



Guidelines & Inventory for Branding

PROVIZ creative Nov 2022

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Ubotica - The Master Brand



Primary Logo



Reversal Logo

CogniSAT Subbrand Family



CogniSAT Parent

HARDWARE SERIES



SOFTWARE SERIES



Typography



Montserrat

Montserrat is a Google font licensed under the Open Font License, available for free download at: <https://fonts.google.com/specimen/Montserrat>

Montserrat Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890€&*?

Montserrat Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890€&*?

Montserrat Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890€&*?

Montserrat Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890€&*?

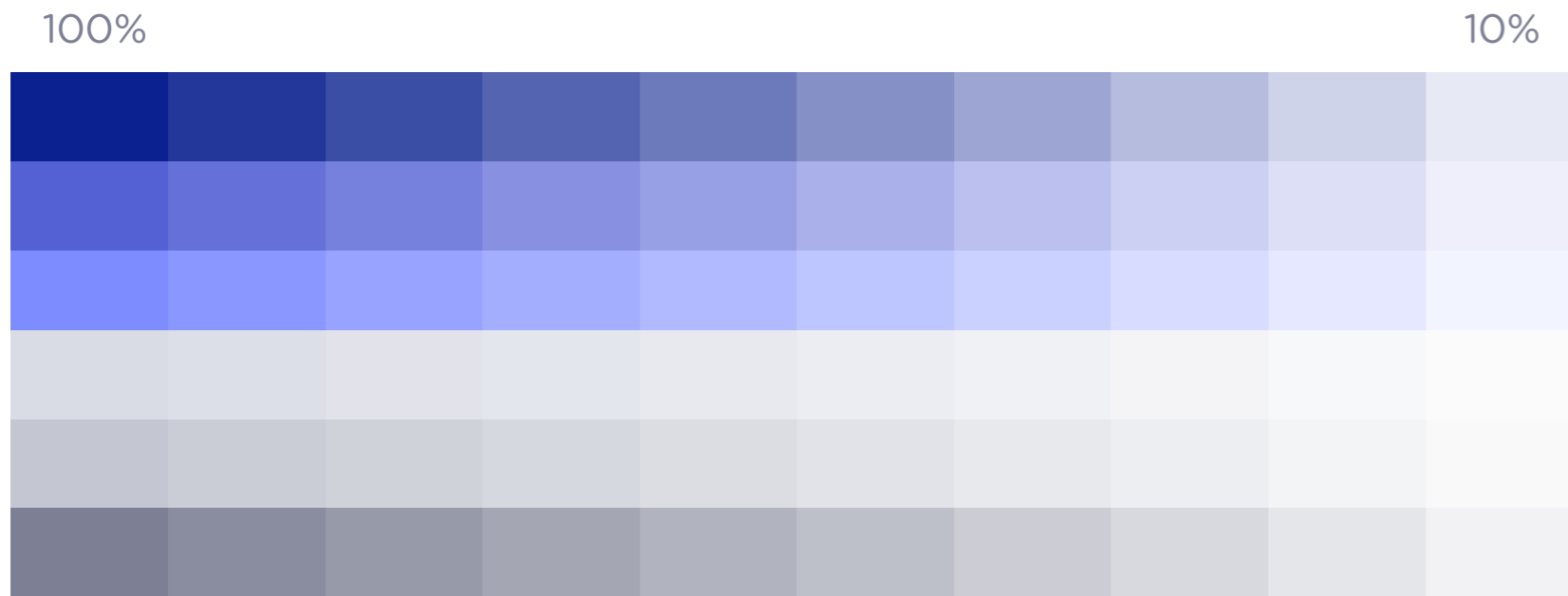
Montserrat Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890€&*?

Montserrat Extrabold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890€&*?

