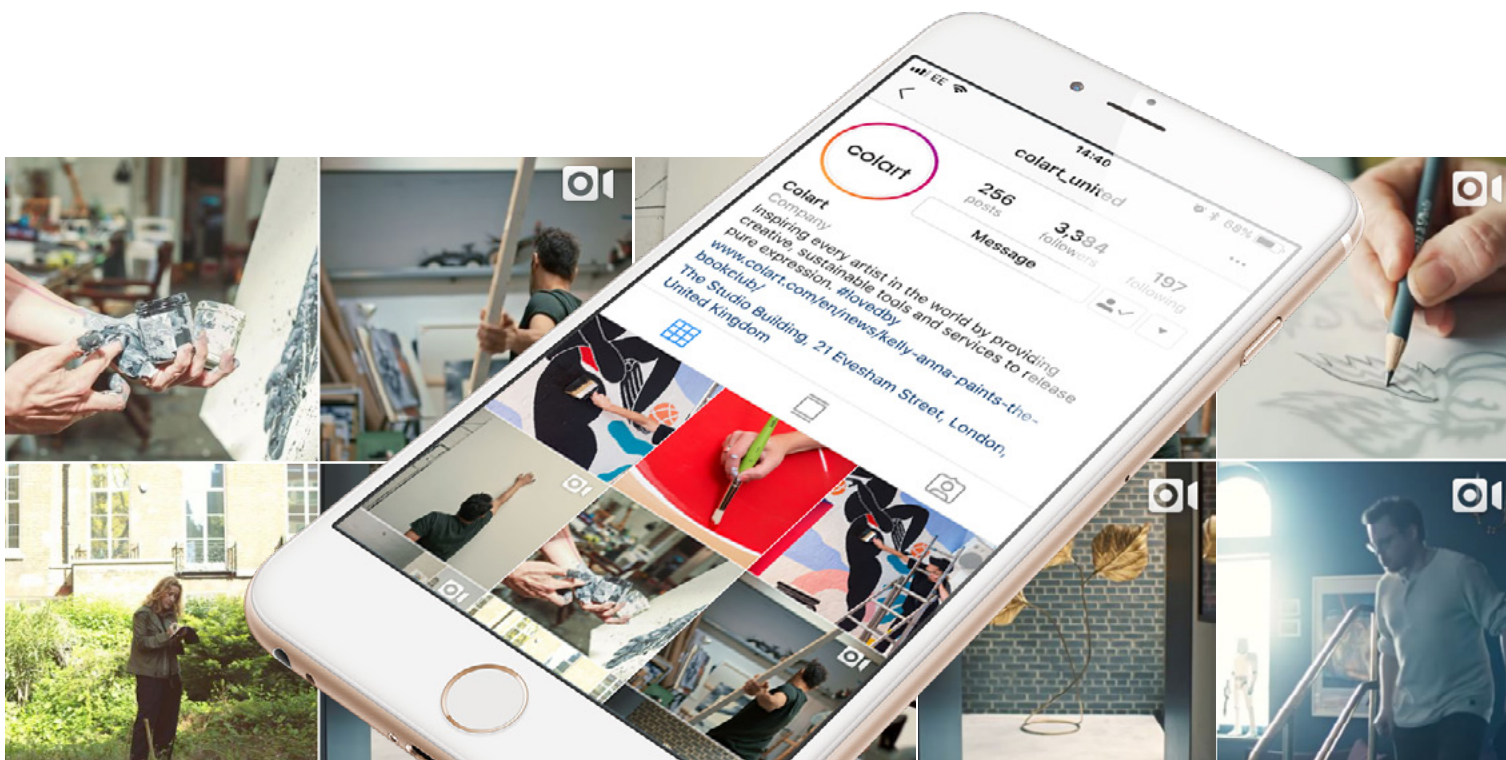


colart

Brand Guidelines



Canvas Concept

1.1 BRAND PERSONALITY

Colart acts as a canvas; an enabler to allow art and creativity to happen. Clean and simple in design, Colart's brand identity allows our products and well-loved brands to shine, whilst aligning with our corporate brand platform.

Blank Canvas (*noun*)

A blank-canvas is a well-used metaphor for limitless possibilities. Which is perfect for Colart as we strive to provide creatives around the world with all the tools they need to realise their creative ambitions.

About Colart

1.2 BRAND PERSONALITY

Colart's role is to provide tools that enable creatives to express themselves – no matter what the medium. We have some of the most respected and best-selling art materials brands on the planet, and we are seeing an increased demand for our products at home, in the studio and even in the corporate workplace from customers all around the world.

Our corporate brand and the culture we nurture is underpinned by our brand platform which is fundamental to building a strong, recognisable brand and a sustainable business with a flexible mindset. Our values are the foundation of our brand, and they support our strategy and help drive us towards our mission and our vision of inspiring every artist in the world.

