Cognitive Talent
Solutions®

Brand Style Guide

October 2022
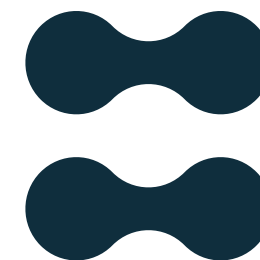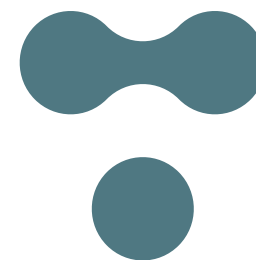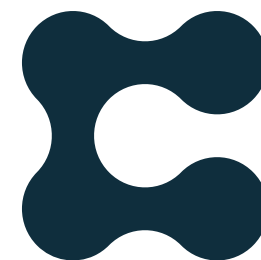
CTS
Brand Style Guide

01

1.1 The Logo

The CTS logo has been refined and finished in alignment with our core brand principles of networks and boldness.

The updated wordmark is legible and enhances brand recognition.

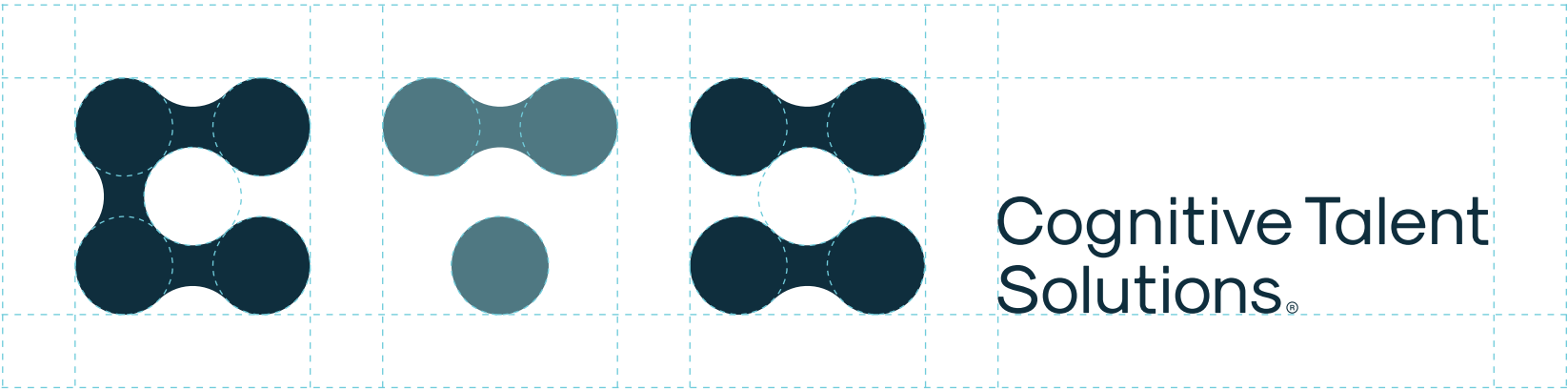The logo can stand alone and also be a part of the robust design system applied in the Brand Guidelines.

1.2 Logo Anatomy

The CTS logo was manually kerned for visual balance.

Cognitive Talent
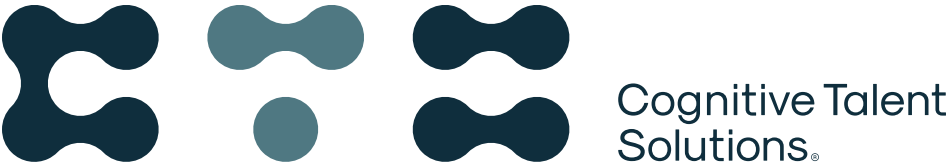Solutions®

Default Logo

1.3 Logo Lockup

The default logo lockup can be used in almost all applications.

The use of the signet is permitted to represent the brand whenever there is not enough space available for the full logo.
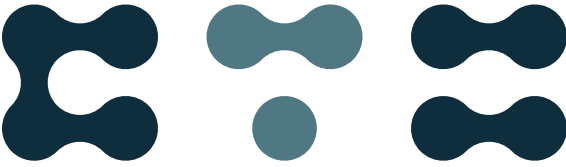
Logo Variation

Shortened Logo (Signet)

1.4 Logo Lockups Left - Top

In most cases, the CTS wordmark is aligned to the top left, using an 8-column grid as a guide. This should only be used in exceptional cases like digital ads or print.