Colours



Values scale for all six colours

Three analogous colours and three neutrals



Ubotica 1



Ubotica 1



Ubotica 2

Ubotica 1



NCS: S 4055-R70B
Hex: #0A218F
Pantone 2746

C: 100
M: 96
Y: 10
K: 4

R: 10
G: 33
B: 143

Ubotica 2



NCS: S 3060-R70B
Hex: #5461D4
Pantone 2726

C: 74
M: 67
Y: 0
K: 0

R: 84
G: 97
B: 212

Ubotica 3

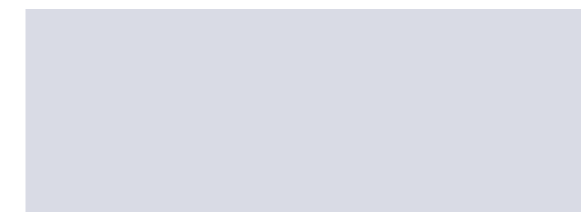


NCS: S 2060-R70B
Hex: #7D8CFF
Pantone 2718

C: 54
M: 45
Y: 0
K: 0

R: 125
G: 140
B: 255

Ubotica 4

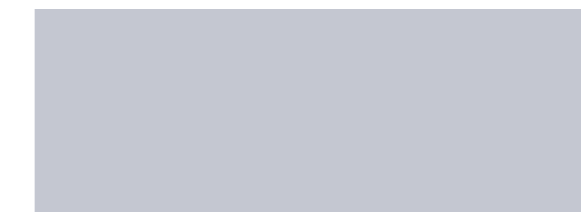


