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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.
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.
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.
Organizational Networks
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 contrast 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.
1.0 Visual Identity

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

1. Correct Usage

- Do not have logo in any other color other than the default version, black or white.
- Do not outline the logo.
- Do not change the spacing between the signet and the wordmark.
- Do not add graphic element to the logo.

1. Incorrect Usage

- Do not stretch logo.
- Do not compress the logo.
- Do not rotate the logo in any angle.
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.
2.1 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.
2.2 Secondary Colors

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

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

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

Usage

70% - 30%
2.2 Color Palette - Secondary

2.5 Master Color Sheet

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

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)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Light Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Regular (350)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Regular Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Bold (450)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
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 DCI and HR Tech Hub.

The Role of ONA in the Future of Work

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

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Future of Work Series

Understand your organization’s inclusion dynamics at age, gender and ethnicity level.
Thank You