CAULIS
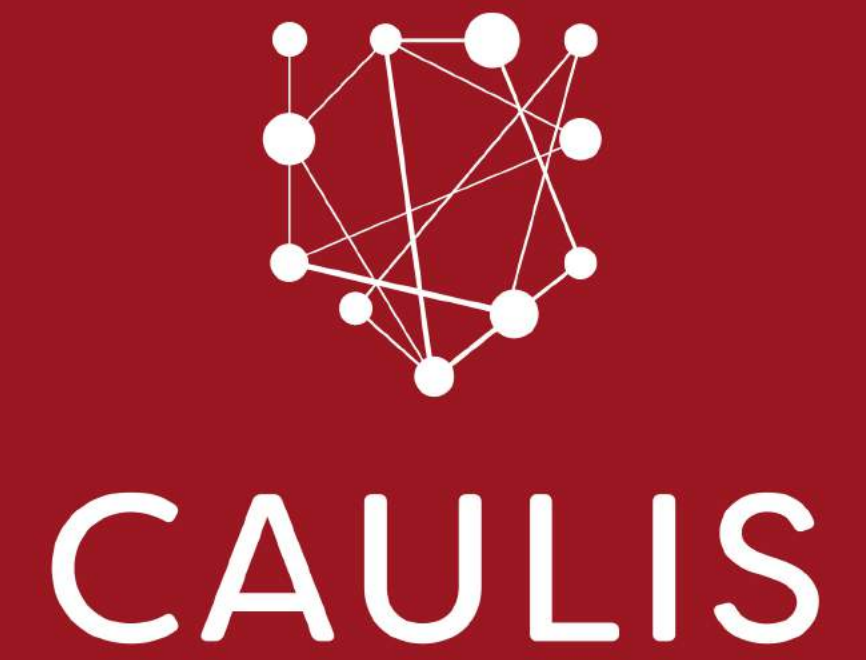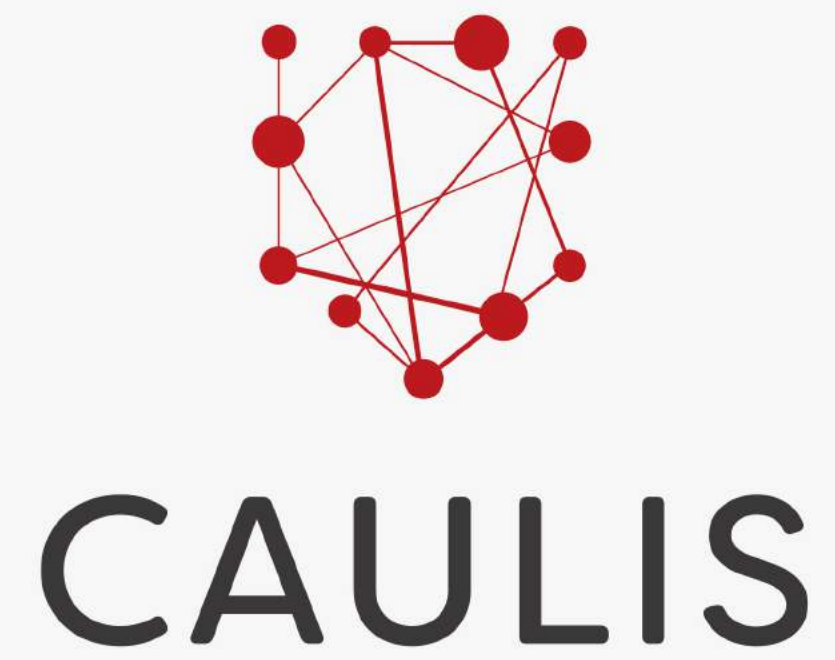
THE CAULIS BRAND

The Caulis brand represents Caulis's value and vission,

every encounter should give people a positive impression.

