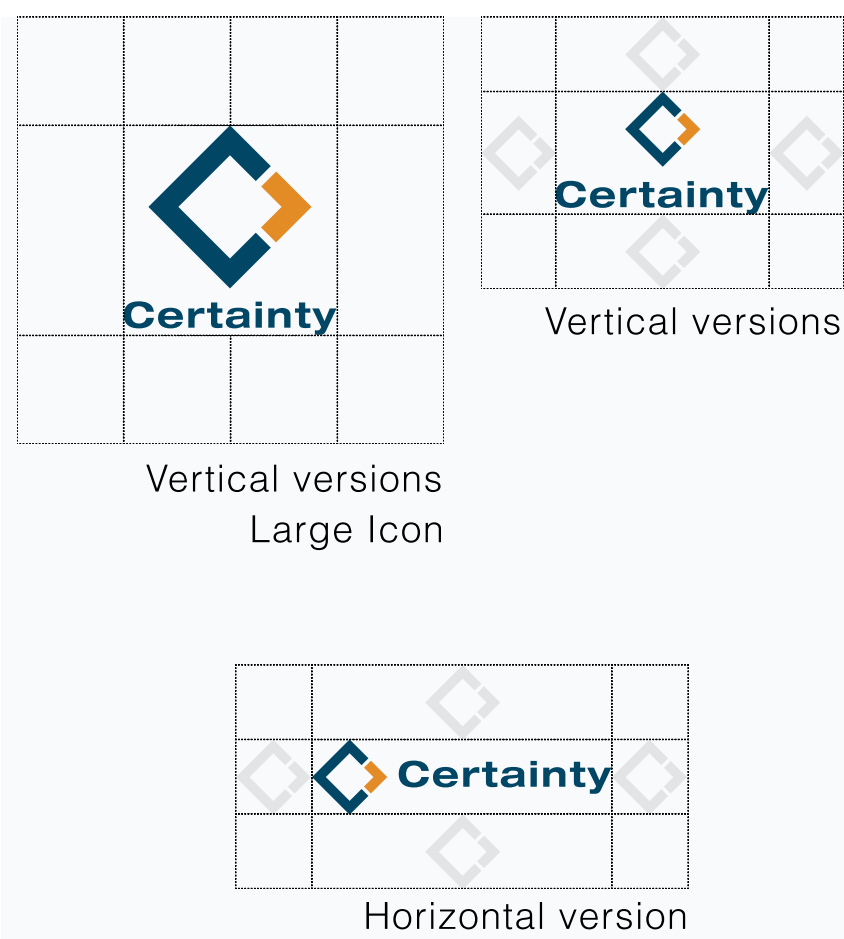


Who we are

“ Certainty values safety above all. Our project teams are highly trained and mentored in safety standards, project scope logistics, and situation awareness. This effort manifests itself throughout all our operations. ”



Our Logo and Icon



Our logo and icon should always be used and exist together, in case the Certainty Brand has been established the use of Icon can be used separately. Wordmark should never exist without the icon.



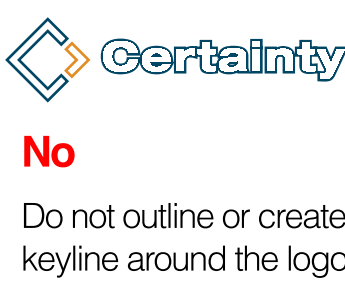
Recommend using this as a second-level visual identity when accompanying the main logo



Logo Misuse

What not to do

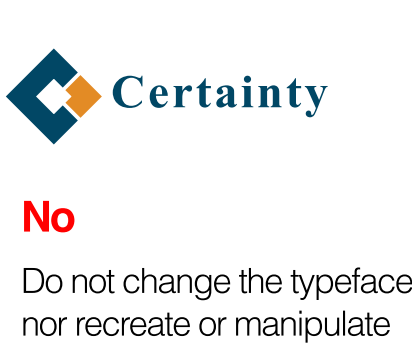
The logo—its elements, colors, and proportions—should not be changed for any reason, or used in a way that makes it hard to read.



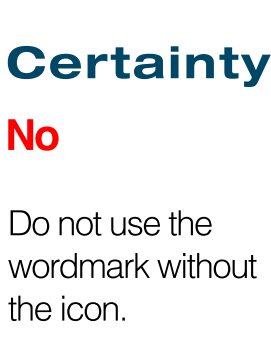
No
Do not outline or create a keyline around the logo



No
Do not reposition, scale up or distort logo or wordmark



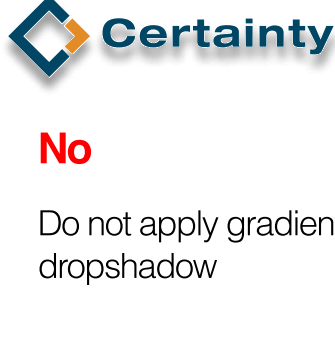
No
Do not change the typeface nor recreate or manipulate the wordmark and the icon.



No
Do not use the wordmark without the icon.



No
Do not rotate the logo.



No
Do not apply gradient or dropshadow



Logo On Backgrounds

* When placing a logo on a background, it is important that there is enough contrast between the logo and the background. The logo must not be placed on backgrounds that distracts from or compete with the logo

The examples on the right demonstrates the preferred and acceptable use of the logo on various background. The preferred option is to show the logo against a background showing the full logo color

