

T — 1800 720 67
D — +61 7 3393 1833

E — info@cbtravel.com.au
W — cbtravel.com.au

Ground Floor, 129 Logan Road
Woolloongabba QLD 4102

PO Box 1669
Coorparoo QLD 4151

STYLE SHEET

CLEAR SPACE

To maximize the brand's presence and visually stand-out, there is a defined minimum clear space.

The clear space is shown as "x" and from this, the minimum amount of clear space can be calculated. This prevents the logo becoming crowded and hence losing its presence.

Whatever size the logo block appears, the key ratios should always remain the same.

Special requirements may be taken up with the CBT team on **1800 720 672** or at **Miriam@cbtravel.com.au**.

COLOURS

A corporate colour system provides consistent use of colour across a range of applications.

Specified to the right are the Pantone Coated (spot colour for offset printing), CMYK (for conventional four-colour & digital printing) and RGB (digital screen) values of the Complete Business Travel corporate colour palette.

The CMYK version is the preferred for printing and supplier use.



PMS	390
CMYK	C 27 M 0 Y 100 K 3
RGB	R 193 G 211 B 43



PMS	376
CMYK	C 54 M 0 Y 100 K 0
RGB	R 129 G 195 B 65



PMS	361
CMYK	C 77 M 0 Y 100 K 0
RGB	R 49 G 180 B 75



PMS	424
CMYK	C 30 M 20 Y 19 K 58
RGB	R 93 G 100 B 104

TYPEFACES

The typeface chosen for CBT is **Gotham** (sans serif).

It is to be used on all corporate communications and promotional material, such as advertisements, signage, brochures, booklets etc. Its availability in several weights in the Gotham family allows maximum flexibility.

Gotham (sans serif) is to be used mainly for print materials; for internal documents such as Microsoft® Office applications, we have specified **Arial** (sans serif).

To purchase Gotham click link here:

<https://www.typography.com/fonts/gotham/styles/>

Gotham (sans serif) / Styles

Gotham Thin

Gotham Thin Italic

Gotham Light Italic

Gotham Light Italic

Gotham Book Italic

Gotham Book Italic

Gotham Medium Italic

Gotham Medium Italic

Gotham Bold

Gotham Bold Italic

Gotham Black

Gotham Black Italic

Gotham Ultra

Gotham Ultra Italic