Captello

Brand Manual

Captello

Universal Lead Capture App
Event Engagement Software
Event Management Platform

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Captello is a distinguished brand of parent company

leadliaison

1.01
Logo + Variations

Captello | Logo

A strong company brand instills trust, differentiates in crowded markets, and resonates emotionally with consumers. It amplifies recognition, fosters loyalty, and can command premium pricing. In essence, a robust brand is a pivotal asset, guiding choices and driving business value.

The Captello logo is bold, with its red primary color. It communicates strength, confidence, speed, and flexibility - all virtues that embody the powerful software solutions the brand represents.

Description

Captello uses two the logo orientations displayed below:

Horizontal orientation where the Captello 'C' is positioned on the left side of the Captello name.

Vertical orientation where the Captello 'C' is positioned above the Captello name.

CLICK TO
DOWNLOAD
LOGOS

2.01
Color Palette

Captello | Color Palette

Color is a power means of identification. Consistent use of our primary colors will help build brand recognition and enhance visibility for the Captello brand.

Captello RED and BLACK are the iconic colors of the Captello brand.
White can be used in place of black on dark backgrounds as the alternate secondary color.

Description

Captello's palette consists of three main colors.
The primary color is red.
The secondary color is black.
The alternate secondary color is white.

RED	BLACK	WHITE	DARK GRAY
PRIMARY COLOR	SECONDARY COLOR	ALTERNATE SECONDARY COLOR	COOPERATING GRADIENT
Web color: #ff0000	Web color: #000000	Web color: #ffffff	Web color: #2c2c2c
CMYK color: 0, 99, 100, 0	CMYK color: 75, 68, 67, 90	CMYK color: 0, 0, 0, 0	CMYK color: 70, 64, 63, 64
RGB color: 255, 0, 0	RGB color: 0, 100, 0	RGB color: 255, 255, 255	RGB color: 44, 44, 44

For use with gradients, Captello BLACK can be used in combination with DARK GRAY, which should be used sparingly.

3.01
Logo | Acceptable Use

Valid & Invalid Logo Use Guide

The purpose of this guide is to demonstrate valid and invalid use of the logo; how the logo shall appear in its varying styles, and how the logo should appear with certain styles applied.

INVALID LOGO USE GUIDE

Use of drop shadow

VALID LOGO USE GUIDE

Drop shadow is not to be used.

Rescaling of the Captello C

Captello C must never be scaled to less than the full height of the Captello text including the underscore.

Outline or use of stroke effect

Outline and stroke effects must not be used. Instead use approved high contrast logos.

Desaturation or use of gray scale

Use of gray scale or desaturation discouraged.

4.01
Logo | Clear Space

Captello | Clear Space

Clear space, often referred to as 'padding' or 'white space', is the margin around a brand logo that is free from text, images, or other distracting elements. It's a buffer zone that visually separates the logo from other design components or surrounding content. This space doesn't necessarily have to be white; it simply refers to an unoccupied, clean area that surrounds the logo.

IMPORTANCE:

Prominence and Readability: Clear space ensures that the logo stands out, making it instantly recognizable. It prevents visual clutter that could compete with the brand's presence, ensuring that the logo remains the focal point.

Professionalism and Aesthetics: A clear, unobstructed space around a logo gives a design a professional and polished look. It emphasizes a brand's attention to detail and its commitment to a high-quality visual presentation.

Brand Integrity: Consistent use of clear space helps maintain brand integrity and ensures that the logo is presented in the best possible light in various applications, be it on websites, printed materials, or merchandise.

Flexibility and Adaptability: When logos are placed on varying backgrounds or alongside other graphical elements, clear space provides a buffer. This ensures that the logo remains undistorted and adaptable to diverse design scenarios without losing its impact.

Prevents Visual Confusion: Logos without adequate clear space can become tangled with nearby elements, causing confusion and reducing the effectiveness of brand communication. A well-defined space ensures clarity, regardless of where the logo is positioned.

Brand Consistency: When guidelines about clear space are adhered to consistently, it ensures the brand is presented in a uniform way across different platforms and mediums. This consistent representation helps build brand recognition and trust over time.