NCS: S 0510-R90B
Hex: #D9DBE5
Pantone 5315

C: 13
M: 10
Y: 4
K: 0

R: 217
G: 219
B: 229

Ubotica 5



NCS: S 1015-R80B
Hex: #C4C7D1
Pantone 5305

C: 22
M: 17
Y: 11
K: 0

R: 196
G: 199
B: 209

Ubotica 6

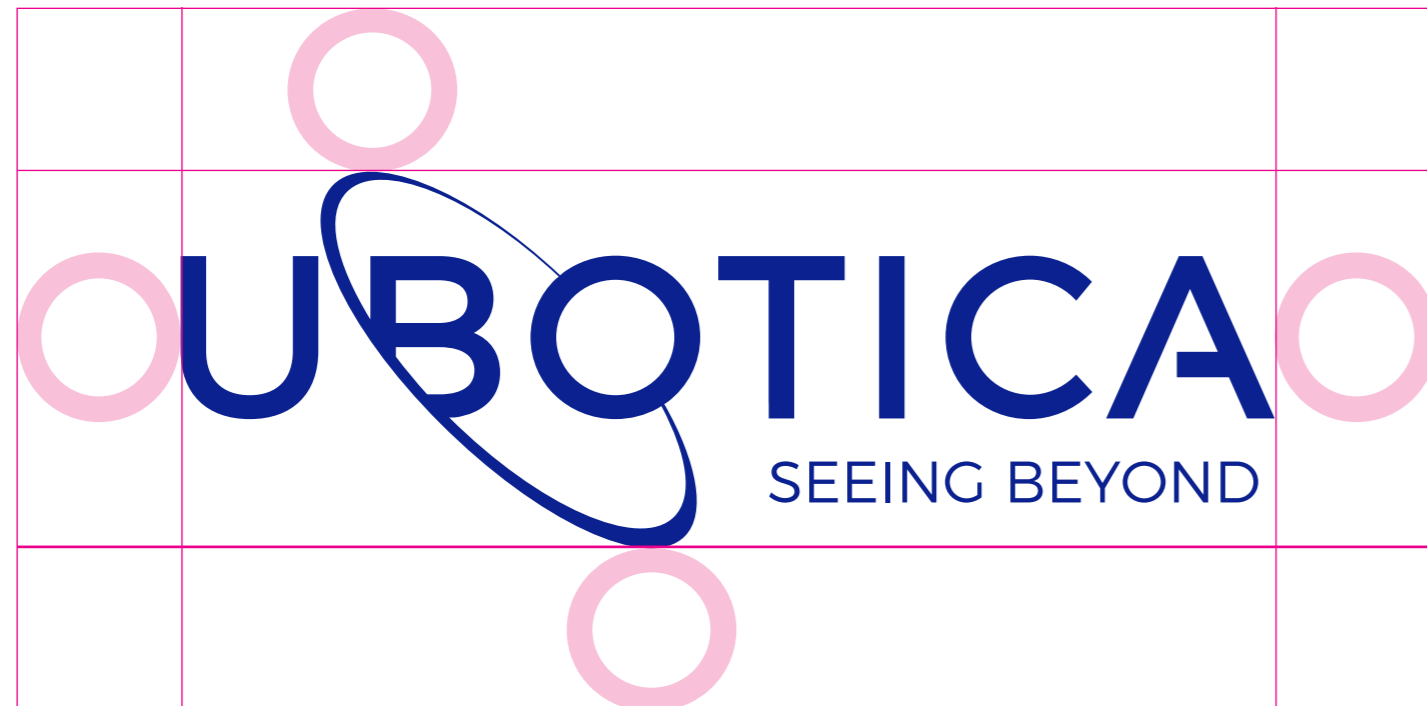


NCS: S 3030-R70B
Hex: #7D8094
Pantone 7544

C: 55
M: 47
Y: 30
K: 3

R: 125
G: 128
B: 148

Masterbrand Spacing



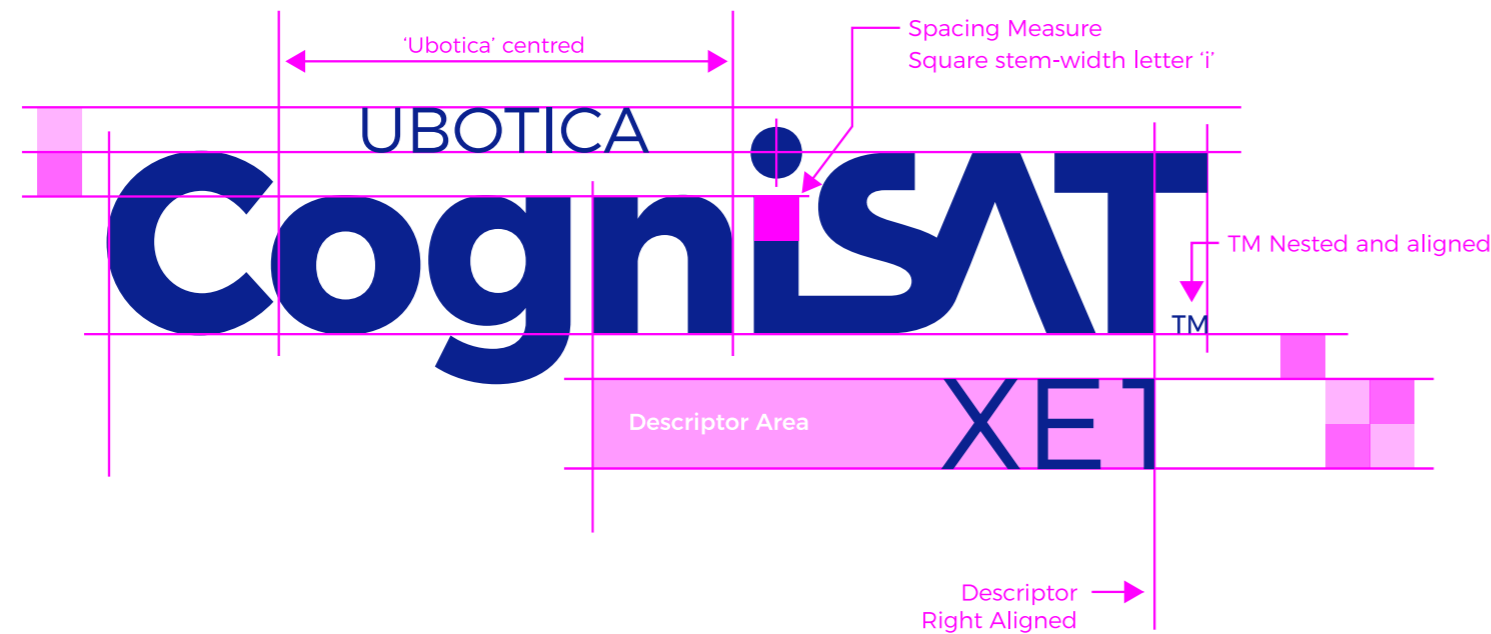
The 'O' of the brand is used as a spacing device.
No other text or graphics should encroach inside this area.



