

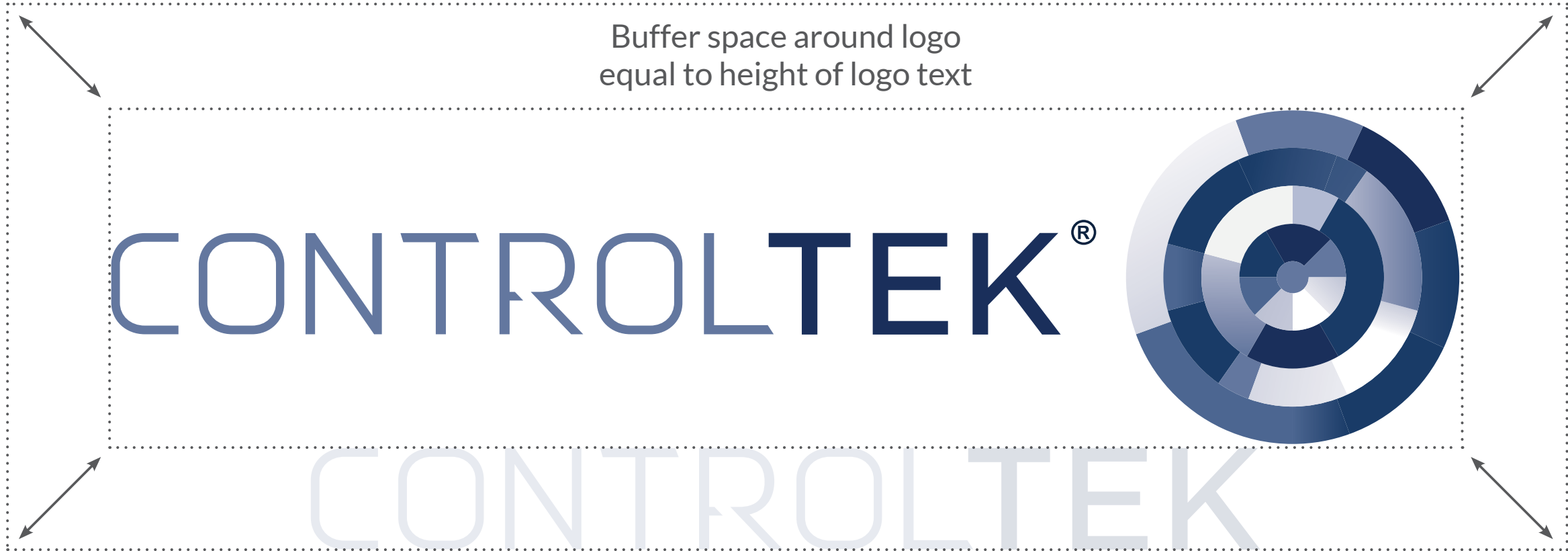
CONTROLTEK®
SOLUTIONS THAT PROTECT. PEOPLE THAT DELIVER.



BRAND GUIDELINES

Our Corporate Logo

The CONTROLTEK logo represents us at the very highest level and is vitally important to our brand. It acts as a signature, an identifier and a stamp of quality. It is, and should always be, the most consistent component in our communications. In order to maintain this consistency, a few simple guidelines should be followed.



The colored logo is to be used only with white backgrounds



Monochrome logos are to be used on colored backgrounds, for stitching, etc.

Improper Usages

The logo must not be altered in any way. This includes changing colors, removing any parts of it or adding any new elements.



Altered Roundel Icon



Improperly Scaled Logo



Altered Logo Color



Rotated Logo

Alternate Logos

Certain circumstances may call for the use of special or alternate logos, such as dark backgrounds.



Grayscale Logo



Stacked Logo



White Logo for Dark Backgrounds



Standalone Roundel

Approved Fonts

The logo must not be altered in any way. This includes changing colors, removing any parts of it or adding any new elements.

CENTURY GOTHIC

Headings: Century Gothic Bold

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

Body: Century Gothic Regular

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

Lato

Headings: Lato Bold

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

Body: Lato Regular

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

Color Useage

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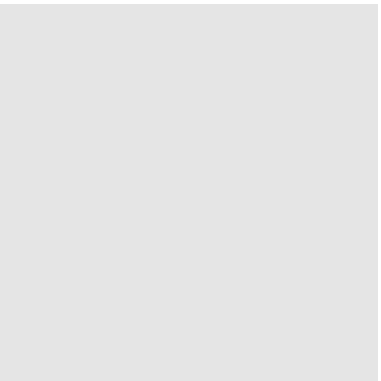
Primary Colors & Gradients



#00305f



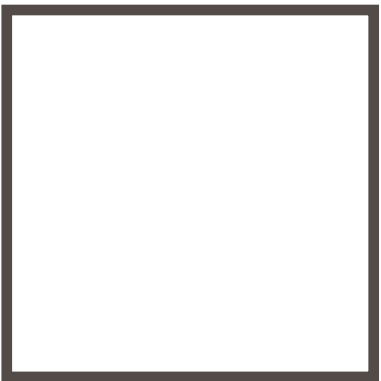
#5dbbe3



#e5e5e5



#58595b



#ffffff



#00305f > #126fad > #5dbbe3

Secondary Colors & Gradients



#abd037



#0a4c29



#00305f > #5dbbe3



#f68a35



#ff2c3e



#00305f > #5dbbe3

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