CENTUM
LEARNING

LOGO USAGE GUIDELINES

2017

AN ISO 9001:2015 COMPANY

OUR LOGO

A
B
C
D

The Centum Learning logo is the most visible component of the overall brand identity. The logo consists of four components which must always appear together:

A. Graphical element (swirl)
B. The "CENTUM" wordmark
C. The separator
D. The "LEARNING" wordmark

The Centum logo has been developed as a balanced unit. The shape, configuration, or proportions *(as shown here)* should not be altered. The letters should never be re-arranged or created in any other type face. It is always presented in a fixed configuration.

Every reproduction of the logo should be clear, crisp and undistorted from the original design. All reproductions should be made from the artwork provided by the Communications & Marketing team at Centum Learning Limited.

Consistent use of the logo helps maintain the integrity of the Centum Learning brand and ensures greater brand recognition.

MINIMUM CLEAR SPACE & SIZE

MINIMUM CLEAR SPACE

The most basic and important element of the logo is that it needs to be clearly visible on background. To maintain the logo's visual integrity, it should never appear crowded by text, titles, photographs, or other symbols. The logo makes a greater impact if a common clear space is maintained around it.

A minimum clear space area has been defined, that should be adhered while using Centum Learning logo. The diagram on the right hand side depicts the same.

The clear space "X" is height of letter 'L' in the "LEARNING" wordmark.

MINIMUM SIZE

When the logo is reduced, there is a point at which it becomes ineffective. By establishing a minimum size for the logo it is ensured the logo is always prominent and readable. The Centum Learning logo should never be used smaller than 18 mm in width.
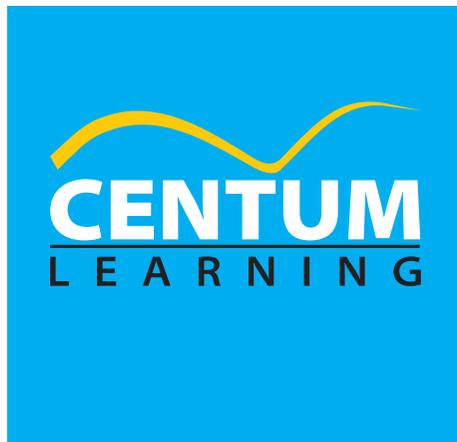
18 mm

LOGO COLOURS

Maintaining the distinctiveness of the Centum Learning Limited logo depends on accurate and consistent reproduction of its features. For this reason, no attempt should be made to reproduce the Centum Learning Limited colours without using exact percentages of CMYK colours.

STANDARD LOGO

CENTUM
L E A R N I N G

FOUR COLOUR PRINTING

DEEP YELLOW

CMYK: C-0 M-25 Y-100 K-0
RGB: R-255 G-204 B-0
PANTONE 123 C

BLUE

CMYK: C-100 M-0 Y-0 K-0
RGB: R-0 G-152 B-218
PANTONE 639 C

BLACK

CMYK: C-0 M-0 Y-0 K-100
RGB: R-0 G-0 B-0
PANTONE 447 C

PREFERRED LOGO USAGE

Centum Learning logo to be used on Blue Background

CENTUM
L E A R N I N G

Centum Learning logo usage on other colour backgrounds

on Black background

CENTUM
L E A R N I N G

on Deep Yellow background

CENTUM
L E A R N I N G

BLACK & WHITE/ SINGLE COLOUR LOGO

on White background

CENTUM
L E A R N I N G

on Black background

CENTUM
L E A R N I N G

COMMON VIOLATIONS

The Centum Learning logo should always be reproduced in a manner that avoids visual distraction and maintains the integrity of the design. There are a number of restrictions placed upon the reproduction of the logo.

The examples below illustrate unacceptable logo usage.

Logo colours may not be altered in any way.

Logo colours may not be a percentage of a colour.

No part of the logo may be distorted, redrawn or redesigned.

No other font may be substituted for the corporate font.

The logo may not be positioned on any angle other than 0°.

The logo may not be placed close to text. Refer 'Minimum Clear Space'.

Centum Learning Limited provides end-to-end learning and skill-building solutions to several large corporates.

The logo not to be placed on dominant backgrounds, patterns or textures.