Lockup Notes:
+ Strong contrast is vital for the logo. Default, white, or black preferred.
+ Default Logo size should adjust to the width of 2 columns.
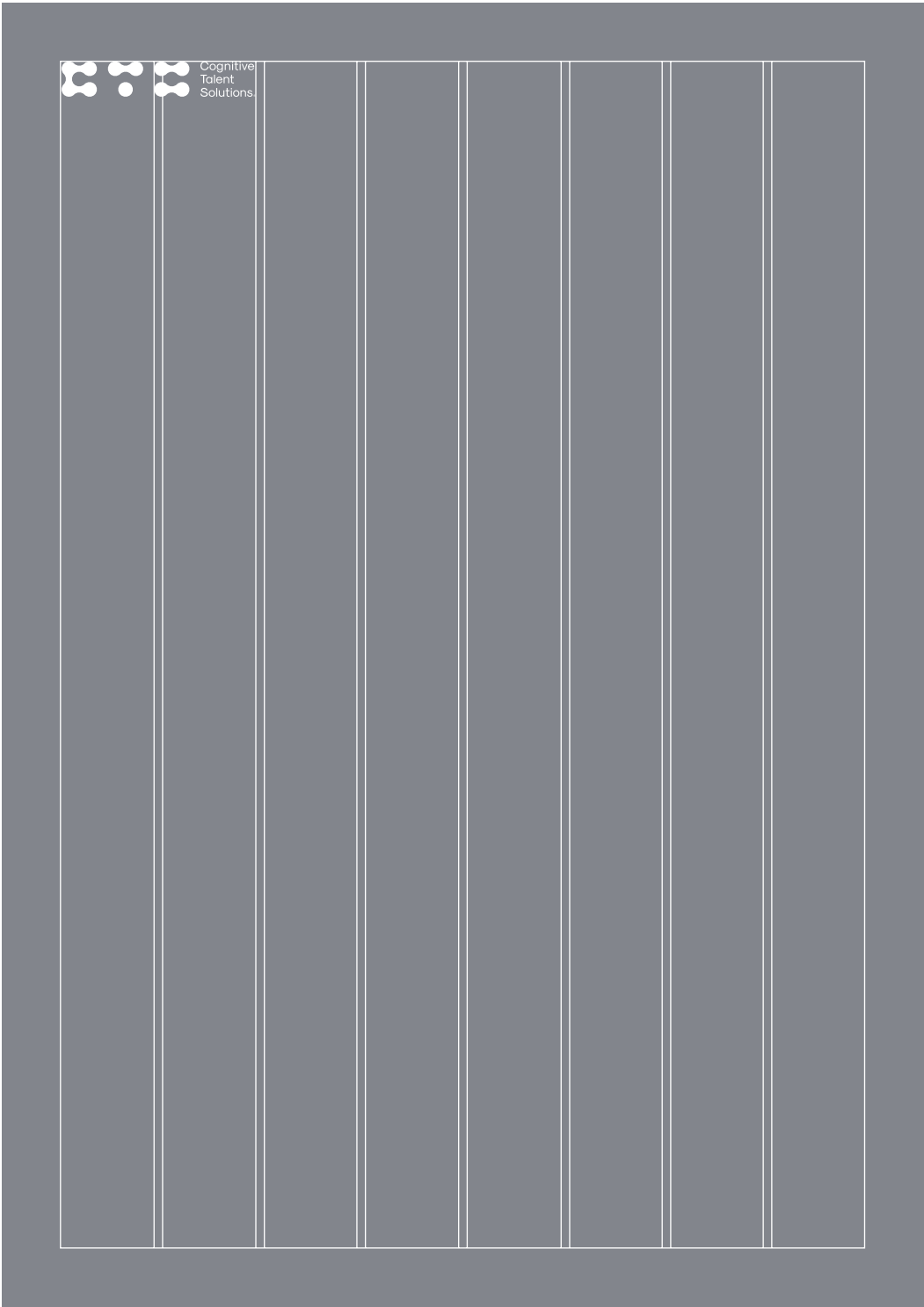
1.5 Logo Lockups Left
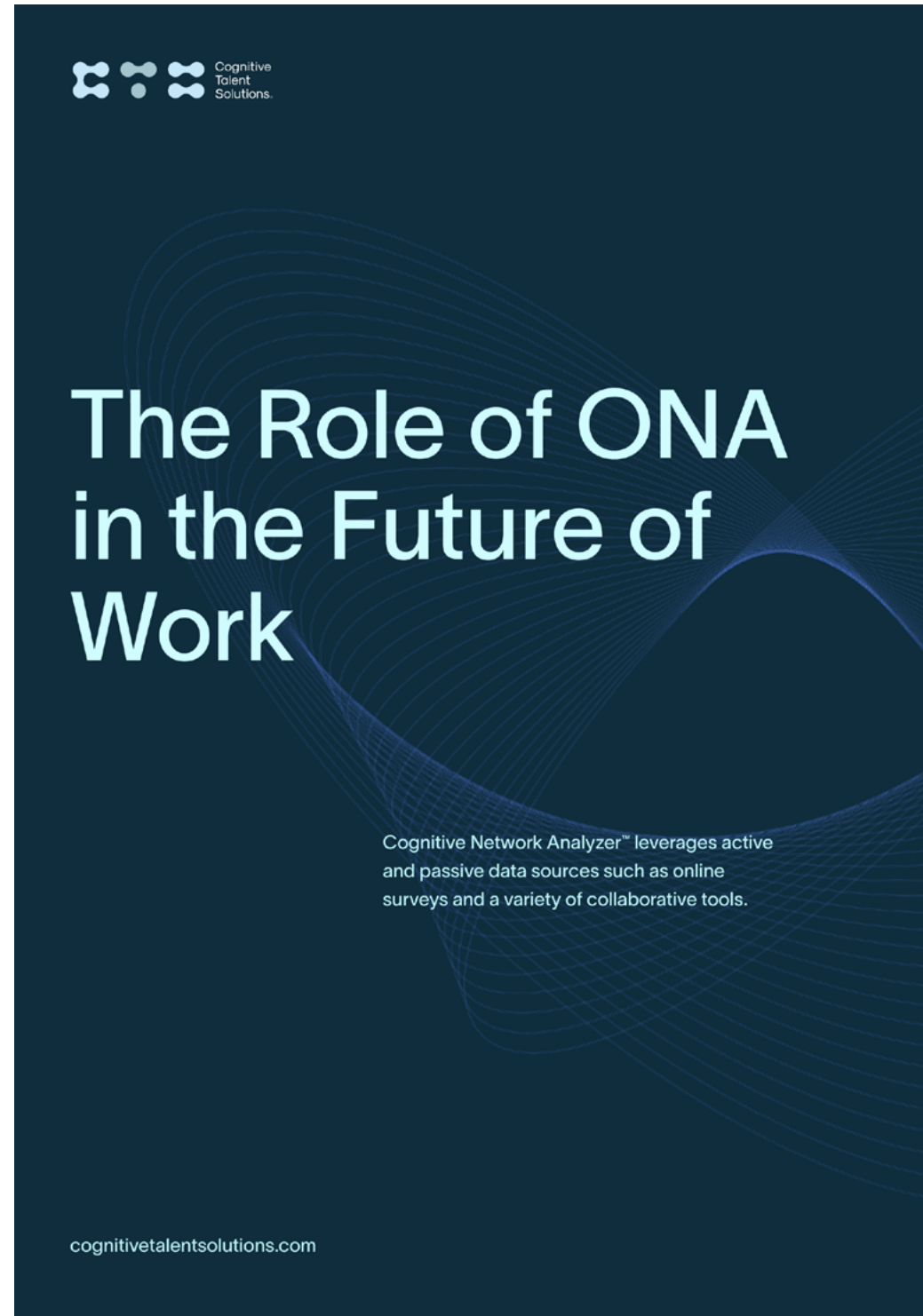## Top Examples

Examples of CTS vertical
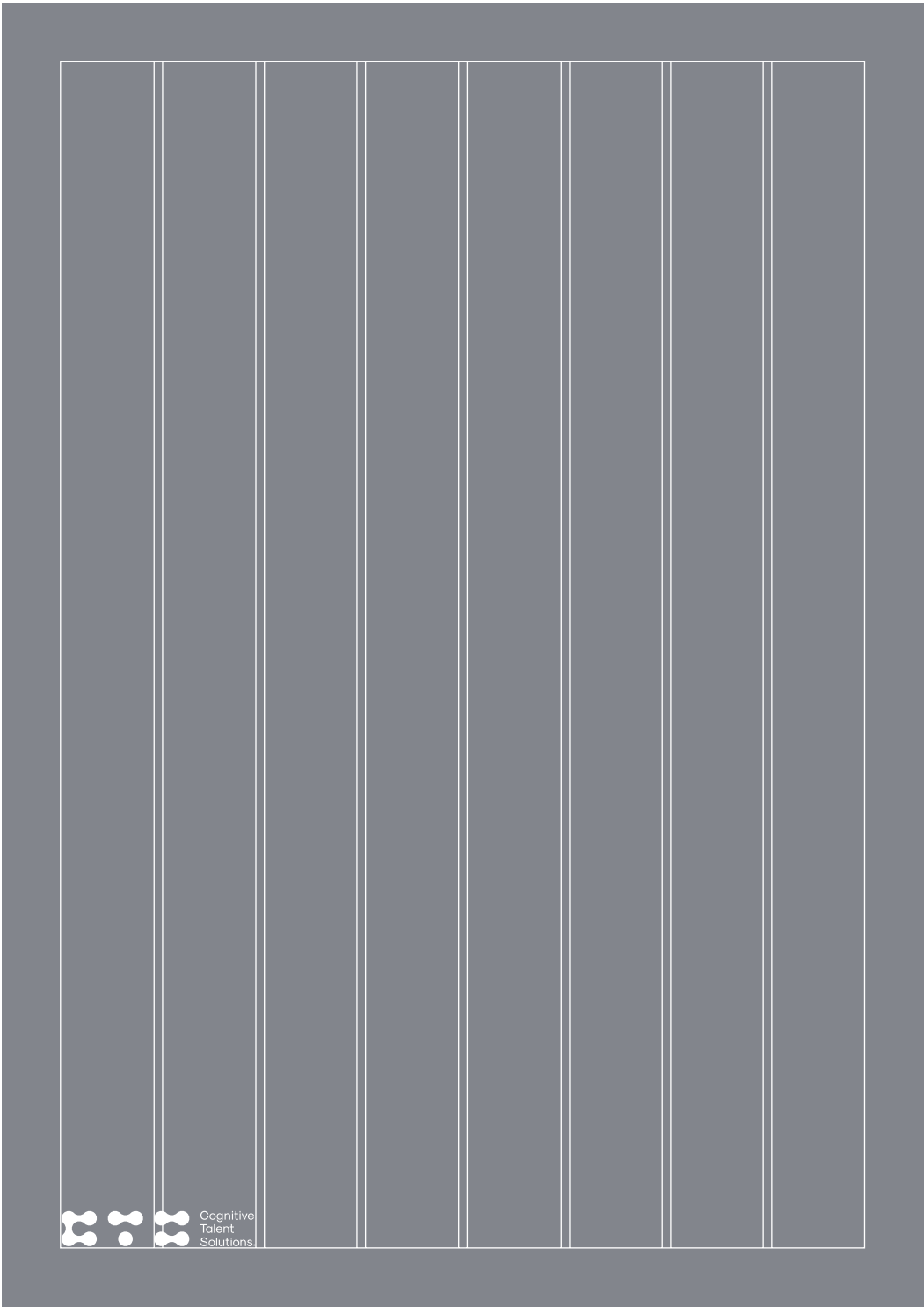poster application.