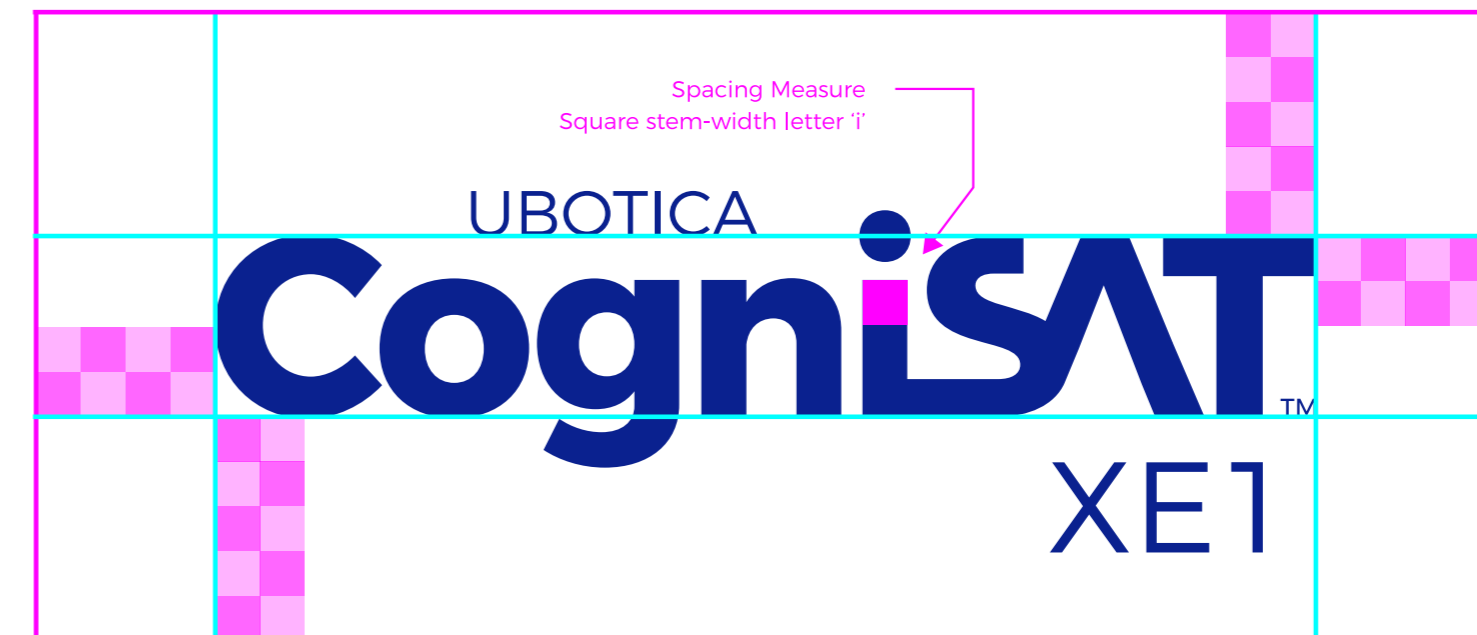
The rectangle formed by using the 'O' as a spacing device is used to create the boxed brand enclosure.



CogniSAT Spacing



The square stem width on the letter 'i' is used as a measuring device to calculate proportion and line spacing. Alignments, justifications, the tagline zone and 'TM' nesting is indicated.



The square stem width on the letter 'i' is used as a measuring device to calculate proportion of logo extents. Each logo file within the inventory shares this common proportion which includes white space. This defined extents of logo represents the minimum exclusion zone within which no other graphics should encroach.

