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*celito.net*

EST. 1999

# BRAND GUIDELINES

Version 1.2



HELPING PEOPLE WITH OUR *unique knowledge & capabilities*

INTERNET · VOICE · DATA CENTER · CONSULTING

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# celito brand guidelines

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## WELCOME

Welcome to celito's brand guidelines.

This brand guidelines provide direction for our most important brand elements. Effective September 15th, 2021, all digital, print and other communications should reflect these guidelines.

These guidelines contain the basic building blocks to create communications in the celito "style." When used appropriately and consistently, our brand expression will solidify our standing in clients' and prospects' minds.

If you have any questions regarding the celito brand or these standards, please contact Marketing at [marketing@celito.net](mailto:marketing@celito.net)

All brand elements can be downloaded at [celito/logos](#)

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# the logo

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The celito logo consists of the logotype.

LOGOTYPE

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# clear space

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The celito logo should always have ample space around it to keep it clear of other visual elements and colors. The minimum clear space around the logo should be the width of the 'c.'



# minimum size

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The minimum size requirements have been set to ensure readability. Do not reduce the logo below the recommended sizes.



PRINT: .75" WIDE  
WEB: 54 PIXELS WIDE

# acceptable uses

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Above are acceptable uses of the logo. The preferred version of the logo is full color on a white background. However, it is also acceptable to use the other versions shown above.

FULL COLOR



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GRAY



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REVERSED



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# examples of restricted uses

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Above are examples of restricted uses of the logos. This is not a complete list; however, it should provide a broad enough sampling of possible misuses.



DO NOT TINT THE LOGO



DO NOT STRETCH, SQUISH, OR SKEW.



DO NOT USE ON LOW CONTRAST BACKGROUNDS



DO NOT USE ALTERNATE COLORS



DO NOT ROTATE



DO NOT USE ON BUSY PHOTOGRAPHIC BACKGROUNDS

# color palette

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The celito corporate color palette consists of one primary color and four secondary colors. White space is also an important part of the celito palette. When used correctly, the celito color palette conveys a sense of modernism and energy while influencing hierarchy through clear space.

## PRIMARY COLOR



celito blue

PMS 286C  
CMYK 100 82 10 2  
RGB 0 57 166  
HTML 0039a6

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## SECONDARY COLORS



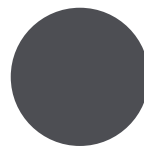
jalapeño

PMS 173C  
CMYK 11 86 98 2  
RGB 214 73 42  
HTML d6492a



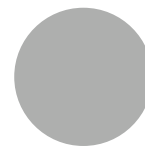
green

PMS 583C  
CMYK 39 17 100 1  
RGB 170 179 0  
HTML aab300



dark gray

PMS Cool Gray 11  
CMYK 67 59 53 34  
RGB 77 78 83  
HTML 4d4e53



light gray

PMS Cool Gray 11  
CMYK 33 26 27 0  
RGB 175 175 175  
HTML afafaf



# print typographic system

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To help provide a consistent, unified look in the celito brand's use of typography, the typefaces Whitney and Univers should be used on all communications. Whitney should be used for headlines and captions. Univers LT Standard Light should be used for body copy. In the case of Word documents or PowerPoint presentations, the Arial font may be used if Whitney and Univers fonts are unavailable.

## HEADLINES AND CAPTIONS

### Whitney Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789

### Whitney Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789

### Whitney Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789

### Whitney Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789

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## BODY COPY

### Univers LT Standard Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789

## SUBSTITUTE COPY

### Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789

### Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789

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## HIGHLIGHT FONT

### Market Saturday

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789

# online typographic system

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The Google font family, Poppins, should be the primary choice in web design for headlines, captions and body copy.

HEADLINES AND CAPTIONS

**Poppins Extra Bold**  
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789

**Poppins Black**  
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789

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BODY COPY

Poppins Regular  
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789

**Poppins Bold**  
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789

# service icons

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The above icons have been developed in association with each of celito's four service areas. These should be used consistently with no substitutions.

## SERVICE ICONS



INTERNET



DATA CENTER



VOICE



CONSULTING

FONT = WHITNEY LIGHT IN ALL CAPS

# additional logos and icons

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**celito**Fiber

celitoFiber



**celito**Fiber



**celito**Voice

celitoVoice



**celito**Voice

Get Lit! with **celito**Fiber

Get Lit tagline



Squirrel



**RALEIGH BORN.  
RALEIGH GROWN.**

Tree

questions?

Contact marketing at 919.852.1238 or [marketing@celito.net](mailto:marketing@celito.net).

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