



Brand Standards Guide

Contact for questions/clarification:

Mark Siebert | Marketing Leader

mark.siebert@johnzink.com

918.234.2707

chentronics.com/standards

Table of Contents

pg. 3	Introduction
pg. 3	Disclaimer
CORE BRAND ELEMENTS	
pg. 5	Approved Logo
pg. 5	Corporate Color Palette
pg. 6	Preferred Logo Usage
pg. 8	Logo Safe Area
pg. 8	Logo Size Guidelines
pg. 9	Logo File Formats
pg. 10	Incorrect Logo Usage
pg. 11	Approved Fonts
pg. 12	Product Names

Introduction

Proper use of the Chentronics name, logo and graphic elements is an essential part of protecting the Chentronics brand image. As a member of the Chentronics team, either as an employee or an approved vendor, it is your responsibility to familiarize yourself with our Brand Standards and follow the established guidelines in all communications, promotional items and other materials you prepare on behalf of Chentronics. By following these simple guidelines, you will help present our company in the professional and consistent manner needed to maintain a successful brand.

All materials bearing the Chentronics name or logo must be approved by the Marketing Leader. For approvals, questions, or logo artwork, contact:

Mark Siebert | Marketing Leader
mark.siebert@johnzink.com
918.234.2707

– or submitted through the IP/Publication Review process on zinkweb2

Disclaimer

The following disclaimer should be used in conjunction with the logo when used on products, literature, website or other external facing communications, except on promotional items.

.....

Disclaimer:

Chentronics is a registered trademark of Hamworthy Combustion Engineering Ltd. in the U.S. and may be registered in other jurisdictions.

Simplified Disclaimer:

See chentronics.com/trademarks

Core Brand Elements

- Approved Logo
- Corporate Color Palette
- Preferred Logo Usage
- Logo Safe Area
- Logo Size Guidelines
- Logo File Formats
- Incorrect Logo Usage
- Approved Fonts
- Product Names

Approved Logo

The Chentronics logo is comprised of four main elements: the Arc, the Name, the Baseline Rule, and the Tagline.



Corporate Color Palette

The Chentronics color palette is comprised of *Primary* and *Secondary* colors. In most designs, the Primary color palette should be used first. When a supporting color is needed, the secondary color can be implemented for accenting the design for aesthetic purposes and should never be used as part of the logo.

PRIMARY COLORS



Chentronics Orange
PMS – 165 C
CMYK – 0, 70, 100, 0
RGB – 242, 102, 34



Chentronics Black
PMS – 100% Black
CMYK – 60, 40, 40, 100
RGB – 0, 0, 0

SECONDARY COLOR



Chentronics Gray
PMS – Cool Gray 11 C
CMYK – 6, 4, 4, 85
RGB – 0, 0, 0

Preferred Logo Usage

The **Black/Orange Version** of the Chentronics logo is preferred for light backgrounds. This version may only be used, however, if the background and material on which the logo is displayed does not negatively affect or compete with the readability of the logo. For darker backgrounds, the **Reversed/Orange Version** may be used.



Black/Orange Version



Reversed/Orange Version

Preferred Logo Usage, cont'd.

In rare cases approved by the Chentronics Brand Manager, the **Full Reversed Version**, **1/Color (Orange) Version** or **1/Color (Black) Version** may be used.



Full Reversed Version



1/Color (Orange) Version



1/Color (Black) Version

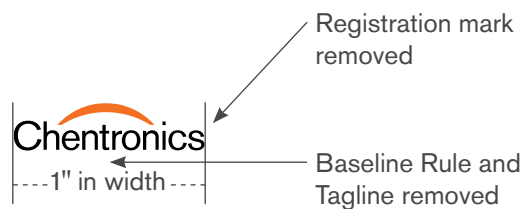
Logo Safe Area

It is very important to provide sufficient space around the official Chentronics logo design to ensure that the logo remains clearly visible and uncluttered by neighboring design elements or type. At minimum, the logo must have a safe area of half a “C-space” on all sides.



Logo Size Guidelines

Good design should dictate the size of the Chentronics logo as it relates to the rest of the piece. Since readability should never be sacrificed, when the logo width is less than 1.5", the Baseline Rule, Tagline and Registration Mark should be omitted. The logo should never be smaller than 1" in width.



Logo File Formats

The Chentronics logo is available in multiple file formats. Which format you should use depends upon the type of material you are producing.