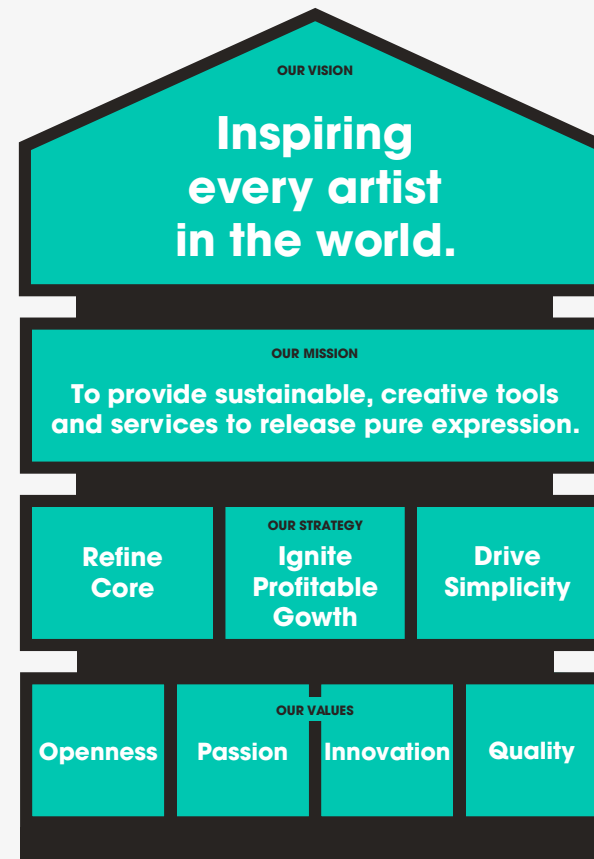
Our Vision of 'inspiring every artist in the world' reflects our belief that there is an artist in everyone and our products can be used by anyone regardless of skill.

Our Mission 'to provide sustainable, creative tools and services to release pure expression' reflects our commitment to society.

Our Strategy of three core focusses – Refine Core, Ignite Profitable Growth and Drive Simplicity – are how we will deliver success.

Our Values describe how we do things at Colart, and ensure we are all working together with a shared motivation.

The Colart Brand Platform



Tone of Voice

1.3 BRAND PERSONALITY

Inspiring every artist in the world

Colart and its family of well-loved art materials brands provide artists all over the world with the tools they need to express themselves. With our acquisition of Elephant Art magazine and the development of art community hub Elephant West in London, we are moving closer towards our aim of becoming a creative lifestyle company with a growing audience of creatives that we want to continue to encourage, empower and engage. In order to do that, we need to connect with them on an emotional level using language they understand and can engage with. The way we write is one of the key ways we can let the world know that we're passionate, switched on people deeply connected to the audience we serve, and who work hard to deliver what our customers need.

Tone of Voice

Our Tone of Voice is open, honest, straight-forward, clear and human. Corporate jargon and over complication should be avoided and challenged. All Colart's communication should strive to be informative, engaging, useful and inspirational.

Our Tone of Voice comes directly from our vision of "inspiring every artist in the world", and from our values of openness, passion, innovation and quality. These are the foundations of our brand and they dictate the principles that allow us to speak with our true voice, whether our messaging is promotional, commercial, externally or internally-focused.

Principles

- 1. Engagement** (not just information)
Engagement is key to being regarded as a creative lifestyle company. Colart's content has to resonate: people have to want to read it.
- 2. Human language**
Our audience comprises creative thinkers, artists and makers. We want to engage them, so we should look to use friendly, uncomplicated (but always polite and professional) language that invites interaction.
- 3. Creativity not clichés**
We should always look to avoid run-of-the-mill phrases and jargony business speak. Artists don't speak like this, so we shouldn't speak to them in this way.

We avoid

1

**Fluffy adjectives like
"lovely" or "amazing"**

We want our writing to have a friendly, readable authority.

2

**Exclamation marks
in our copy**

Using exclamation marks can sometimes lend the tone of voice an air of "wackiness" that we don't want to hit in our communications.

3

**Repeating standard
or business phrases or
internal mantras**

Externally this kind of repetition could become boring and be construed as self-absorbed.

2.0 CORE ASSETS

2.1 Logos

2.2 Family of Brands

2.3 Our Typefaces

2.4 Text Styles

2.5 Colour Palette

2.6 Photography

2.7 Iconography

2.8 Project Logos



Logos

2.1 CORE ASSETS

Primary Logo

The Colart logo is framed on a canvas and represents a mark of quality, a tag of authority and an endorsement from the organisation. The consistency of application of the Colart brandmark is critical to maintaining a single recognition device for Colart.

The logo should NEVER be altered in any way or appear at a different angle. The logo can be used in conjunction with the brand colour palette (see page 12).