The design guidelines will help you ensure the brand expressions.
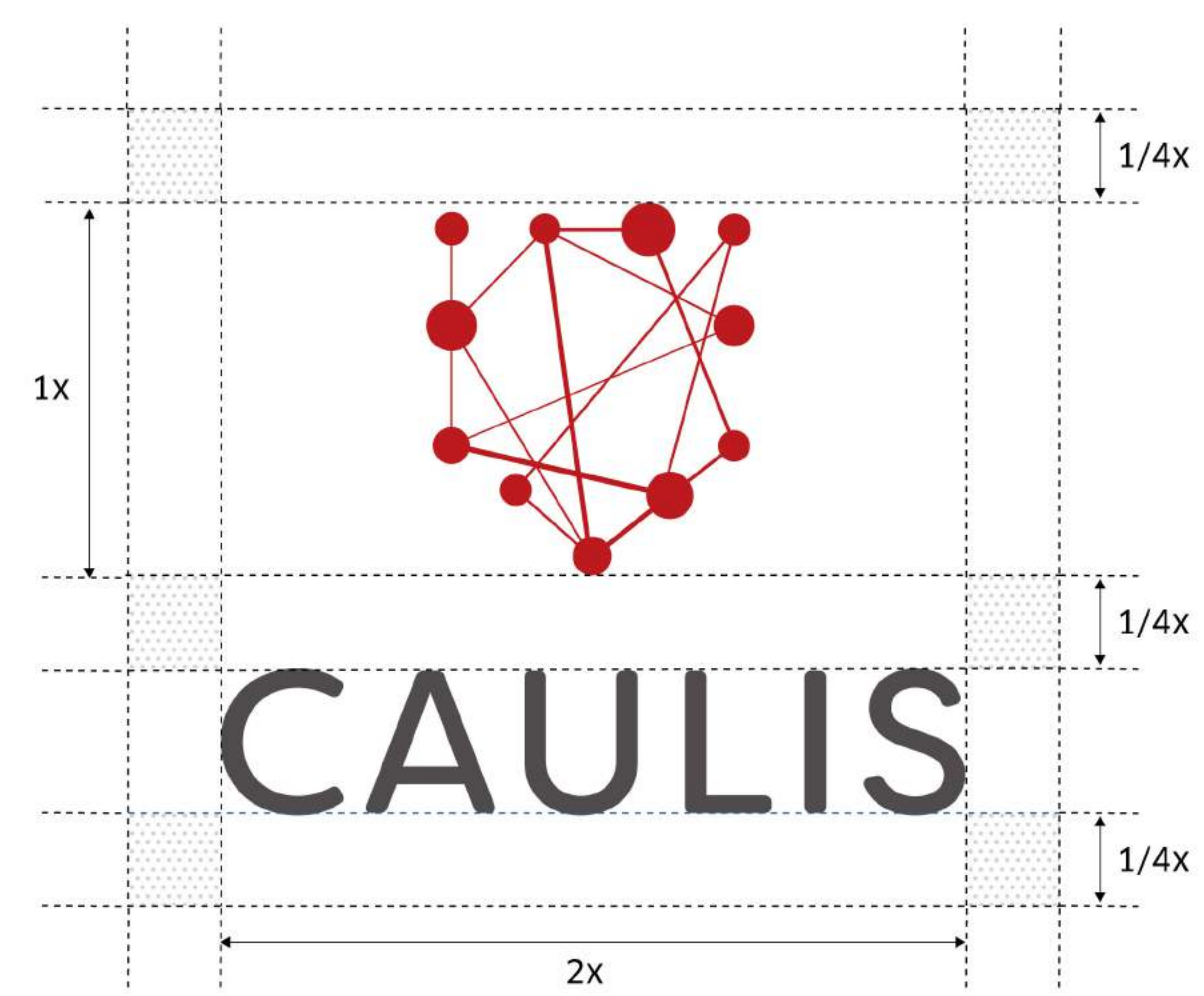
LOGO