- **RGB logo formats** are to be used for online communications and video displays. These file formats include JPG and PNG which are not acceptable for printing.
- **PMS logo formats** are to be used for large quantity printing or for precise color matching. Vendors that screen-print or embroider would need a PMS formatted logo. These file types are AI, EPS or PDF.
- **CMYK logo formats** will be used for the majority of your printed items, such as brochures and posters. These file types are AI, EPS, PDF, JPG or TIF.

Note:

- **Vector formats (AI, EPS or PDF)** can be scaled to any size without loss of quality.
- **Raster formats (TIF, JPG and PNG)** should only be used at the size provided or smaller so pixilation does not occur (see example).



Vector format scaled 350%.



Raster format scaled 350%.

Incorrect Logo Usage

Do not alter the Chentronics logo in any way. This includes, but is not limited to, adding shadows, adding additional wording, stretching, skewing, squishing, Photoshop filters, using only part of the logo, changing or modifying the type, etc. The proportion, spacing and positioning of the type and graphic elements of the logos should always remain consistent with the Approved Logo.



Do not omit the Arc.



Do not modify the Arc shape or color in any way.



Do not change the color of the Chentronics logo.



Do not distort the proportions of the Chentronics logo.



Do not dimensionalize the Chentronics logo in any way. Do not add highlights, shadows, etc. Actual 3D elements are acceptable for signage.



Do not angle the Chentronics logo.

~~Lorem ipsum dolor sit amet,
 Chentronics dignisinc elit,
 do eiusmod tempor incididunt.~~

Do not use the Chentronics logo as part of any sentence.



In rare cases, the Baseline Rule and Tagline may be omitted due to size limitations. *This is NOT preferred and must receive prior approval.*



The Arc may be used as a design element. *This is NOT preferred and must receive prior approval.*

Approved Fonts

In order to ensure brand consistency throughout Chentronics materials, the following typefaces (fonts) should be used when possible: **Berthold Akzidenz Grotesk** and **Constantia**.

Berthold Akzidenz Grotesk | *Primary font*

Berthold Akzidenz Grotesk - Light Condensed
Berthold Akzidenz Grotesk - Condensed
Berthold Akzidenz Grotesk - Medium Condensed
Berthold Akzidenz Grotesk - Medium Condensed Italic
Berthold Akzidenz Grotesk - Bold Condensed
Berthold Akzidenz Grotesk - Extra Bold Condensed
Berthold Akzidenz Grotesk - Extra Bold Condensed Italic
Berthold Akzidenz Grotesk - Light
Berthold Akzidenz Grotesk - Light OldStyle Figures
Berthold Akzidenz Grotesk - Regular
Berthold Akzidenz Grotesk - Italic
Berthold Akzidenz Grotesk - Medium
Berthold Akzidenz Grotesk - Medium Italic
Berthold Akzidenz Grotesk - Bold
Berthold Akzidenz Grotesk - Bold Italic
Berthold Akzidenz Grotesk - Extra Bold
Berthold Akzidenz Grotesk - Super
Berthold Akzidenz Grotesk - Light Extended
Berthold Akzidenz Grotesk - Extended
Berthold Akzidenz Grotesk - Medium Condensed
Berthold Akzidenz Grotesk - Bold Extended
Berthold Akzidenz Grotesk - Bold Extended Italic

Note:

Berthold Akzidenz Grotesk should be the primary choice for headlines, body copy and subheads.

Constantia can be used as a secondary font for variety (subheads, side bars, callouts, etc.), but should never be the main font throughout the piece.

Constantia | *Secondary font*







Constantia - Regular
Constantia - Italic
Constantia - Bold
Constantia - Bold Italic

Product Names

Product names are an important part of the Chentronics brand and should be presented consistently in all communications. While the logo treatment of some product names may include italics and other stylized type, product names used in copy should be presented in the same font as the surrounding text.

Do not add italics or choose a different typeface in order to approximate the product logo. Product names are not to be presented in all caps and do not have to be boldfaced in order to “stand out” on communication pieces. Bolding a product name should be done judiciously and at the discretion of the marketing director.

Trademarks are proper adjectives and it is recommended to use the proper trademark symbol (® or TM) in addition to a noun after the first or most prominent use of the trademark. After the first or most prominent usage it is not necessary to use the noun every time. It is recommended to use the noun on the first or most prominent use in each section. Remember to use it conspicuously, prominently and sufficiently.

Logo	Use In Text
	FastFlame™ Integrated High Energy Ignition Exciter and Flame Safety System
	SmartSpark® High Energy Exciter
	SureSpark™ High Energy Exciter
	Motivator™ Handheld High Energy Ignition System
	iScan®2 Flame Scanner
	iScan®3 Flame Scanner