Secondary Logo

The secondary logo is for special instances when space is limited, and the primary logo will not fit on a particular document or media.

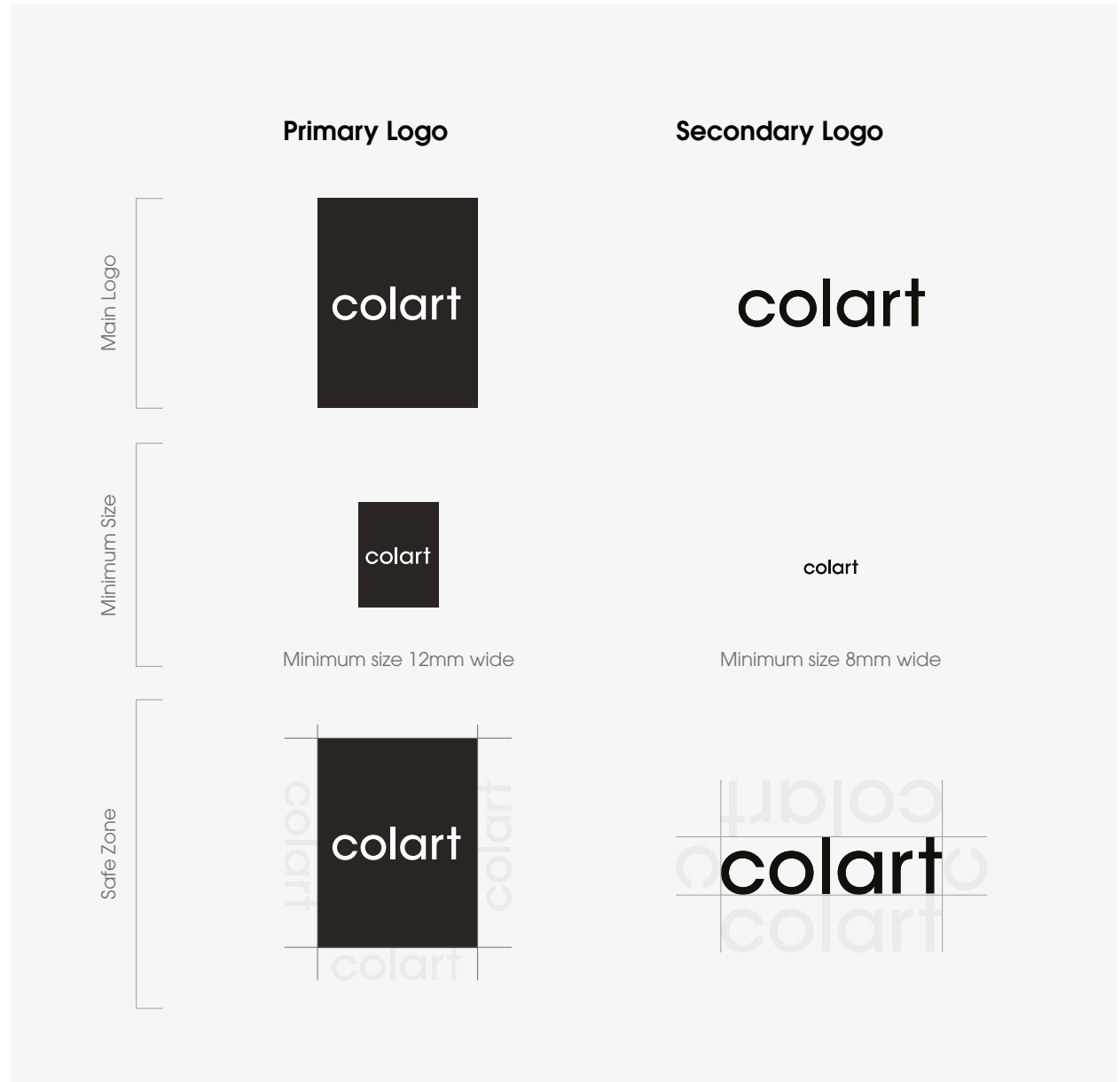
Uses for this version of the logo may include:

- Email signatures
- Footers of documents
- Social media profile images
- Text slides of presentation documents
- Financial and business documentation

It is prohibited to use either the primary or the secondary logo in a situation that could hinder visibility, prevent recognition, alter the logo shape, violate the safety zone or introduce new elements.

[CLICK TO DOWNLOAD LOGO
IN MULTIPLE FORMATS](#)

[CLICK TO DOWNLOAD LOGO
IN COLOURED FORMATS](#)



Family of Brands

2.2 CORE ASSETS

Colart often wants to promote its brand portfolio of eight brands.