The logo conveys the meaning of security, connectivity, and decentralization. It has different usages with different backgrounds. It should always contrast with the background to ensure legibility.
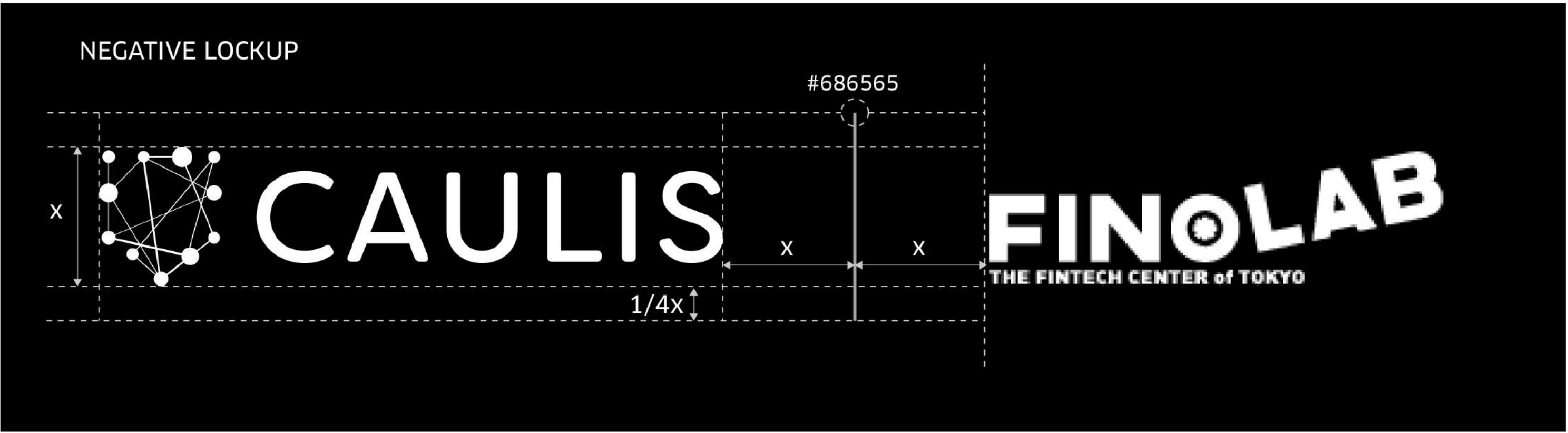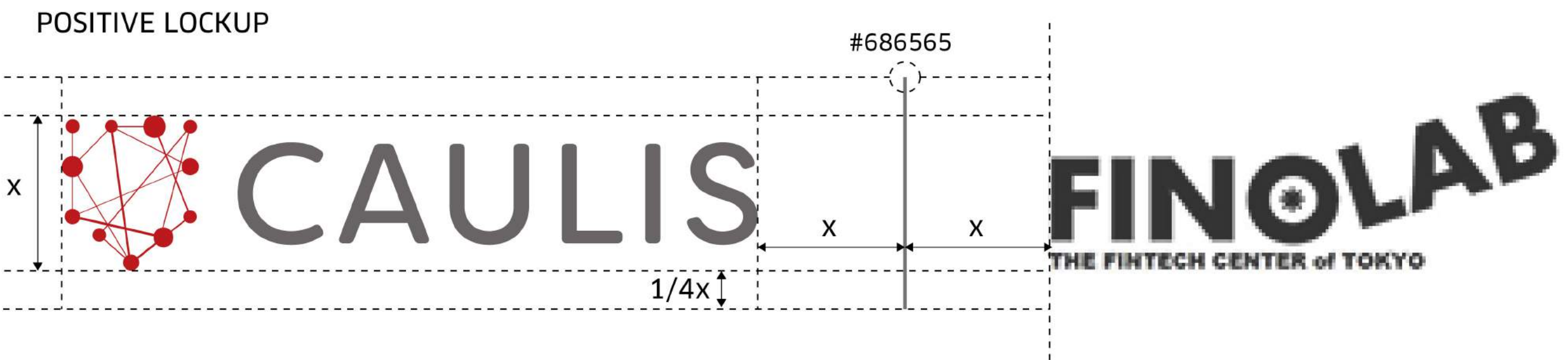
LOGO
SPACE

The logo should have clear
space around all sides, as well
as between the logomark and
the logotype.

LOGO
PARTNERSHIP - HORIZONTAL LOCKUP

When combining the Caulis logo with another brand, it should be the same visual weight as the partner's logo, separated by a vertical bar.