1.6 Logo Lockups Left Bottom

The CTS wordmark can also be aligned to the bottom left, using an 8-column grid as a guide. This should be used only in special cases like digital ads or print.

Lockup Notes:
+ Strong contrast is vital for the logo. Default, white, or black preferred
+ Default Logo size should adjust to the width of 2 columns.

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**1.7 Logo Lockups Left
Bottom Examples**

Examples of CTS vertical banner.

Cognitive Network Analyzer™ leverages active
and passive data sources such as online
surveys and a variety of collaborative tools.

Organizational Networks

Cognitive
Talent
Solutions.

1.8 Logo Lockups
Centered

The CTS wordmark can also be aligned to the center using an 8 column grid as a guide. This should be used in exceptional cases like digital ads.
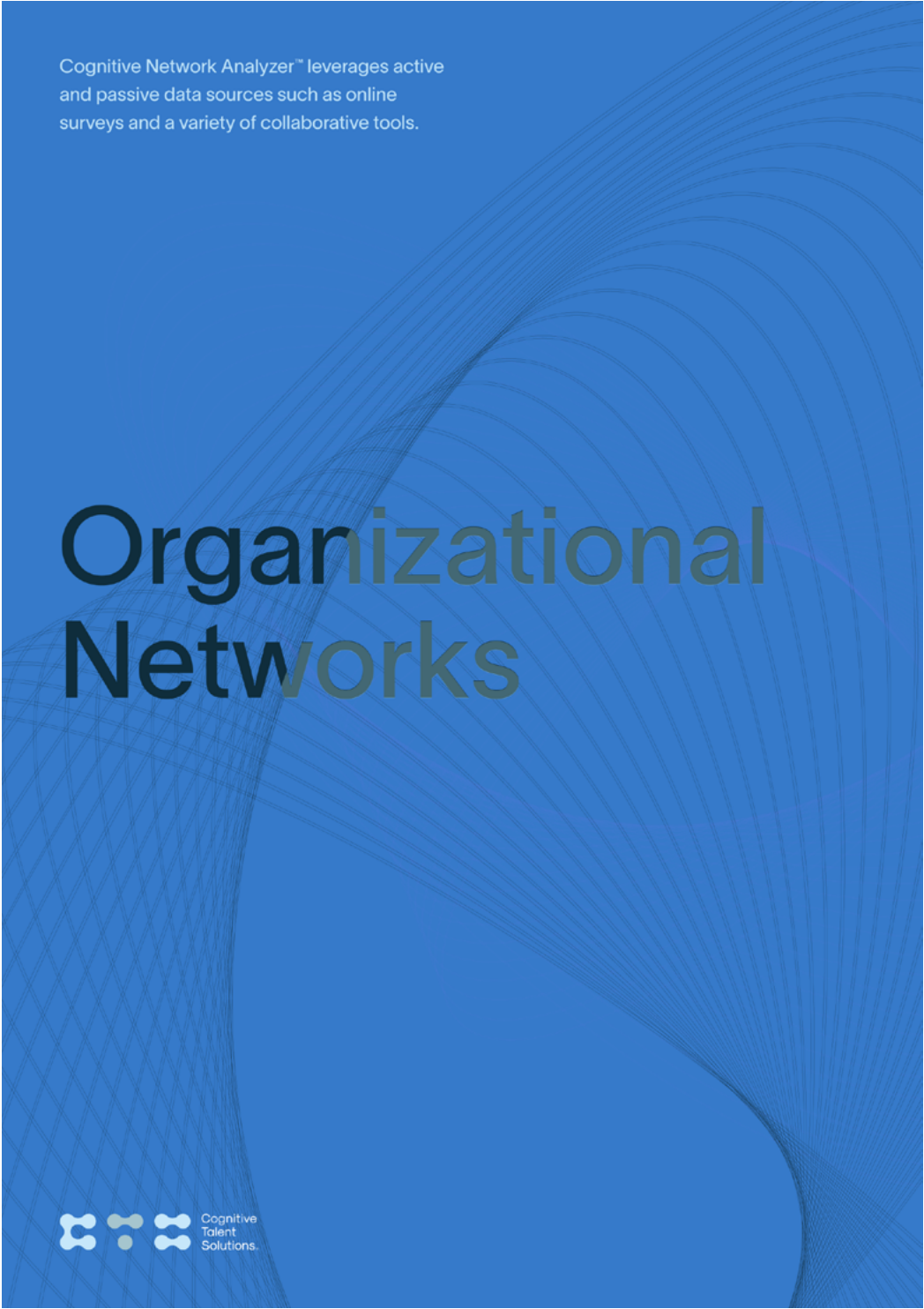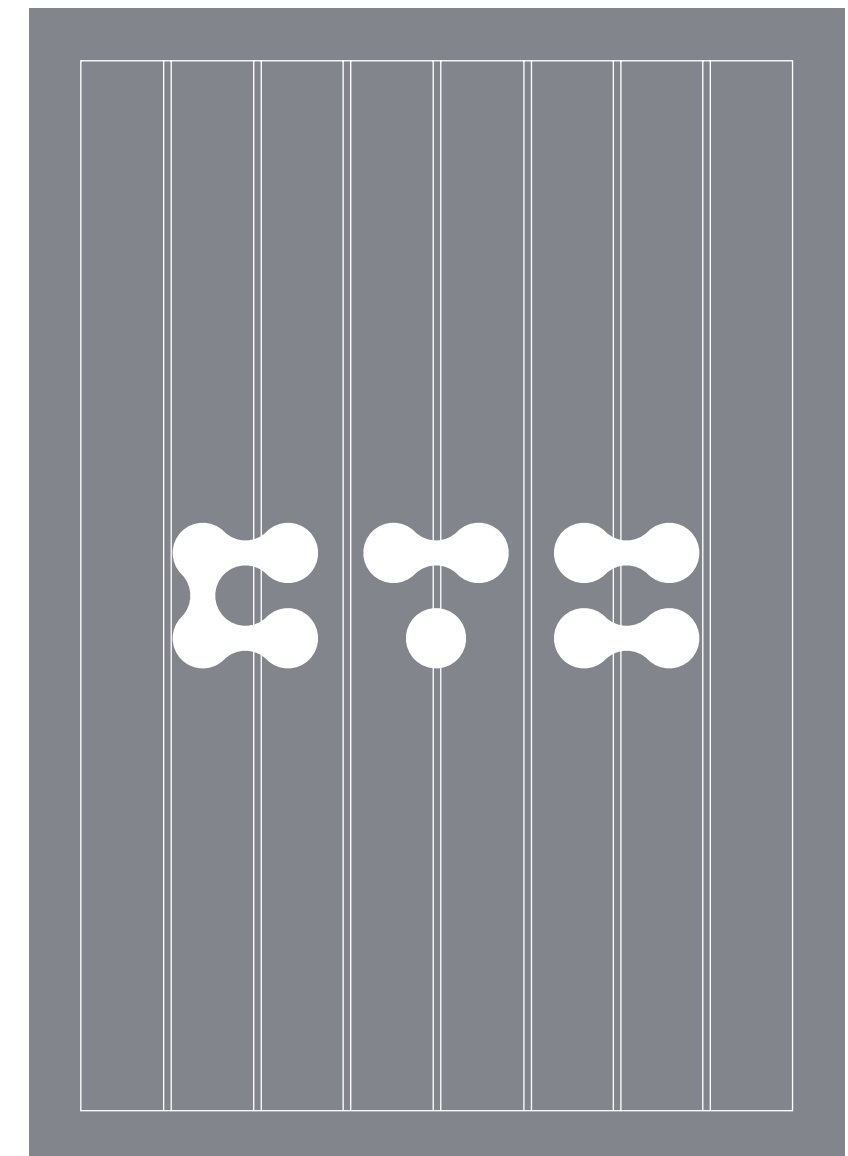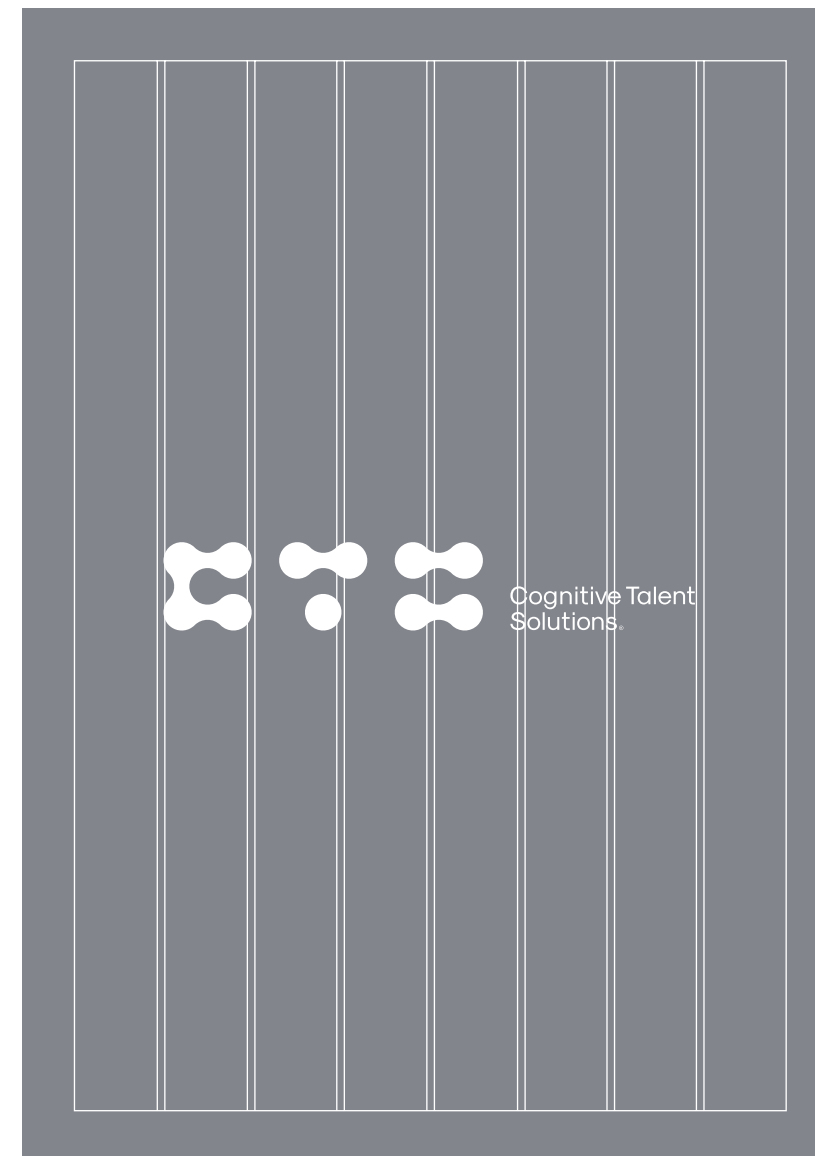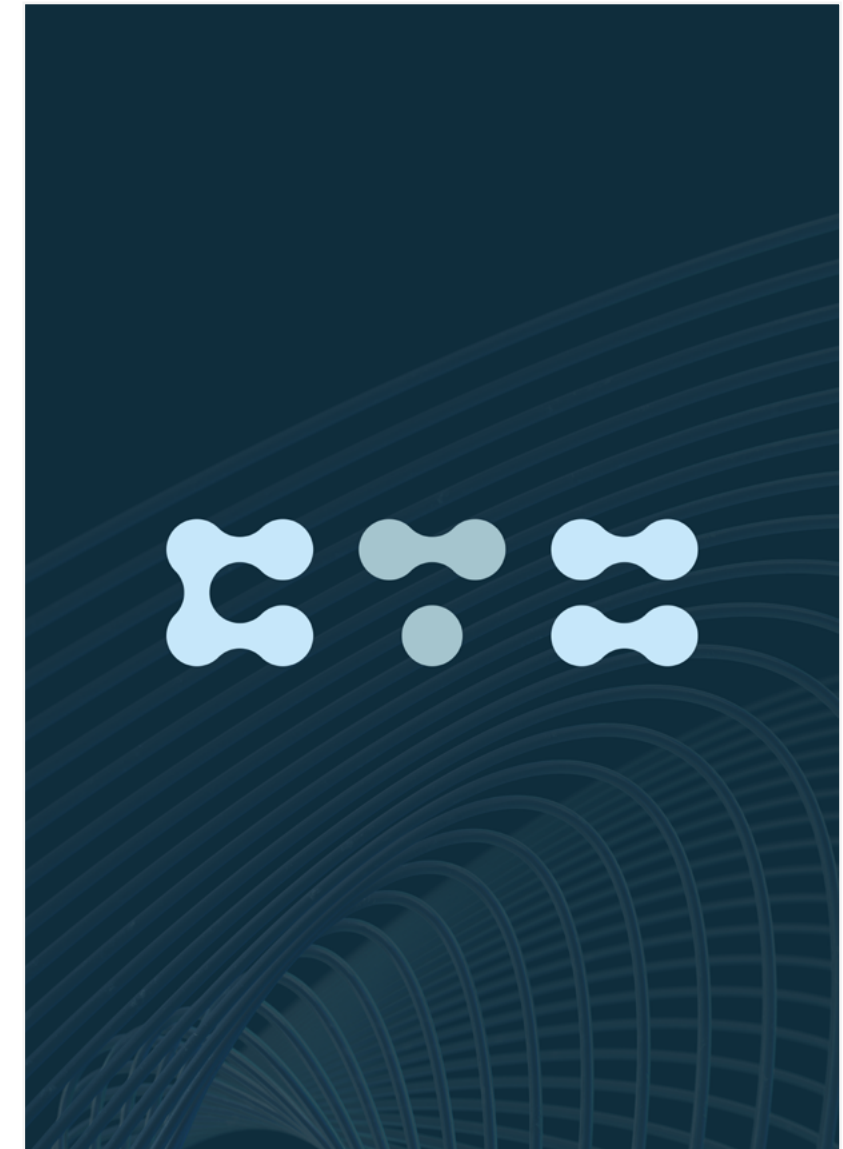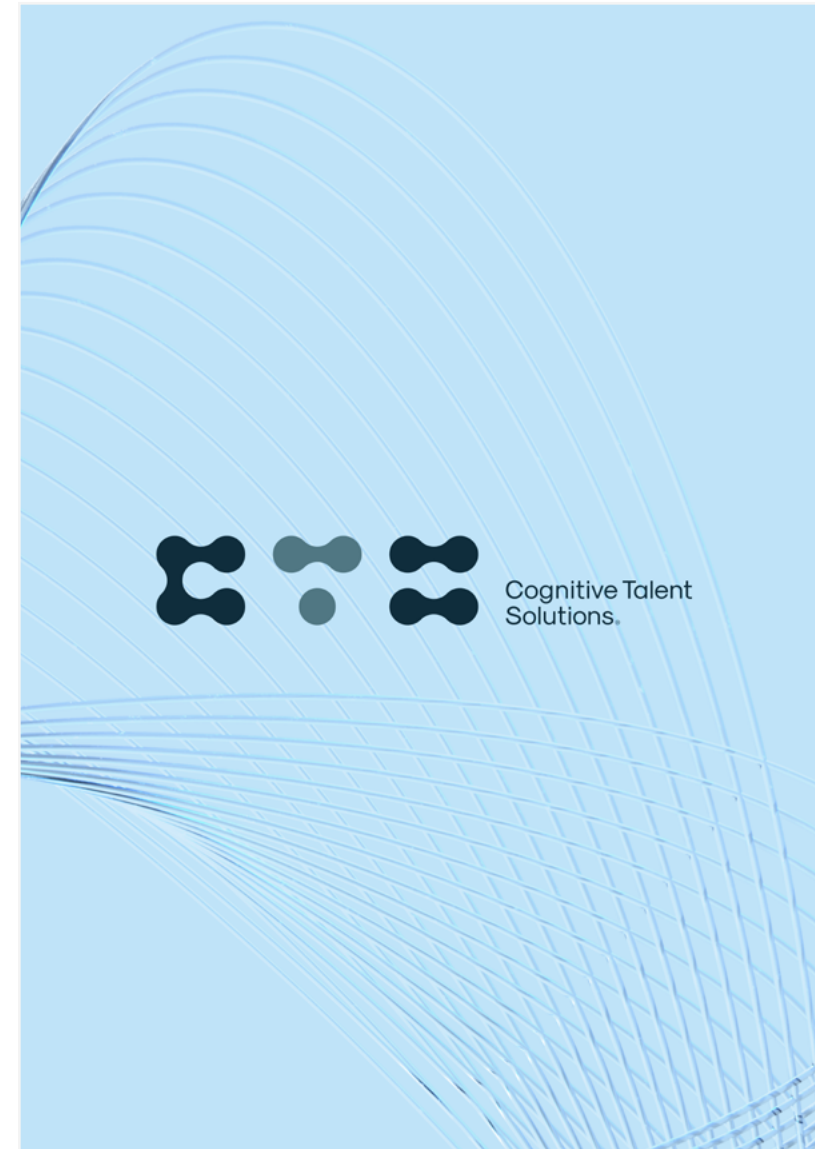
Lockup Notes:
+ Strong contrast is vital for the logo. Default, white, or black preferred.
+ Default logo size should adjust to the width of 6 columns.
+ Signet size should adjust to the width of 4 columns.