When we display the brand logos alongside the Colart brand, we must display them in the formats shown here. Options include a stacked, two-line layout for when you have more space, and a single line layout when space is more limited. For Portrait documents, you can use a vertical single line list version of the brand logos, which must be shown in the same order as the example here. Suitable uses for this format would be in Colart brochures or magazines.

Logos must be displayed in these formats, in grayscale only. It is prohibited to change the order of the logos or introduce new elements, without authorisation from the communications team.

Two line layout of logos



Single line layout of brand logos



[CLICK TO DOWNLOAD FAMILY OF BRANDS](#)

Our Typefaces

2.3 CORE ASSETS

Primary Typeface

ITC Avant Garde Gothic is Colart's primary brand font. It is the typeface from which our logo is crafted, and we use it for display typography and creative use in publications. ITC Avant Garde Gothic is a font family designed by graphic designer Herb Lubalin for Avant Garde magazine in 1968. It is both bold and stylish – and has been associated with boundary-pushing creative thinking since its very first appearance.

ITC Avant Garde Gothic Book - We use the Book weight of the typeface for all body copy.

ITC Avant Garde Gothic Extra Light - We use the Extra Light weight of the face to help differentiate between different areas of information.

ITC Avant Garde Gothic Demi - We use Demi for headings and subheading and wherever we need to create bold and clear titles.

Secondary Typeface

Arial is Colart's secondary brand typeface. We use Arial for web copy and all internal and external business documents. Arial was designed in 1982 by Robin Nicholas and Patricia Saunders for font foundry Monotype. Arial is both modern and timeless and, in terms of style, it can be seen as approachable, open, honest and dependable – all qualities Colart aspires to.

Arial Regular - We use the regular weight of Arial for web copy and all internal and external business documents.

Arial Bold - We use Arial bold for headings and subheadings and to create clear titles in internal and external business documents.

[CLICK TO DOWNLOAD TYPEFACE](#)

ITC Avant Garde Gothic

For body text

Aa

Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!&#@%

For headings
and subheadings

Aa

Demi

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!&#@%

For creative uses
and highlighting text

Aa

Extra Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!&#@%

Arial

For internal
and business
documents
and web copy

Aa

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!&#@%

Text Styles

2.4 CORE ASSETS

To create a uniform brand look, design furniture and editorial stylings have been created and should be utilised when creating any external documents for Colart.

Design Furniture

Page furniture includes the use of a 0.5pt black line, sitting above a section of text and/or imagery. This frames the section of information, to both highlight the information below it and draw the attention of the reader. A minimum of 5mm of white space should be left between the line and the information below.

Quote Stylings

Quotes should be displayed like the examples shown here. One option is to use a heavy text (set in ITC Avant Garde Gothic Demi) to highlight a key quote. Quotes styled in this way should either be left or right aligned and gives the option of using a brand colour to highlight the most important part of the quote. This styling can also be placed over an image.

Alternatively, there is the option of pulling out a quote set as finer text (set in ITC Avant Garde Gothic Book) with plenty of white space around it. A speech mark above the text will let the reader know that the text is a direct quote. Quotes styled like this should be centred (rather than justified left or right).

All quotes (in either style) must include the name and job title of the speaker, shown in a smaller font below the quote. The name and job title text (set in ITC Avant Garde Gothic Book) should appear as half the height of the quote text above.

Design Furniture

Title

This is an option of how the black line above the title and body text can frame a section of information.

Line thickness 0.5pt



Title

Another option is to use the black line above an image to frame a section of information.

Quote stylings

“You can pull out a quote using ITC Avant Garde Gothic Demi to engage the reader. Using a brand colour, you can highlight the most important part of the quote.”

Include name and job title, in a smaller font below

“

Alternatively, you can pull out text giving it white space to breathe and using a speech mark above to let the reader know that it is a quote.

Include name and job title, in a smaller font below

Text Styles

2.4 CORE ASSETS

Pulling out Key Information

To highlight key information, calls to action, and all kinds of statistics, you can use styled pull out “boxes”.

The boxes are created using two boxes, one overlaid over the other. The one on the bottom of the stack is created with a thin, 1pt line, and the one that sits on top of it (as shown to the right) is created with a thicker, 2pt line. They are always overlapped so the top box sits 2mm down and 2mm to the left of the box behind it.

Using icons (see section 2.7) to help illustrate the boxed statistics is encouraged. The boxes should always be drawn and made as described above.

Bracket-style boxes can be created to display definitions and highlight small pieces of information. These brackets should be drawn with a 1pt line. The horizontal parts of the brackets should always be 5mm long. The height and distance between the brackets can be flexible to fit your content.

Text in these boxes should always be centred, as shown.

Pulling out key information and call to action

These pullout boxes can be used to highlight key information.

