

Corporate Identity
Quick Reference Guide

The Logo – “true form”

The Cold Jet logo is most effective when used on a white background. There is also a reversed version of the logo that is acceptable for use with colored backgrounds. If you have questions about this, please consult with the Director of Marketing Communications.

Clear Space

The white space around the logo (X) should be equivalent to the height of the Cold Jet type. **(EX A)**

Minimum Size

The Cold Jet logo should not be used any smaller than 1.25”(3.175cm) X .5”(1.27cm) **(EX B)**

Other Logos

Cold Jet has developed brand platforms for Pelletizers and Blast Systems. There are currently logos for the i³ series as well as the Aero series. (When written they should appear as they do in the previous sentence.) All logos should adhere to the above guidelines. **(EX C)**

Logo Variations

The Cold Jet logo should be reproduced only in approved sizes and colors as determined by the Marketing Department.

Correct Usage

The preferred use of the logo is the two color version which uses a grey drop shadow behind the mountain. **(EX D)**

A one color version of the logo exists strictly for the purpose of engraving, screen printing, or one color printing. **(EX E)**

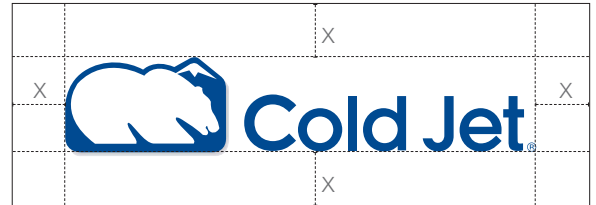
Reverse variations of the logo are intended for use on backgrounds other than standard white. **(EX F)**

Incorrect Usage

The logo should not appear in any color other than those designated by the Cold Jet Marketing Department. **(EX G)**

The Cold Jet word-mark is part of the logo and should not be separated from the bear. **(EX H)**

The logo should always be scaled properly. **(EX I)**



EX A



EX B



EX C



EX D



EX E



EX F



EX G



EX H



EX I

Color Palette

Cold Jet's equity is maintained using a very limited color palette. Below are the spot colors that are to be used on corporate promotions.

The official color for the logo is Pantone 662 blue. It is best to use the Uncoated Pantone 662 in all instances to achieve the true Cold Jet blue.

Secondary Colors

CJ Grey, CJ Green, CJ Alt Blue, Body Text, Title Grey

Please note these Pantone colors are not accurately represented in digital form. Pantones are only truly represented in printed materials where these

Pantones have been specified.

When producing items to be used in electronic form such as PowerPoint it is best to work in the RGB color space.

When creating Web elements it is important to use the appropriate Web-safe blue.

NOTE * When printing items from these guidelines on an ink jet printer it is important to know the color representation will not be accurate. The only true way to achieve accurate color representation on important projects is to have them professionally printed.



PMS 662

C 100%
M 79%
Y 0%
K 11%

R 0
G 29
B 119



CJ Grey

C 0%
M 0%
Y 0%
K 40%

R 170
G 170
B 170



CJ Green

C 38%
M 0%
Y 92%
K 0%

R 174
G 208
B 71



CJ Alt Blue

C 100%
M 46%
Y 0%
K 0%

R 60
G 110
B 180



Body Text

C 58%
M 49%
Y 46%
K 15%

R 110
G 111
B 114



Title Grey

C 58%
M 49%
Y 46%
K 50%

R 72
G 74
B 76

Fonts

The following fonts should be used to create a consistent look and feel across all pieces. (Follow the style guide on the last page to see how and where these fonts are used)

Avenir LT STD 35 Light

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNPOQRSTUVWXYZ
1234567890(.,:;!\$&-*)

Gill Sans MT Italic

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNPOQRSTUVWXYZ
1234567890(.,:;!\$&-*)

ITC Avant Garde Gothic Std Book

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNPOQRSTUVWXYZ
1234567890(.,:;!\$&-*)

ITC Avant Garde Gothic Std Bold

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNPOQRSTUVWXYZ
1234567890(.,:;!\$&-*)

Photography

Every picture tells a story, so careful consideration of photography when producing promotional materials for Cold Jet is extremely important. (EX A)

Low quality images weaken the Cold Jet identity and should be avoided. (EX B)

Image Resolution

It is important that you are aware of resolution and file size when you are dealing with digital images.

Basic Rules: Images used for printed materials need to be a minimum of 300 dpi (dots per inch). Images used for Web sites need to be around 72 dpi. Therefore 300 dpi images can be too large for Web use and 72 dpi images are not a high enough quality for print.



EX A



EX B



300 DPI



72 DPI

Glossary of Terms

EPS (Encapsulated Post Script)

EPS is the graphics file format used for printing documents on laser printers, but it can be adapted to produce images on other types of computer devices. File extension: .eps

TIF/TIFF

TIFF graphics can be any resolution, and they can be black and white, gray scale, or color. TIFF files use virtually no compression and consequently have quite large file sizes. Files in TIFF format often end with a .tif extension.

JPEG/JPG (OK for Web)

JPG is one of the image file formats supported on the Web. JPG images support 16 million colors and are best suited for photographs and complex graphics.

GIF (OK for Web)

Unlike JPG, the GIF format is a lossless compression technique (no data is lost) and it supports only 256 colors.

PNG (OK for Web)

The third graphics standard supported by the Web (though not supported by all Web browsers).

Pixel

Computer monitors display pictures by dividing the display screen into thousands (or millions) of pixels, arranged in rows and columns. On color monitors, each pixel is actually composed of three dots -- a red, a blue, and a green one.

Resolution

Refers to the sharpness and clarity of an image. Resolution indicates the number of dots per inch. For example, a 300-dpi (dots per inch) printer is one that is capable of printing 300 distinct dots in a line 1 inch long.

CMYK

Short for Cyan-Magenta-Yellow-Black, CMYK is a color model in which all colors are described as a mixture of these four colors. CMYK is the standard color model used in offset printing for full-color documents.

RGB

Short for red, green, blue, a computer monitor requires separate signals for each of the three colors. All color computer monitors are RGB monitors. When using JPEG or GIF images for the Web, they need to be saved in RGB color.

Pantone (PMS)

A popular color matching system used by the printing industry to print spot colors. Most applications that support color printing allow you to specify colors by indicating the Pantone name or number. This assures that you get the right color when the file is printed, even though the color may not look right when displayed on your monitor.