1.9 Logo Lockups
   Centered Example

An example of an alternate
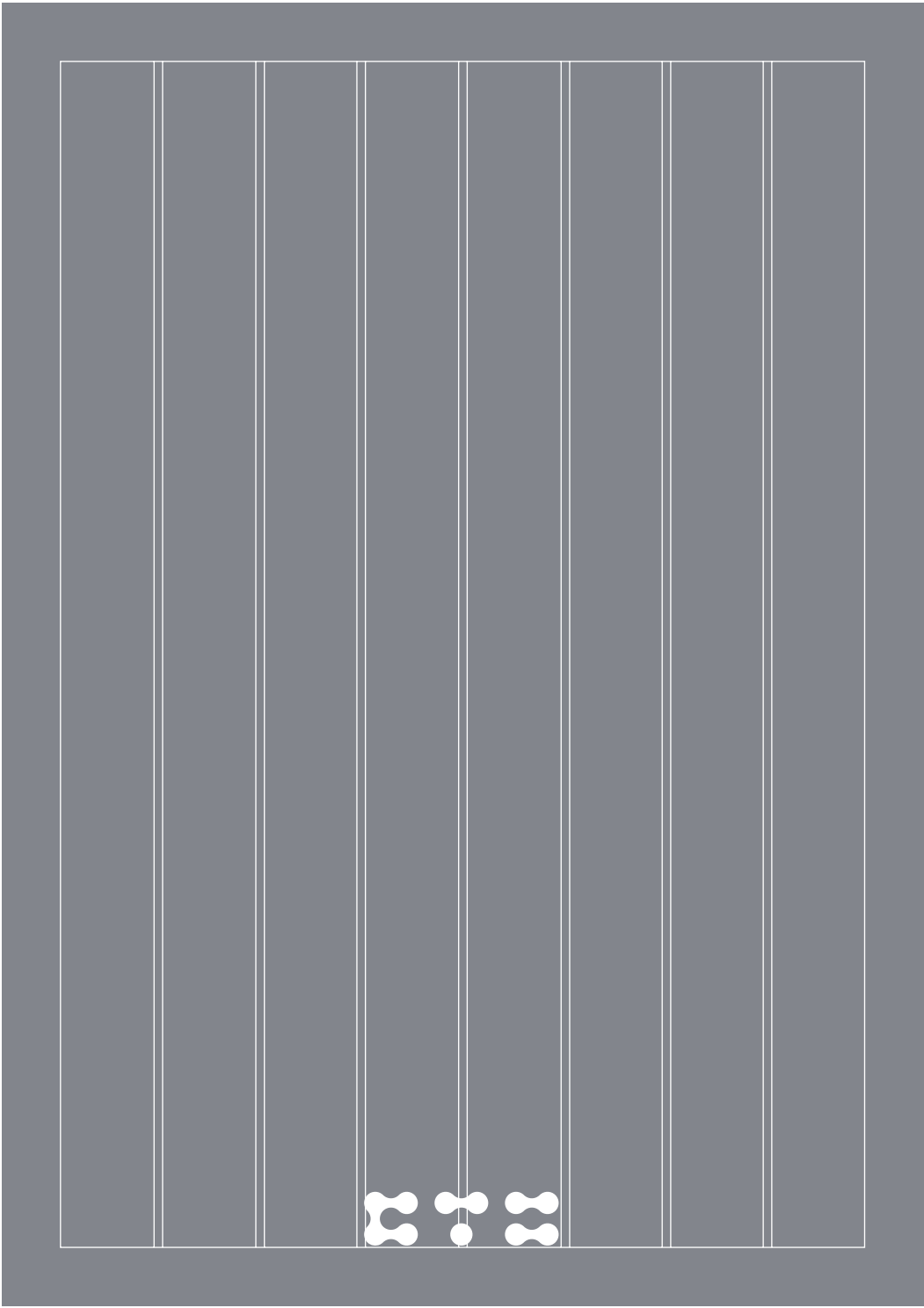CTS vertical banner.

1.10 Logo Lockups
Bottom Centered

Strong contrast is vital for the logo. Default, white, or black preferred.

Lockup Notes:
+ Strong contast is key for logo, default, white or black is preferable.
+ Signet size should adjust to the width of 2 columns.

1.11 Logo Lockups
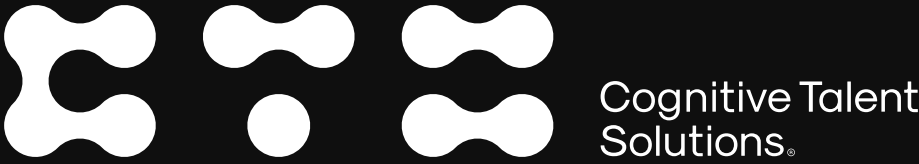   **Bottom Centered Example**

An example of an alternate
CTS vertical banner.

1.12 Logo Contrast

Ensures the logo usage
provides the highest contrast
possible to improve readability.
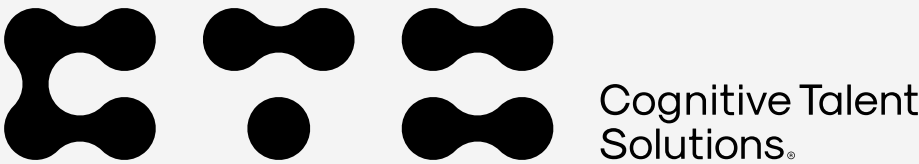
1.13 Logo Clear Space

The height of the bounding box is defined by the height of the letter "C" with its clear space of
the signet to each side of it.