These can include:

- bullet points
- facts and figures
- lists of key information
- all kinds of statistics

Statistics could be illustrated with icons or larger text:

100%
Statistic number one


Statistic number two

532 units
Statistic number three



Demi Title

Body text should appear in ITC Avant Garde Book. You can include appropriate icons that relate to the content, above the title, to help highlight the information.

Line thickness 1pt

Line thickness 2pt

Highlighting key words and explaining definitions

We use these frames to give definitions to words or give the reader more information

Demi Title

Body text should appear in ITC Avant Garde Book

Line thickness 1pt

Colour Palette

2.5 CORE ASSETS

Grayscale Palette

Our grayscale palette is for all corporate use such as stationary. This is used to create a bold, simple identity which forms the canvas of Colart.

There is a primary colour palette that can be used in combinations to highlight certain words or to add a subtle flash of colour to the brand where necessary. The shades of gray palette can be used to accompany the black and white palette when needed.

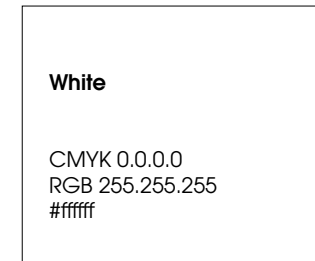
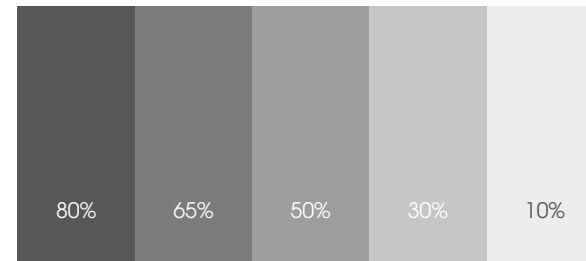
Primary Colour Palette

Our primary colour palette consists of bold and bright colours which can be introduced to add colour to our brand materials. These can be used to highlight information or to add flashes of colour to add interest to a layout.

Tints of each colour can be used to create differentiation when displaying information, for example in graphs or charts.

CLICK TO DOWNLOAD LOGO
IN COLOURED FORMATS

Grayscale Palette



Primary Colour Palette



Colour Palette

2.5 CORE ASSETS

Secondary Colour Palette

We have developed the Colart colour palette directly from the art materials of our brands. Each type of product has led us to the strong primary colour palette. We have also created supporting colours to compliment the primary colours.

These secondary colours can be used on all Colart communications, allowing for more creativity and exploration of colours. Each product inspired palette can also be applied as a group of colours, when applicable.

Special treatments like foiling and neon colours (see the Print palette) can be used on special occasions, with the approval of the communications team.

Full Colart Colour Palette

Primary Palette	
	
CMYK 59.0.22.0 RGB 45.204.211	CMYK 0.48.50.0 RGB 255.134.116
	
CMYK 0.31.98.0 RGB 255.184.28	CMYK 86.20.32.51 RGB 17.94.103
	
CMYK 3.16.20.9 RGB 215.196.183	CMYK 66.0.39.0 RGB 0.199.177
	
CMYK 0.100.50.0 RGB 206.0.55	Pantone Orange 021 C RGB 255.88.0
Secondary Palette	
	
CMYK 71.10.2.0 RGB 1.177.228	CMYK 19.99.7.0 RGB 200.27.134
	
CMYK 4.56.85.0 RGB 237.137.61	CMYK 90.43.79.45 RGB 0.75.55
	
CMYK 4.7.12.0 RGB 244.233.220	CMYK 49.0.15.0 RGB 56.238.242
	
CMYK 0.55.100.0 RGB 251.74.0	Pantone 802 C RGB 111.255.0
	
CMYK 42.33.0.0 RGB 148.160.210	CMYK 16.100.82.6 RGB 196.6.54
	
CMYK 0.42.30.0 RGB 254.169.157	CMYK 100.83.35.23 RGB 0.57.102
	
CMYK 7.5.7.0 RGB 232.232.230	CMYK 42.0.60.0 RGB 144.243.116
	
CMYK 88.77.2.0 RGB 59.82.160	Pantone 306 C RGB 0.191.252
	
CMYK 2.0.52.0 RGB 255.245.147	CMYK 63.86.0.0 RGB 125.61.175
	
CMYK 9.70.36.0 RGB 223.111.127	CMYK 32.99.71.37 RGB 124.20.47
	
CMYK 7.7.20.0 RGB 236.228.204	CMYK 36.20.0.0 RGB 159.190.251
	
CMYK 76.20.98.5 RGB 70.147.69	Pantone 807 C RGB 255.97.236

Photography

2.6 CORE ASSETS

Photography for Colart should be bright, vibrant and focus on these four areas of the business:

- Colart People
- Colart Sites
- Colart Brand Champions
- Colart Products

All imagery used should be authentic and true to life, with no filters or effects applied to any images. Colart has its own image library of photography and other imagery called 'The Bank'.