Using logos- Common Errors to Avoid

Rules apply to Masterbrand and all sub-brand logos

X DO NOT rotate



X DO NOT alter the colour



X DO NOT distort the logo



X DO NOT use place brand on low contrast backgrounds



X DO NOT use mirror effect



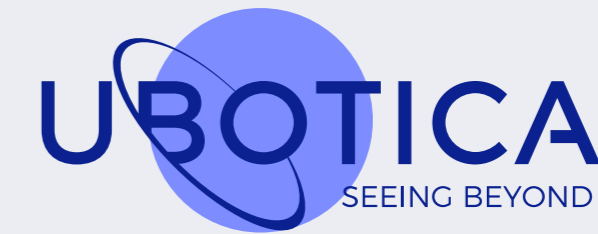
X DO NOT use drop shadow



X DO NOT change proportions



X DO NOT add elements



X DO NOT skew the logo



X DO NOT change the tagline



X DO NOT add new colours



X DO NOT place on patterns



Masterbrand Logosuite Inventory



Ubotica_Logo_RGB.eps
 Ubotica_Logo_RGB.pdf
 Ubotica_Logo_RGB.jpg
 Ubotica_Logo_RGB.png

Ubotica_Logo_CMYK.eps
 Ubotica_Logo_CMYK.pdf
 Ubotica_Logo_CMYK.jpg

Ubotica_Logo_Pantone.eps
 Ubotica_Logo_Pantone.pdf



Ubotica_Logo_RGB_Rev.eps
 Ubotica_Logo_RGB_Rev.pdf
 Ubotica_Logo_RGB_Rev.jpg
 Ubotica_Logo_RGB_Rev.png

Ubotica_Logo_CMYK_Rev.eps
 Ubotica_Logo_CMYK_Rev.pdf
 Ubotica_Logo_CMYK_Rev.jpg

Ubotica_Logo_Pantone_Rev.eps
 Ubotica_Logo_Pantone_Rev.pdf



Ubotica_Logo_Mono.eps
 Ubotica_Logo_Mono.pdf
 Ubotica_Logo_Mono.jpg
 Ubotica_Logo_Mono.png



Ubotica_Logo_Mono_Rev.eps
 Ubotica_Logo_Mono_Rev.pdf
 Ubotica_Logo_Mono_Rev.jpg
 Ubotica_Logo_Mono_Rev.png

FILE FORMATS

EPS
 Vector files for high end print applications (scalable).

JPG
 Image file at fixed resolution (non-scalable).

PDF
 Vector file for use with wide range of applications (scalable).

PNG
 Image file at fixed resolution and transparent background (non-scalable).

COLOUR MODES

CMYK
 For use as print files using colour separations of Cyan, Yellow, Magenta and Black

RGB
 For viewing on digital devices using Red, Green and Blue light spectrum.

Pantone
 This is the industry standard colour matching reference.

Mono
 This is the colour mode for all embroidery or engraving

CogniSAT Hardware Logosuite Inventory

HARDWARE SERIES



CogniSAT Parent.eps
CogniSAT Parent-01.eps
CogniSAT Parent reversed.eps
CogniSAT Parent-01 reversed.eps
CogniSAT Parent.jpg
CogniSAT Parent.png
CogniSAT Parent reversed.png



CogniSAT XE1.eps
CogniSAT XE1-01.eps
CogniSAT XE1 reversed.eps
CogniSAT XE1-01 reversed.eps
CogniSAT XE1.jpg
CogniSAT XE1.png
CogniSAT XE1 reversed.png



CogniSAT XE2.eps
CogniSAT XE2-01.eps
CogniSAT XE2 reversed.eps
CogniSAT XE2-01 reversed.eps
CogniSAT XE2.jpg
CogniSAT XE2.png
CogniSAT XE2 reversed.png



CogniSAT CAM-LC.eps
CogniSAT CAM-LC-01.eps
CogniSAT CAM-LC reversed.eps
CogniSAT CAM-LC-01 reversed.eps
CogniSAT CAM-LC.jpg
CogniSAT CAM-LC.png
CogniSAT CAM-LC reversed.png



CogniSAT CAM-VMC.eps
CogniSAT CAM-VMC-01.eps
CogniSAT CAM-VMC reversed.eps
CogniSAT CAM-VMC-01 reversed.eps
CogniSAT CAM-VMC.jpg
CogniSAT CAM-VMC.png
CogniSAT CAM-VMC reversed.png



CogniSAT OBC.eps
CogniSAT OBC-01.eps
CogniSAT OBC reversed.eps
CogniSAT OBC-01 reversed.eps
CogniSAT OBC.jpg
CogniSAT OBC.png
CogniSAT OBC reversed.png

FILE FORMATS

EPS

Vector files for high end print applications (scalable).

