

Celemi Solution Provider logotype

Marketing materials should clearly indicate if the sender is Celemi or a Celemi Solution Provider (CSP).

Celemi Blue
PMS 286
CMYK 100/60/0/0
RGB 0/83/166
HEX 0053a6

A CSP should never appear as a Celemi entity, through the use of the Celemi company logotype alone. Instead, a special CSP logotype has been designed for CSPs, to be used on stationery, e-mail signatures, business cards, marketing materials etc.

The CSP logotype is designed to be produced as a positive image and should be placed on a white background.

Only in exceptional cases, when there is no other option, is the negative version of the logotype to be used.

On Celemi's product and marketing materials, it's never allowed to replace the Celemi logotype with a partner's company logotype. Sometimes it's allowed for a partner to co-brand with Celemi on Celemi marketing materials, e.g. on a Product sheet or Client case sheet. However, then the Celemi logotype should dominate.

For more on co-branding, see page 5.



How not to use the logotype



Do not skew, distort or redraw the Celemi logotype in any way.



Do not place the Celemi logotype on a visually busy background, including patterns, design, photographs or illustrations.



Do not use the standard Celemi logotype on a colored background. If the logotype is needed in a colored background, use the Celemi logotype reversed to white (or in black, when used on light colors).



Do not translate the tagline or replace the tagline with any other text.



Do not group or connect the Celemi logotype with another company logo. The two must appear visually separately. It is preferred that the two logos be positioned at opposite ends of a page layout. If one of the companies is the main sender of messages, this should be communicated through the logos.



Do not change the color of the Celemi logotype or apply a tint of color to it. The Celemi logotype may only appear in 100% Celemi blue, black or reversed to white.



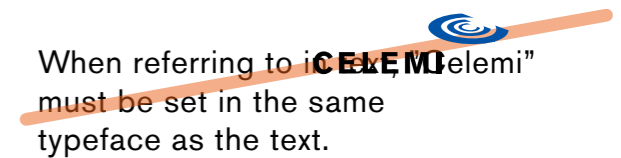
Do not rotate the Celemi logotype.



Do not use the Celemi logotype symbol to create a pattern.



Don't use the Celemi logotype symbol (Triple ring device) on its own. Our brand is not strong enough yet for the market to recognize and associate this symbol with Celemi.



When referring to "Celemi" must be set in the same typeface as the text.

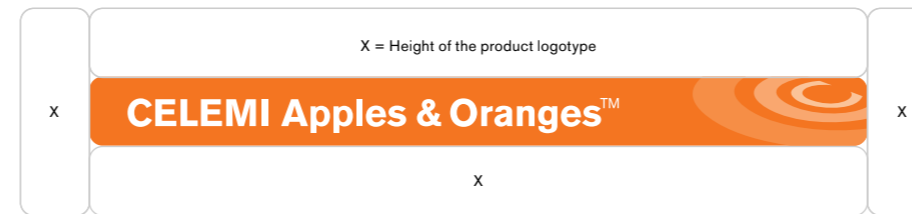
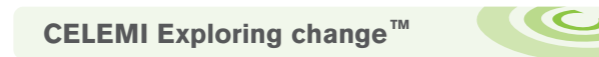
Do not use the Celemi logotype to replace "Celemi" in an address, sentence, phrase or heading. When referring to Celemi in text, "Celemi" must be set in the same typeface as the text.

Product logotypes / horizontal bar

These product logotypes, developed in 2007, should be used in all marketing materials.

The Celemi product and case logotypes should appear against a white background.

The products should be listed in alphabetical order, with the exception of The Medici Game™ – always placed last.



Clear space

The product and case logotypes must always be presented clearly and consistently. In order to strengthen the impact of the logotypes we must always leave a clear space around the logotype. It is not allowed to write any name or other text inside this area.



Tag-line and industry version

The tag-line and industry version (if any) is written in Akzidenz Grotesk Pro Regular. Use the same main product logotype color on the tag-line. For all tag-lines, please see next page.

/ app icon



Product colors



CELEMI Apples & Oranges™
CMYK 0/67/100/0
RGB 234/94/19
HEX ea5e13



CELEMI Performance™
CMYK 60/0/100/2
RGB 111/186/66
HEX 6fba42



CELEMI Cayenne™
CMYK 0/100/50/28
RGB 154/12/68
HEX 9a0c44



CELEMI Sales Endeavour™
CMYK 9/75/70/39
RGB 131/67/55
HEX 834337



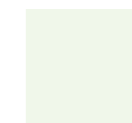
CELEMI Decision Base™
CMYK 100/72/0/38
RGB 26/59/115
HEX 1a3b73



CELEMI Tango™
CMYK 100/0/90/35
RGB 34/120/72
HEX 227848



CELEMI Enterprise™
CMYK 95/0/25/0
RGB 36/172/195
HEX 24acc3



CELEMI Exploring Change™
CMYK 5/0/9/0
RGB 240/247/234
HEX F0F7EA



CELEMI Livon™
CMYK 0/100/100/0
RGB 204/34/41
HEX cc2229



CELEMI Partnerstock™
CMYK 71/22/11/0
RGB 114/156/196
HEX 729cc4



CELEMI Livon Lite™
CMYK 0/75/75/0
RGB 213/102/76
HEX d5664c



The Medici Game™
CMYK 0/0/0/100
RGB 0/0/0
HEX 000000



CELEMI Agile Move™
CMYK 100/0/20/35
RGB 1/101/110
HEX 01656e

Product tag-lines

In marketing materials, the tag-line may be placed separate from the product logotype as part of the text content – to highlight it and make a design feature of it.

CELEMI Apples & Oranges™

BUSINESS FINANCE FOR EVERYONE

CELEMI Cayenne™

SECURING PROJECT SUCCESS

CELEMI Decision Base™

PULLING IN THE SAME DIRECTION

CELEMI Enterprise™

STAY AHEAD IN A CHANGING WORLD

CELEMI Livon™

DIFFERENTIATE OR DIE

CELEMI Livon Lite™

THE POWER OF THE CUSTOMER

CELEMI Performance™

EXERCISE YOUR BUSINESS MIND

CELEMI Sales Endeavour™

WINNING SALES NAVIGATION

CELEMI Tango™

SUCCESS THROUGH PEOPLE

CELEMI PartnerStock™

UNLOCK YOUR SUPPLY CHAIN POTENTIAL

CELEMI Exploring change™

ADDRESSING THE HUMAN SIDE OF CHANGE

CELEMI Agile Move™

ALIGN, ACT, ADAPT

**THE
MEDICI
GAME™**

CREATING CONDITIONS FOR BREAKTHROUGH INNOVATION