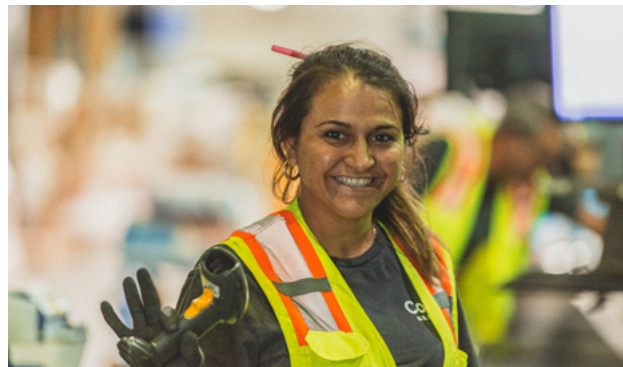
Colart People

Images should represent the people of Colart in their working environments. The focus should be on employees carrying out specific jobs, or looking friendly and engaging with colleagues. Examples of good photography for the Colart people can be seen on this page.

Any employees depicted should be wearing the correct health and safety equipment required for the environment they have been photographed in.

Diversity should be considered when showing a number of people images in the same layout. We should fairly represent a range of our diverse employees, including race, age and gender.

[CLICK TO FIND IMAGES ON THE BANK](#)



Photography

2.6 CORE ASSETS

Colart Sites

Photography of the Colart sites can showcase the offices, factories and distribution of the products. These images should be clean, simple and well-shot to show a true reflection of our business. Examples of good photography of various Colart sites can be seen here.



[CLICK TO FIND IMAGES ON THE BANK](#)

Photography

2.6 CORE ASSETS

Colart Brand Champions

Photography of our Brand Champions should show the people themselves and also reveal their craft while showcasing the Colart products they use. These images should tell a story, linking the products to the creative processes and to finished art pieces. The ultimate aim of all photography of our Brand Champions is to inspire our audience.

Images should be clean and vibrant, clearly focusing on the subject. No effects or filters should be applied to these photographs.

[CLICK TO FIND IMAGES ON THE BANK](#)



Photography

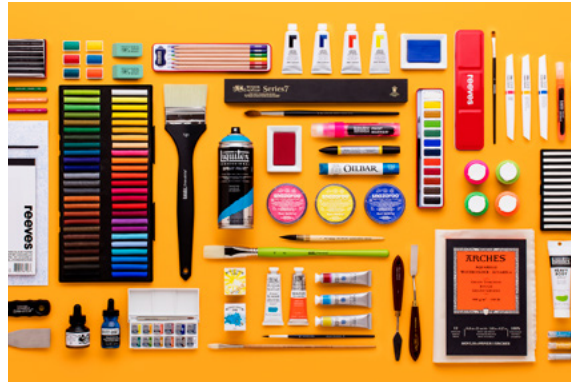
2.6 CORE ASSETS

Colart Products

Each brand has its own proprietary imagery showcasing a range of its products and demonstrating its heritage, overlaid onto a bold coloured background. These tell the story of each brand and allow the audience to identify the type of products that they produce. These images can be found in 'The Bank', Colart's image library.

The imagery of the products and materials can also be interspersed with bold and vibrant photography taken around the Colart factories. These will showcase the raw materials we use and help to communicate the high quality of our products.

[CLICK TO FIND IMAGES ON THE BANK](#)



Iconography

2.7 CORE ASSETS

Iconography is a big part of the Colart design system, and icons can be used to highlight, represent and bring to life key information in any given document.

Iconography should be bold and clear. They should take on a flat design, and be displayed in a single colour only.

Examples of Colart Iconography



Project Logos

2.8 CORE ASSETS

This spread shows a number of internal project logos currently in use within Colart. These are for use on posters, presentations, emails and communications generated by the relevant teams for internal use. The colour blue relates to people business function.

The Bank is Colart's library of proprietary photography, open to all Colart employees.

Shopper Marketing is a business initiative to drive sales based on what we know about how our customers interact with our product at point of sale.

The Colart Academy is a learning and development platform enabling people's development and growth. As well as the logo, there is a corresponding Academy icon.

Splash is our HR system. As well as the logo, there is a corresponding splash icon.

Wellbeing is an HR initiative around the wellbeing of Colart people. There is also a Wellbeing icon.

The icons for both Splash and Wellbeing have been created as a visual aid to use alongside the logo when a photograph is not suitable to be used.