JPG

Image file at fixed resolution (non-scalable).

PNG

Image file at fixed resolution and transparent background (non-scalable).

CogniSAT Software Logosuite Inventory

SOFTWARE SERIES



CogniSAT HCS-AL.eps
CogniSAT HCS-AL-01.eps
CogniSAT HCS-AL reversed.eps
CogniSAT HCS-AL-01 reversed.eps
CogniSAT HCS-AL.jpg
CogniSAT HCS-AL.png
CogniSAT HCS-AL reversed.png



CogniSAT HCS-API.eps
CogniSAT HCS-API-01.eps
CogniSAT HCS-API reversed.eps
CogniSAT HCS-API-01 reversed.eps
CogniSAT HCS-API.jpg
CogniSAT HCS-API.png
CogniSAT HCS-API reversed.png



CogniSAT HCS-APP.eps
CogniSAT HCS-APP-01.eps
CogniSAT HCS-APP reversed.eps
CogniSAT HCS-APP-01 reversed.eps
CogniSAT HCS-APP.jpg
CogniSAT HCS-APP.png
CogniSAT HCS-APP reversed.png



CogniSAT HCS-CAM.eps
CogniSAT HCS-CAM-01.eps
CogniSAT HCS-CAM reversed.eps
CogniSAT HCS-CAM-01 reversed.eps
CogniSAT HCS-CAM.jpg
CogniSAT HCS-CAM.png
CogniSAT HCS-CAM reversed.png



CogniSAT HCS-NNS.eps
CogniSAT HCS-NNS-01.eps
CogniSAT HCS-NNS reversed.eps
CogniSAT HCS-NNS-01 reversed.eps
CogniSAT HCS-NNS.jpg
CogniSAT HCS-NNS.png
CogniSAT HCS-NNS reversed.png



CogniSAT TK-TILE.eps
CogniSAT TK-TILE-01.eps
CogniSAT TK-TILE reversed.eps
CogniSAT TK-TILE-01 reversed.eps
CogniSAT TK-TILE.jpg
CogniSAT TK-TILE.png
CogniSAT TK-TILE reversed.png

Additional on page 13

FILE FORMATS

EPS

Vector files for high end print applications (scalable).

JPG

Image file at fixed resolution (non-scalable).

PNG

Image file at fixed resolution and transparent background (non-scalable).

CogniSAT Software Logosuite Inventory.. continued

SOFTWARE SERIES



CogniSAT HCS.eps
CogniSAT HCS-01.eps
CogniSAT HCS reversed.eps
CogniSAT HCS-01 reversed.eps
CogniSAT HCS.jpg
CogniSAT HCS.png
CogniSAT HCS reversed.png



CogniSAT CRC.eps
CogniSAT CRC-01.eps
CogniSAT CRC reversed.eps
CogniSAT CRC01 reversed.eps
CogniSAT CRC.jpg
CogniSAT CRC.png
CogniSAT CRC reversed.png



CogniSAT RTE.eps
CogniSAT RTE-01.eps
CogniSAT RTE reversed.eps
CogniSAT RTE-01 reversed.eps
CogniSAT RTE.jpg
CogniSAT RTE.png
CogniSAT RTE reversed.png



CogniSAT TK.eps
CogniSAT TK-01.eps
CogniSAT TKreversed.eps
CogniSAT TK-01 reversed.eps
CogniSAT TK.jpg
CogniSAT TK.png
CogniSAT TK reversed.png

FILE FORMATS

EPS

Vector files for high end print applications (scalable).

JPG

Image file at fixed resolution (non-scalable).

PNG

Image file at fixed resolution and transparent background (non-scalable).