



Carrutaco
ENERGY

BRAND GUIDE

2021

MAIN LOGO



BLACK & WHITE LOGO
(use when colour logo
isn't available)



MAIN COLOUR LOGO
(use as default)



REVERSED LOGO - WHITE ICON
(can be used on a solid brand
colour background)



REVERSED LOGO - RED ICON
(can be used against a solid
dark grey background)



REVERSED LOGO - WHITE ICON
(can be used on a photo
background with sufficient contrast)

Brand colour palette



PANTONE: RED 032
C=0, M=89, Y=96, K=0
HEX #EF3340



PANTONE: 432
C=100, M=0, Y=0 K=90
HEX #333F48



PANTONE: Cool Grey 9C
C=0, M=0, Y=0, K=60
HEX #75787B



PANTONE: Cool Grey 2C
C=0, M=0, Y=0, K=20
HEX #D0D0CE

Brand fonts (available free from google) <https://fonts.google.com>

Montserrat - Bold (headlines)

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
XYZ**

abcdefghijklmnopqrstuvwxyz

1234567890

!@£\$%^&*()_+}{|":?><~

Montserrat - Regular (body text)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

!@£\$%^&*()_+}{|":?><~

COMFORTAA - BOLD (USE FOR SUB-HEADINGS IN ALL CAPS)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

!@£\$%^&*()_+}{|":?><~

Alternative logo format (landscape version)



Social media icon/logo sub-mark



The Do's & Don'ts of using our logo

Correct logo use ✓



incorrect logo use ✗

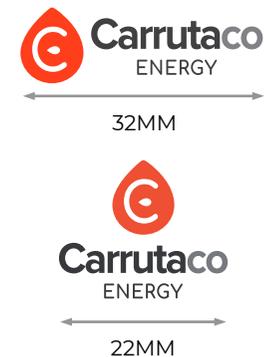


Logo exclusion zones



The logo should have an exclusion zone as shown above, using the capital 'C' letter as a measure. This means that all other graphics need to be distanced away from the logo by this amount as a minimum.

Minimum logo sizes



The above measurements are the minimum size our logos can appear electronically or in print. 32mm wide for the landscape version. 22mm wide for the portrait version.

1. Avoid squashing or stretching our logo
2. Do not change the fonts & ensure the correct ones are in use
3. The 'co' text in Carrutaco should always be in grey, never the same colour as 'carruta'. For reversed out logos 'co' = 20% black, positive logos (on white) 'co' = 60% black
4. Use only colours in the brand colour palette shown on the previous page. Avoid adding new colours or tints.
5. Never move elements of the logo or rescale them. The teardrop icon should always be centred or to the left of the logo in the landscape example.

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GUIDELINES ARE CORRECT AS OF MARCH 2021.
IF YOU REQUIRE ASSISTANCE IN
IMPLEMENTING, OR HAVE ANY QUERIES OR
LOGO REQUIREMENTS, PLEASE GET IN TOUCH.