The clear space around a brand logo isn't just an aesthetic choice; it's a strategic decision that aids in preserving brand identity, ensuring readability, and establishing a distinct presence in diverse visual environments.
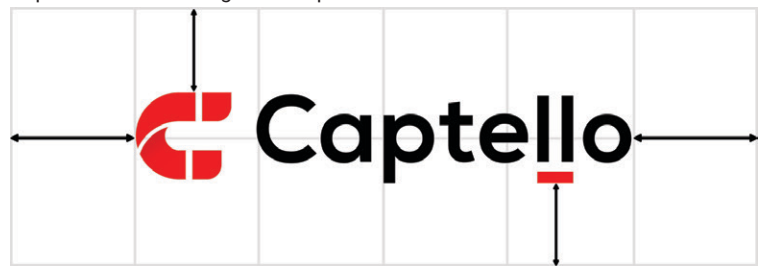
Captello Vertical Logo Clear Space

Add a minimum 50% of the logo's horizontal width of clear space on both sides.

Add a minimum 35% of the logo's horizontal width of clear space on both the top and bottom of the logo.

Captello Horizontal Logo Clear Space

Add a minimum 25% of the logo's horizontal width of clear space on both sides.

Add a minimum 20% of the logo's horizontal width of clear space on both the top and bottom of the logo.

5.01
Roboto Font

FONT STYLE

The use of a specific font type in branding is pivotal for establishing brand continuity and recognition. Fonts convey subtle emotional and psychological cues that resonate with audiences, effectively communicating the brand's personality, ethos, and values. By consistently utilizing a distinct typeface across all touch points—be it in digital platforms, print materials, or advertisements—a brand can ensure a cohesive visual experience for its audience. This consistent visual identity not only differentiates the brand in a crowded marketplace but also fosters trust and reliability. Consumers, over time, come to associate the font with the brand's essence, and this familiarity breeds a sense of loyalty and affinity. In essence, a consistent font type becomes an indispensable tool in crafting a memorable and trustworthy brand image.

Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Medium

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Light

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Glyphs

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Figures

1   2   3   4   5   6   7   8   9   0

5.02
Typography

TYPEFACE

Typography is one of the key elements in creating a distinct visual identity for a brand. When consistently used, it ensures that the brand is easily recognizable across various mediums, platforms, and touch points.

Different typefaces can elicit different emotions and perceptions. By choosing the right typeface, a brand can effectively communicate its personality and values.

Cohesiveness: Using consistent typography across all mediums (like websites, advertisements, and print materials) creates a cohesive look and feel, reinforcing the brand's image in the minds of consumers. A well-chosen and consistently applied typeface reflects professionalism and attention to detail. It can elevate the perception of a brand, making it seem more established and trustworthy.

Design Aesthetics: Typography contributes to the overall aesthetics of design. When used effectively, it can balance designs, create hierarchy, and lead the viewer's eyes to essential elements. Typography can also be used to emphasize and reinforce the message a brand is trying to convey. For example, bold or larger fonts might be used to highlight key messages or calls to action.

Typography is a crucial component of a brand's visual identity and communication strategy. Ensuring consistency in typography is essential to building a strong, coherent, and effective brand identity.

Title Header	# BIG TITLES Roboto - Bold - 56 pt - Tracking (character spacing) set to 0
Headline	## THE HEADLINE Roboto - Bold - 38 pt - Tracking (character spacing) set to 0
Subtitles	### LOREM IPSUM DOLOR SIT AMET. Roboto - Medium - 18 pt - Tracking (character spacing) set to 0
Body Text	Body text in Letter, Tabloid, Executive sized documents consists of Roboto font - Light - 10 pt.

6.01
Letterhead

C O M P A N Y   L E T T E R H E A D

The company letterhead reinforces brand identity, presenting a professional image and fostering trust. It ensures consistency across communications, aiding in brand recognition. Furthermore, letterhead often contains essential contact details, streamlining communication for stakeholders. In many legal contexts, it's a sign of authenticity, showing that correspondence is officially from the organization.

Brand and Elements

Letterhead is composed of the horizontal version of the Captello logo with Captello solutions in the header.