This enables the clear space to be centered in the bounding box, making it look balanced and well-positioned.

Any CTS logo lockup should follow the established clear space rule.

1.14 Logo Clear Space Signet
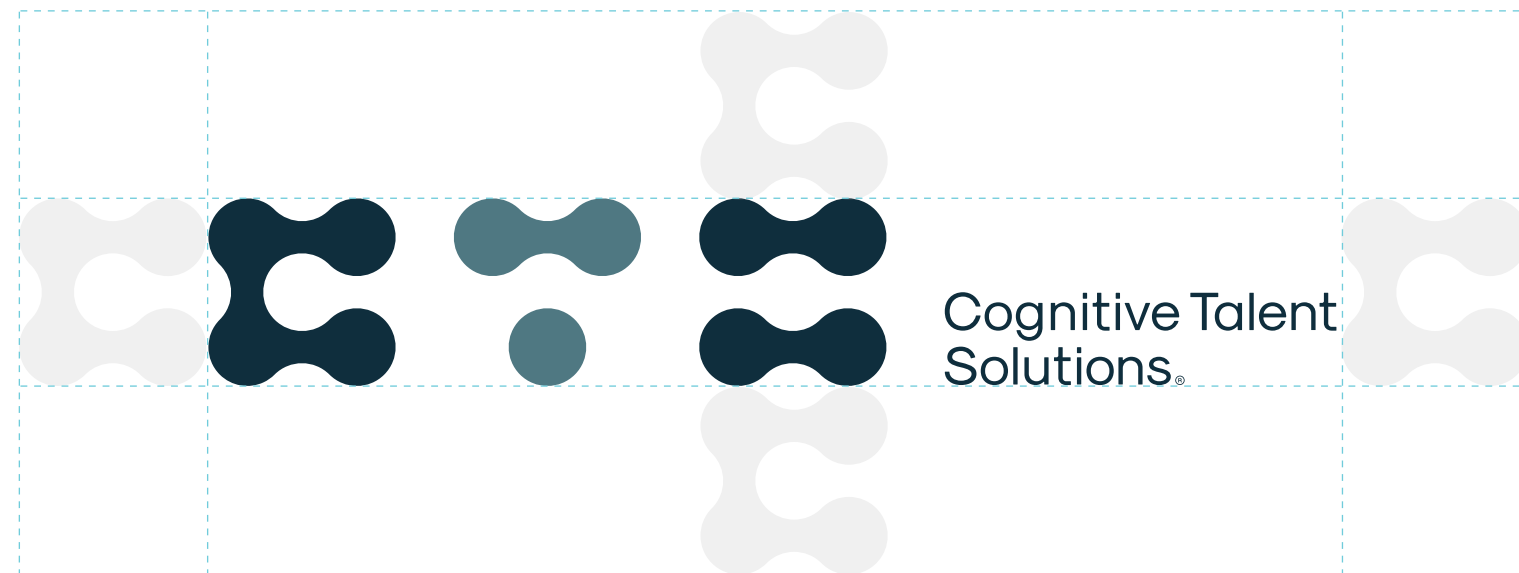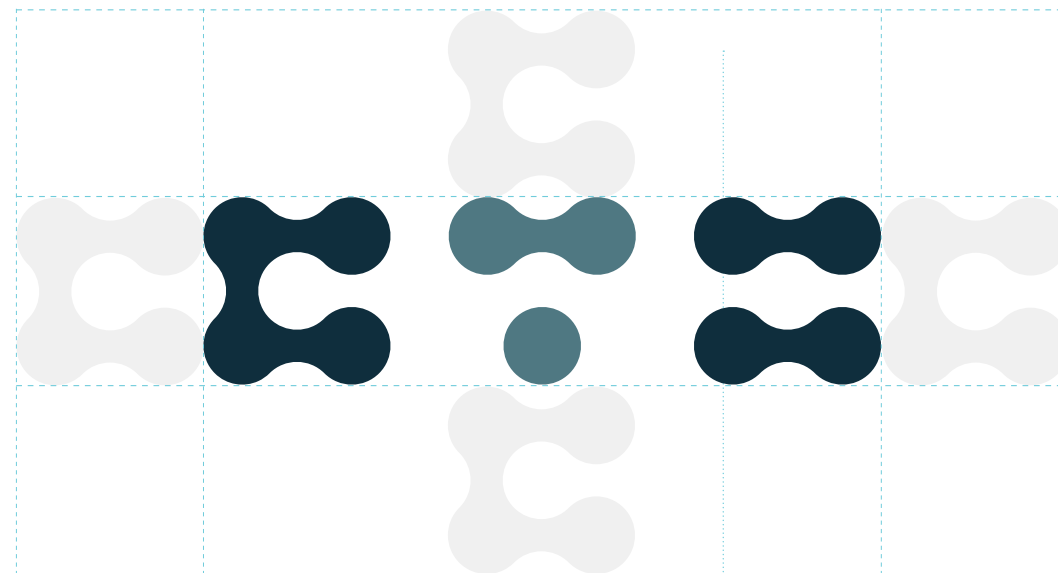
The height of the bounding box is defined by the height of the letter "C" with its clear space of the signet to each side of it.

This enables the clear space to be centered in the bounding box, making it look balanced and well-positioned.

1.15 Minimum Size

When scaling the logo for smaller use-cases refer to the percentage values provided for brand consistency.

Only exception for smaller scale usage which the full logo will be replaced by the signet.

Minimum size
Print: width=25mm
Digital: height=18px

Print

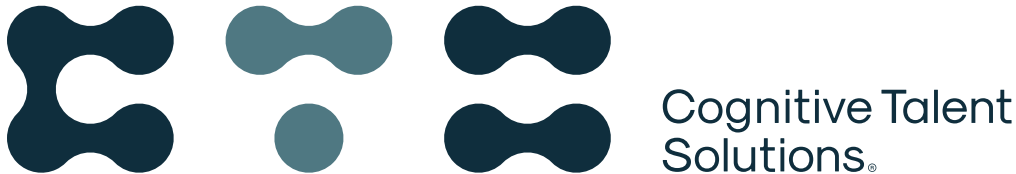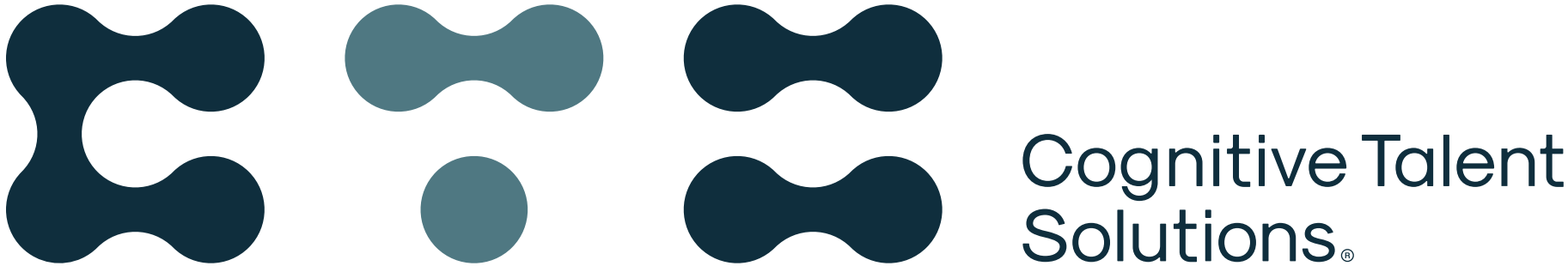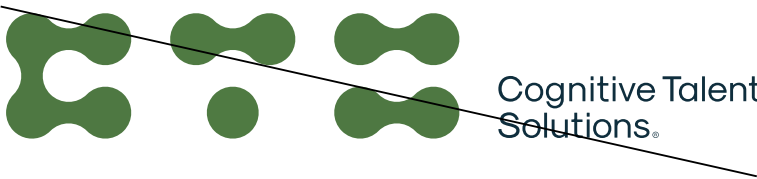| A-Formats	Logo width
A6	25 mm
A5	35 mm
A4	35 mm
A3	55 mm
A2	80 mm
A1	120 mm

25mm

50mm

75mm

100mm

1.16 Incorrect Usage

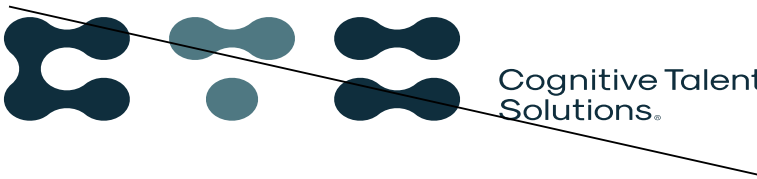Consistent use of the logo reinforces brand trust, and here are some examples of things to avoid with the wordmark.