[CLICK TO DOWNLOAD LOGOS](#)

Main Logo

The Bank *at* colart

Shopper Marketing *at* colart

Monochrome Logo

The Bank *at* colart

Shopper Marketing *at* colart

The Bank *at* colart

Shopper Marketing *at* colart

Main Logo

Academy *at* colart

Splash *at* colart

Wellbeing *at* colart

Monochrome Logo

Academy *at* colart

Splash *at* colart

Wellbeing *at* colart

Academy *at* colart

Splash *at* colart

Wellbeing *at* colart

Icon



3.0 Application

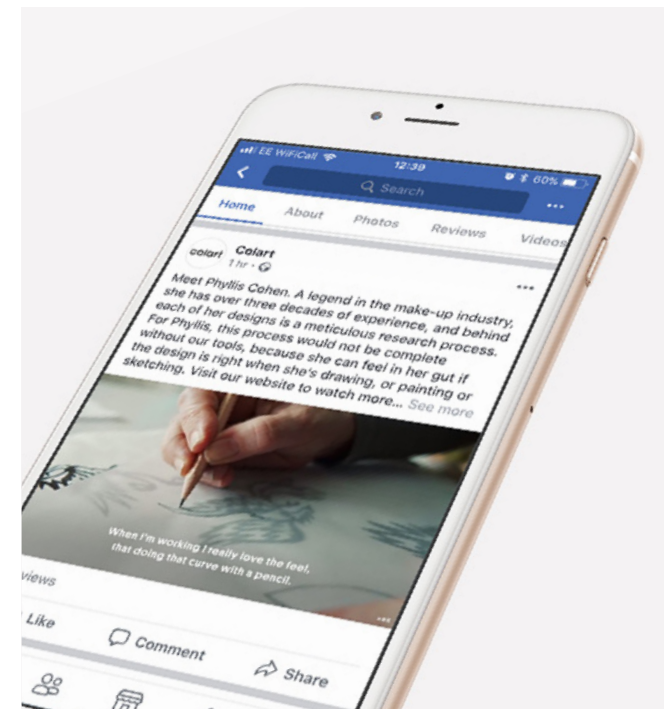
3.1 Communication Materials

3.2 Physical Signage

3.3 Business Stationery

3.4 Website Stylings

3.5 Video Stylings

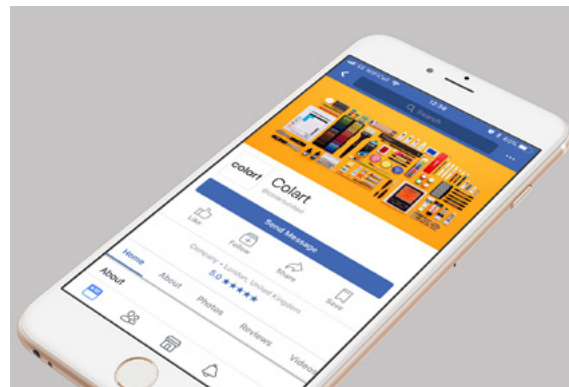


Communication Materials

3.1 APPLICATION

Communication materials play a huge part in bringing Colart's brand into the real, tactile world. These images show how the branding has been applied across various media.

Our communication materials represent us, so when producing printed collateral, it is important to explore and use high-quality materials. Special care should be taken in order to maintain visual consistency.



Physical Signage

3.2 APPLICATION

Signage plays a role in communicating who we are at all of the Colart sites and at events where we showcase our services and products. These images show how Colart branding can be used in various spaces, in proportion to their surroundings.

When appropriate the family of brands can be displayed with the Colart logo (see page 8 for layouts).



Business Stationery

3.3 APPLICATION

We have created a number of business stationery templates to make it as straightforward as possible to adhere to the brand guidelines. Please use these templates as they have been created - do not make modifications.

Our current templates include:

PowerPoint Presentation Template

This includes a number of different slide designs, charts and graphs. The preferred format to use is the widescreen 16:9 version.

Letterhead Template

This template is accessible using Word, and can be used to create letters with branded letterhead. Local versions with correct business addresses can be found on the intranet.

Business Cards

There is a design template for company business cards.

Compliments Slip

There is also a template for a Colart compliment slip.