Addressee name and contact information precedes the body text.

Roboto Light font is used in 9pt or 10pt size with 13 or 14 pt leading.

The footer contains the company logo and contact information justified to full width and printed in all caps.

Dimensions

8.5 x 11 inches
216 x 279mm
A4

Paper Stock

24 Pound Bond Paper

Resolution

300 dpi

Color Space for Print

CMYK

7.01
Business Card

COMPANY BUSINESS CARD

The company business card acts as a tangible representation of a brand's identity, professionalism, and values. It facilitates networking by providing essential contact information and leaves a lasting impression, reinforcing brand recall. In personal interactions, it serves as a bridge between the digital and physical worlds, fostering trust and credibility.

Brand and Elements

Business card back is composed of an oversized Captello C for brand impact, and the white logo text, Captello with underscore.

Business card front contains the vertical logo with oversized Captello C, first & last name, title, email, direct phone number and Captello URL without preceding www.

Dimensions

3.5 x 2 inches
88.9 x 50.8 mm

Card Stock

16 PT

Corners

Rounded .25" 4 sides

Resolution

300 dpi

Color Space for Print

CMYK

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8.01
Logo Placement

Logo placement on documents ensures consistent brand presentation, fostering recognition and trust. This visual consistency across mediums strengthens brand identity, reinforcing its message and values each time it's seen, and fostering a coherent brand experience for the audience.
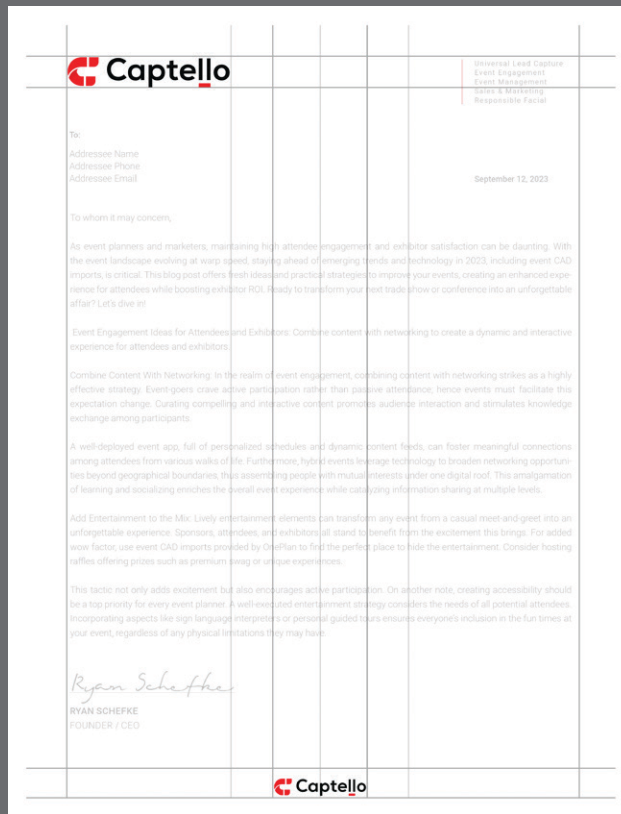
Letterhead Logo Placement

The Captello letterhead is to be placed in the top left corner of the letterhead or document, positioned inside the margin on the same horizontal plane as the body text and on the vertical plane of the top page margin.

Top margin shall be .68" from the top edge of the page.

Side margins shall be .78" from the side edges of the page.

Footer margin shall be .125" from the bottom edge of the page.

Letterhead Envelope Logo Placement

The horizontal Captello logo shall be centered, or within .125" above center on the vertical and horizontal axes of the envelope.

Business Card Logo Placement

The vertical Captello logo shall be positioned with the utmost left edge of the logo positioned .20" from the cut edge on the left side of the card. The top of the logo shall be .25" from the cut edge on the top of the card.

Envelope Sticker Placement

In cases where the Captello branded sticker is used to seal envelopes, the sticker shall be positioned with the center of the sticker at the utmost center of the width of the envelope where the center of the lip of the envelope comes to a point under the center of the sticker.

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