Do not have logo in any other color other then the default version, black or white

Do not stretch logo
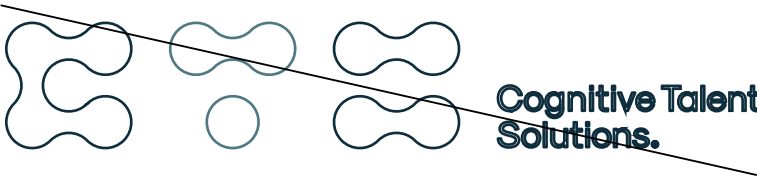
Do not outline the logo
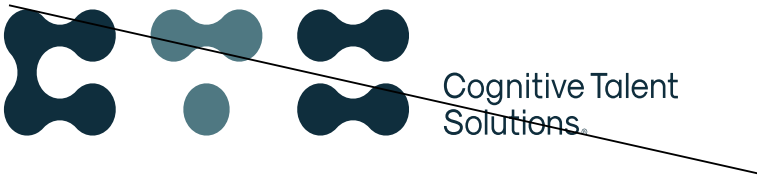
Do not compress the logo
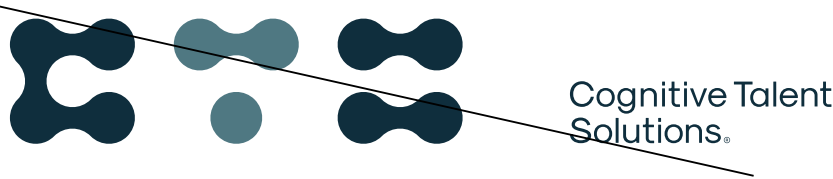
Do not change the spacing between the signet and the wordmark
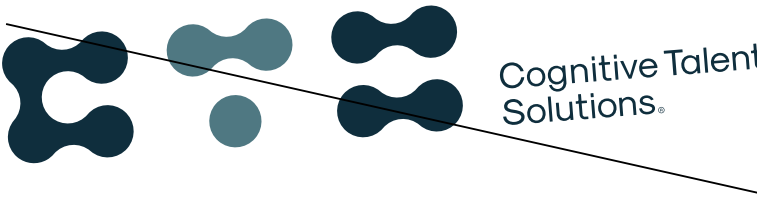
Do not rotate the logo in any angle
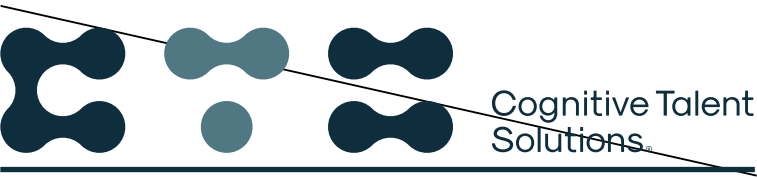
Do not add graphic element to the logo

1.17 Special Application

In special cases, the signet can be used as a container for the renders for large scale applications.

3D Renders can be used as backgrounds.

2.0 Colors + Typography

02

2.1 Primary Colors

The primary color palette is balanced blue tones and cyan tones, evoking feelings of calmness and empowerment.

These colors can be applied flexibly, depending on the medium they're used for.

When applied in mediums like photography, these colors should be combined with secondary colors.

Prussian Blue
0F2D3C
15 45 60
97 70 50 75

Serenity Blue
C6E7FA
198 231 250
26 0 1 0
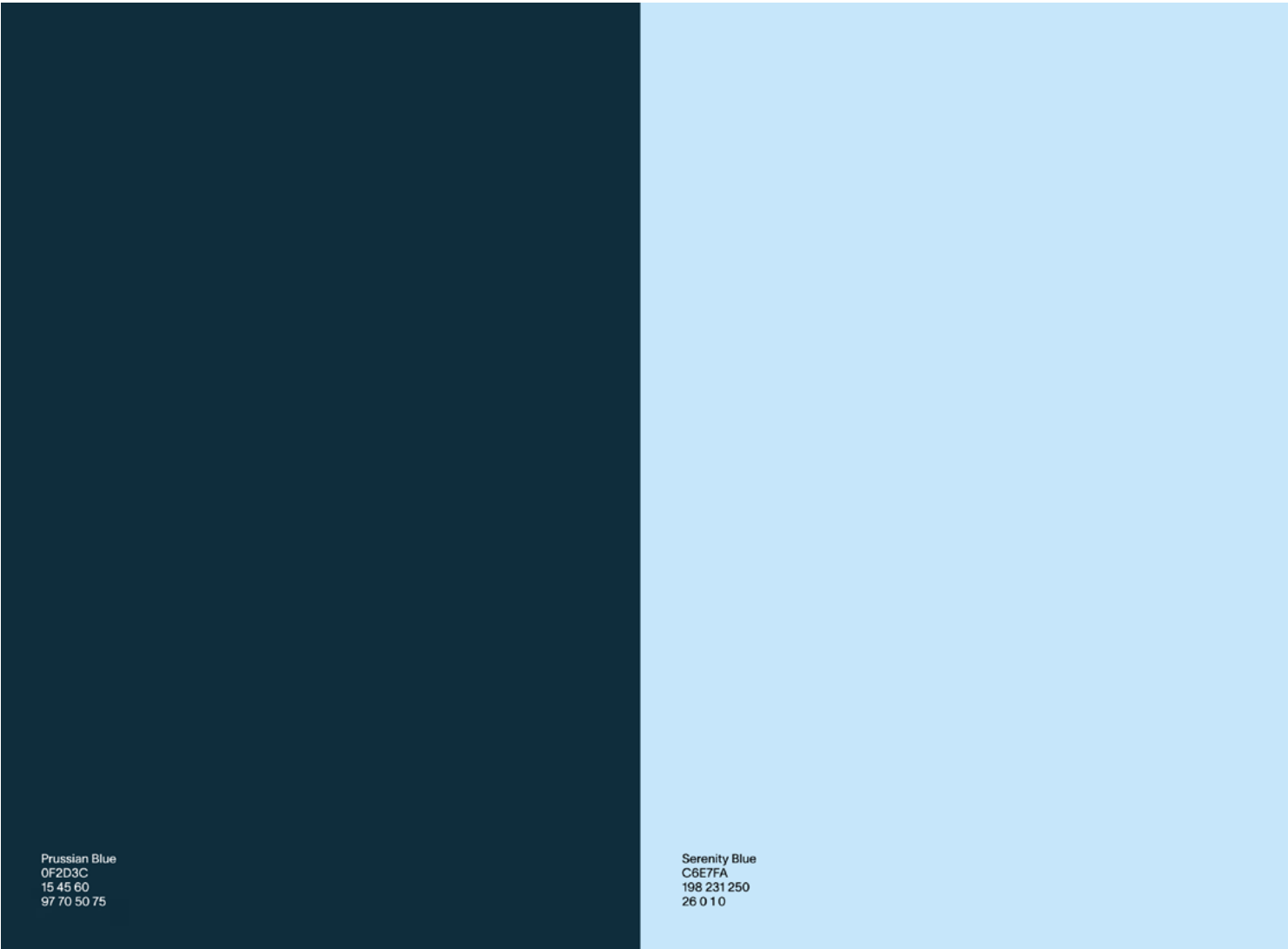
2.2 Secondary Colors

The secondary color palette
is bright and complementary to
the primary palette.