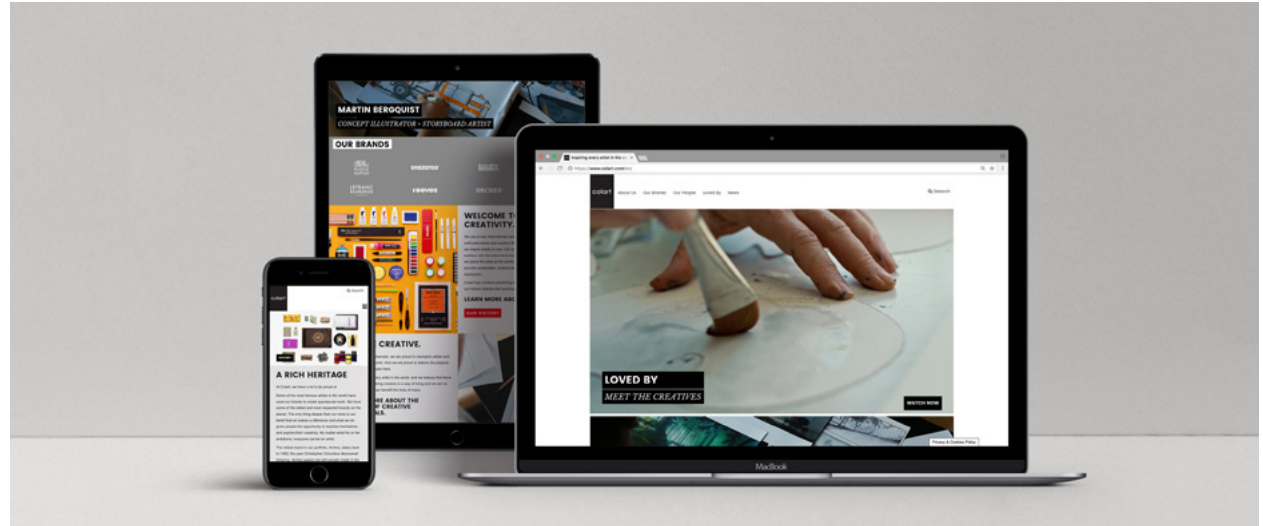


FIND BUSINESS STATIONERY ON THE INTRANET

Website Styling

3.4 APPLICATION

Our website is a core tool for showcasing the Colart brand. It is important we share accurate, relevant and engaging information. In order to transition into the lifestyle brand we wish to become, we need to share engaging articles that would inspire our audience.



Website Colours

#1b1b1b	#343434	#808080	#687d92	#e3e2e2	#f5ede9	#e3fe86	#e5001c
Headings & backgrounds for headings	Main text	Placeholder text	Backgrounds	Backgrounds	Backgrounds	Special backgrounds	Buttons

Typography

Main Typeface - Headings

ITC AVANT GARDE GOTHIC

Bold/Uppercase

Fallback Typeface

POPPINS

Secondary Typeface

BASKERVILLE

Italic/Uppercase

Body Text

Arial

Image Sizes

Hero Image: 1366x644px

Article Featured Image: 341.5x518px

News Featured Post Image: 683x655px

Brand Logo: 235x235px

Page Image: 683x683px

Video Styling

3.5 APPLICATION

Videos are a key way of communicating with our audience. We create videos to tell stories of our brand champions and to promote our products and events. Every aspect of each video should be carefully considered to ensure all films that we create are in line with the Colart vision and tone of voice.

Visual elements

For consistency and brand recognition, we must follow the below guidelines for visuals on any Colart video produced.

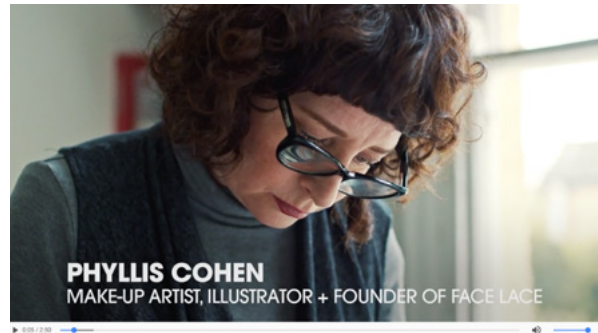
Titles

Titles should be bold and prominent and should sit in the lower third of the screen, left aligned. The titles should include the subject's name (set in ITC Avant Garde Gothic Demi, uppercase) and, below that, their job title (set in ITC Avant Garde Gothic Book, uppercase). These titles should appear when the subject first appears in the video.

Outro

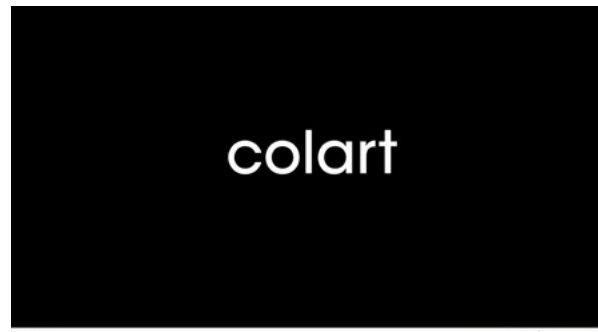
The Video Outro should always start with the Colart secondary logo in white, centred on a black background. This can then be followed by the campaign title and/or the names of those featuring in the video.

If applicable, you may include the family of brands (see section 2.2) in the outro of the video. This should be displayed as white logos in a two-tiered, stacked layout, on a black background.



Titles
Format and Hierarchy

NAME SURNAME
JOB TITLE



Thank you

If you require any more information or have any needs regarding the Colart Brand Guidelines or Colart Tone of Voice please contact the Communications Team.

news@colart.com



www.colart.com