POSITIVE LOCKUP

#686565

x

x   x

1/4x

NEGATIVE LOCKUP

#686565

x

x   x

1/4x

LOGO
PARTNERSHIP - HORIZONTAL LOCKUP

When horizontal sapce is restricted, the vertical lockup should be used instead. The Caulis logo should be the same visual weight as the partner's logo, separated by a horizontal bar.
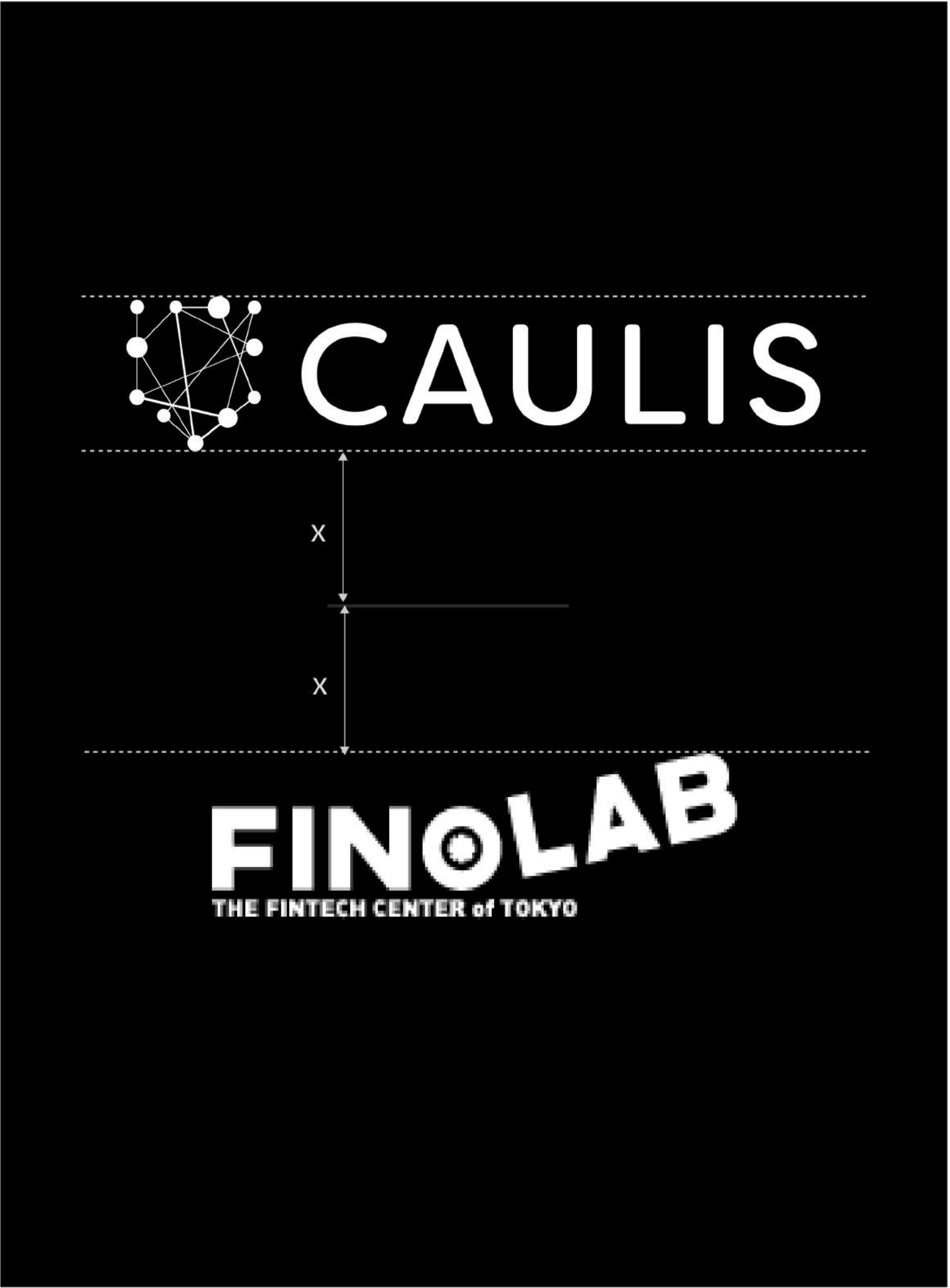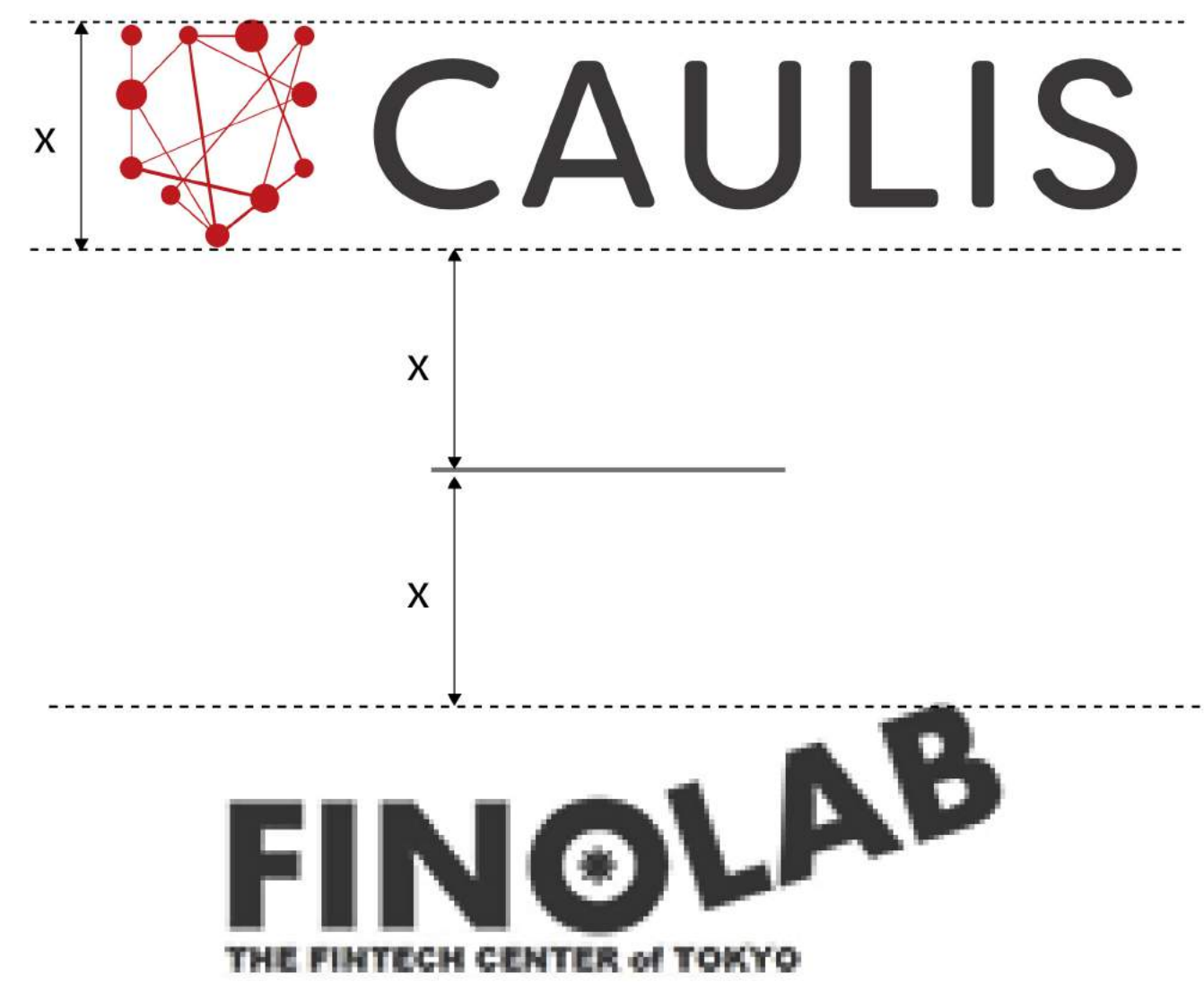
BRAND COLORS
PALETTE

There are three primary colors.
The tints of each primary color
are best used in complex graphics
to give additional depth to designs.

RGB 155.24.33	RGB 44.13.15	RGB 58.56.56
HEX #9B1821	HEX #2C0D0F	HEX #3A3838
CMYK 25.100.87.24	CMYK 56.84.62.84	CMYK 66.59.52.62

HEX #9B2930	HEX #392123	HEX #464343
HEX #B05259	HEX #604C4D	HEX #6A6969
HEX #C68085	HEX #8A7B7C	HEX #919090
HEX #DDB1B4	HEX #B8ADAE	HEX #BCBBBA
HEX #E8CBCD	HEX #CFC8C8	HEX #D2D1D1

FONTS
PRIMARY TYPEFACE

Lato

Caulis's primary typeface is Lato.
It should be used every time it
is available.

CAULIS

THIN
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

CAULIS

LIGHT
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

CAULIS

REGULAR
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

CAULIS

HEAVY
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

FONTS
SECONDARY TYPEFACE

Helvetica

Caulis's secondary typeface is Helvetica. This should be used anytime Lato is not available.

CAULIS

LIGHT
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

CAULIS

REGULAR
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

CAULIS

BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

THANK YOU.