Light Cyan
CFFCFF
207 252 255
21 0 5 0

Royal Blue
3779C7
55 121 199
79 48 0 0
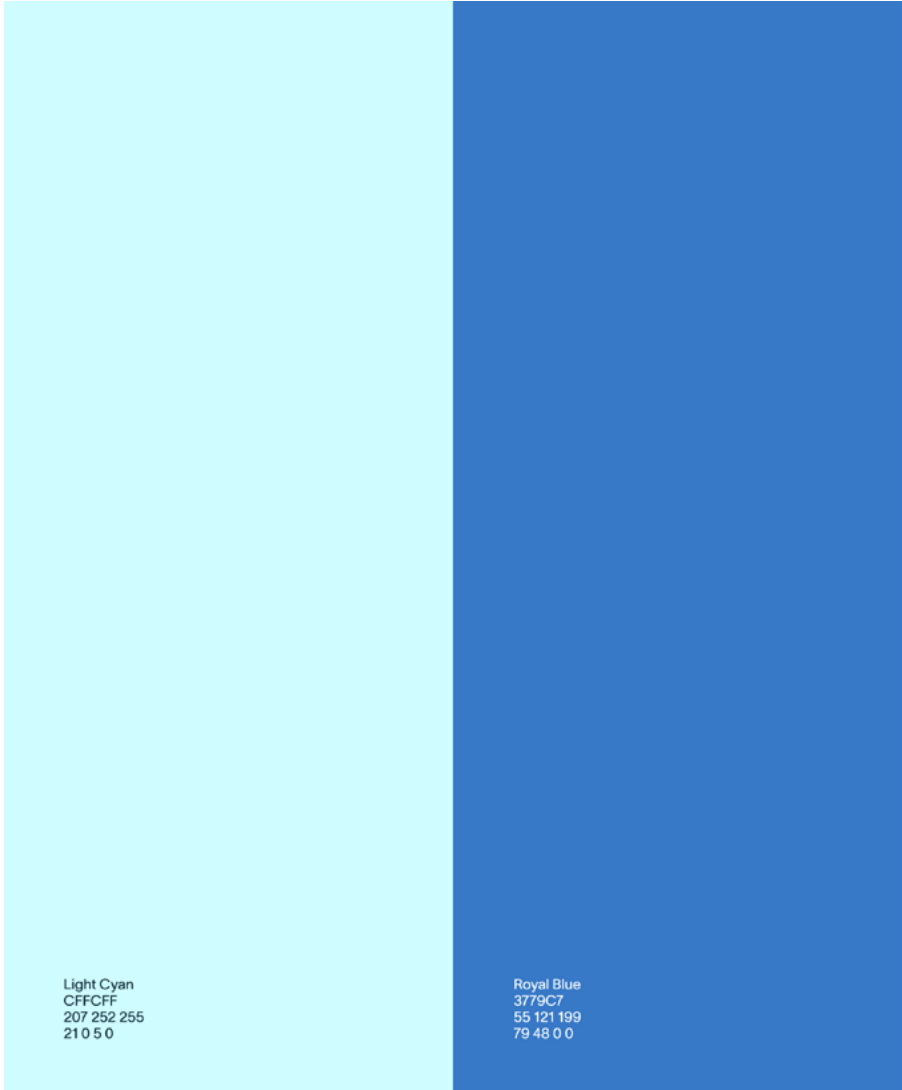
2.3 Neutral Colors

Neutral Colors can be used for
typographic hierarchy as well
as for graphic separators.

CTS Black
HEX: #0F0F0F
CMYK: 0 | 0 | 0 | 94
RGB: 15 | 15 | 15

White
HEX: #FFFFFF
CMYK: 0 | 0 | 0 | 0
RGB: 255 | 255 | 255

2.4 Color Hierarchy

Ensures the following hierarchy
is always applied in any
medium to maintain balance
within the applications.

Usage

70% - 30%

Primary
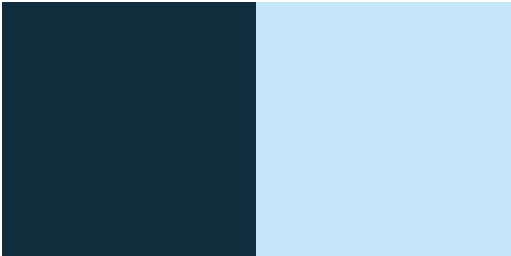
Prussian Blue
HEX: #0F2D3C
CMYK: 97 70 50 75
RGB: 15 45 60

Serenity Blue
HEX: #C6E7FA
CMYK: 26 0 1 0
RGB: 198 231 250

2.5 Master Color Sheet

Secondary
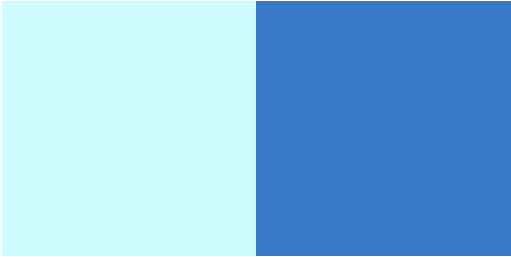
Light Cyan
HEX: #CFFCFF
CMYK: 21 0 5 0
RGB: 207 252 255

Royal Blue
HEX: #3779C7
CMYK: 79 48 0 0
RGB: 55 121 199

Neutral
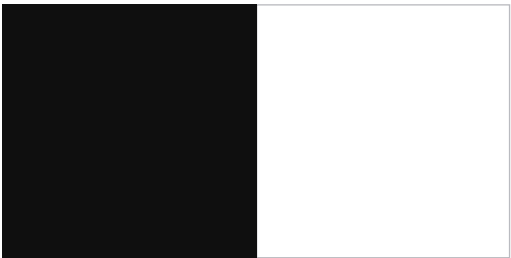
CTS Black
HEX: #0F0F0F
CMYK: 0 | 0 | 0 | 94
RGB: 15 | 15 | 15

White
HEX: #FFFFFF
CMYK: 0 | 0 | 0 | 0
RGB: 255 | 255 | 255

2.6 Primary Typeface

CTS header font is Lausanne is a sophisticated sans serif font with an ultra-organic aesthetic, very legible in small sizes and full of refined details in display sizes.

Use in print and on the web. Headers always Regular and or Bold.

Use Lausanne type family with all designed assets, and always be consistent. throughout.

Lausanne

We are using Lausanne in three
different fonts, with Regular being
our default option.

For MS Office applications like
Word or PowerPoint, we use
Regular. Formatting via application,
Bold is used for highlights.

Light (250)
ABCDEFGHIJKLMONOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Regular (350)
ABCDEFGHIJKLMONOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Bold (450)
ABCDEFGHIJKLMONOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Light Italic
ABCDEFGHIJKLMONOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Regular Italic
ABCDEFGHIJKLMONOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Bold Italic
ABCDEFGHIJKLMONOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

From Silicon Valley

Future of Work Series

We are excited to share that Cognitive Talent Solutions is launching the "Future of Work Series from Silicon Valley" in partnership with DCH and HR Tech HUB.

The Role of ONA in the Future of Work

Cognitive Network Analyzer™ leverages active and passive data sources such as online surveys and a variety of collaborative tools.

cognitivetalentsolutions.com

Cognitive
Talent
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e Power
ational

Future
of Work
Series

Cognitive
Talent
Solutions.

e Power
ational

Future
of Work
Series

Understand your organization's inclusion
dynamics at age, gender and ethnicity level

Thank You