



CENTAURON[®]

BRAND GUIDELINES

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LOGO



LOGO



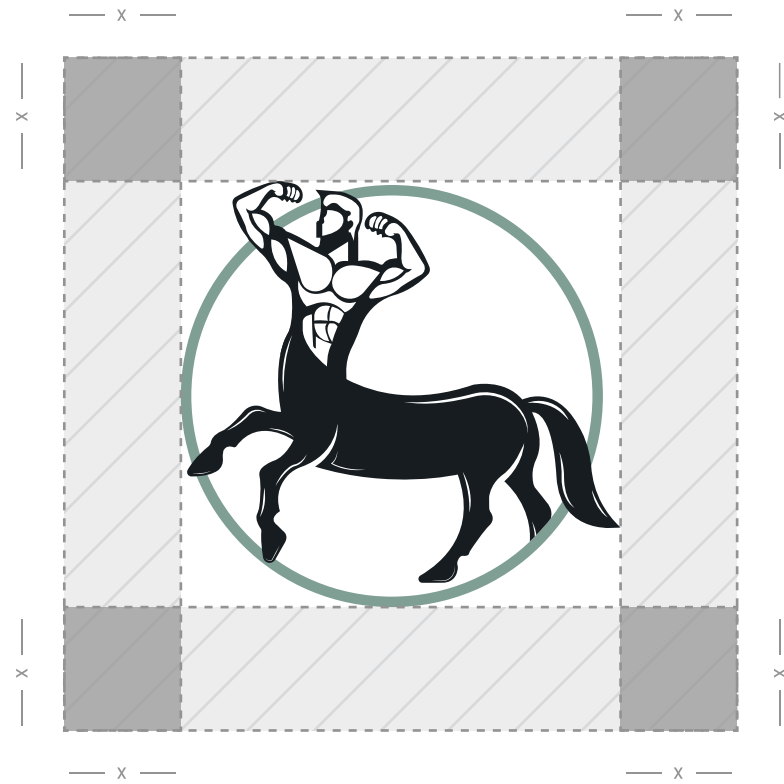
LOGO COLOUR VARIATION



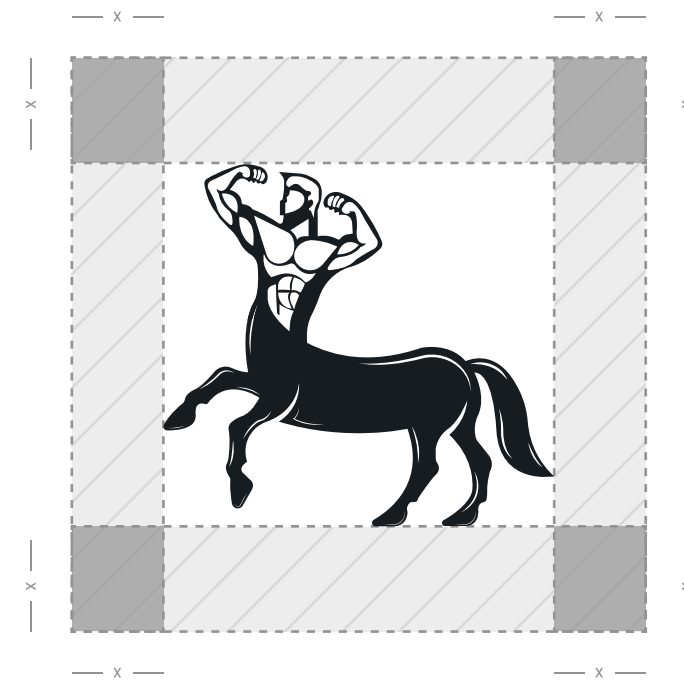
ELEMENTS OF THE LOGO



HERO POSE



LOGO ELEMENT



TRADEMARK



FONT



FONT

CENTAUR

Bold

Lorem ipsum dolor sit amet, consectetur adipiscing elit.
 Aliquam vel nibh sit amet nisl auctor faucibus non in tortor.
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 laoreet tempus porta. Ut urna neque, feugiat id iaculis nec,
 mollis eget orci. Praesent cursus sed augue eu varius. Sed
 viverra interdum consequat. Cras ac posuere purus. Sed faucibus
 dignissim ultricies. Sed ut ante id sem maximus semper. Sed
 commodonisi quis facilisis imperdiet. Curabitur in tempor felis,
 non porttitor lectus.

Aa Bb Cc Dd Ee Ff Gg

Hh Ii Jj Kk Ll Mm Nn Oo

Pp Qq Rr Ss Tt Uu Vv

Ww Xx Yy Zz

I234567890

(!?)\$ { } / ? \

LOGO USAGE





LOGO POSITIONING



LETTERHEAD

SIZE: 8.5 x 11 inches LOGO: 100 x 100 px TYPOGRAPHY: 9 pt



BUSINESS CARD

SIZE: 3.5 x 2.0 inches

LOGO: 55 x 55 px TYPOGRAPHY: 7 pt



A GRAPHIC STORY
AROUND THE
LOGO



STORY BEHIND THE LOGO

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Aliquam vel nibh sit amet nisl auctor faucibus non in tortor.

Mauris elementum neque vel massa semper elementum. Nam

laoreet tempus porta. Ut urna neque, feugiat id iaculis nec,

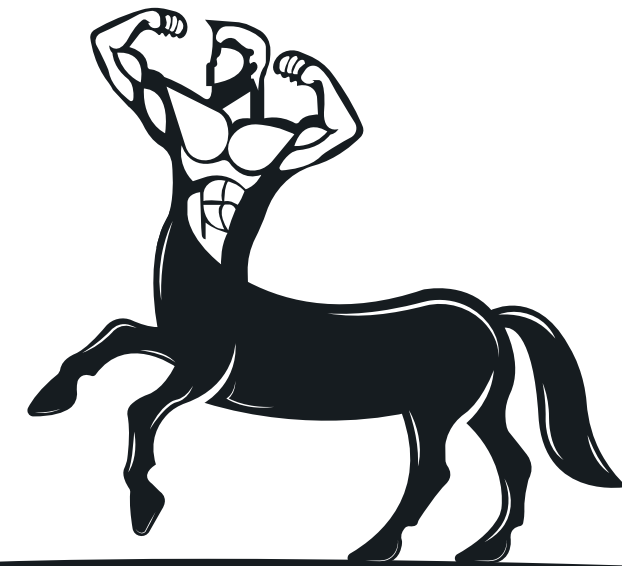
mollis eget orci. Praesent cursus sed augue eu varius. Sed

viverra interdum consequat. Cras ac posuere purus. Sed

faucibus dignissim ultricies. Sed ut ante id sem maximus

semper. Sed commodonisi quis facilisis imperdiet. Curabitur

in tempor felis, non porttitor dignissim ultricies ectus.



CENTAURON®

COLOUR PALLET



COLOUR PALLET

OLIVE GREEN

RGB : 128,160,149
CMYK : 52%,25%,42%,1%
HEX : 80A095

CHARCOAL

RGB : 22,28,32
CMYK : 78%,67%,62%,75%
HEX : 161C20

SECONDARY COLOUR PALLET

TAN

RGB : 210,180,140
CMYK : 18%,27%,48%,0%
HEX : D2B48C

BLACK

RGB : 0,0,0
CMYK : 75%,68%,67%,90%
HEX : 000000

WHITE

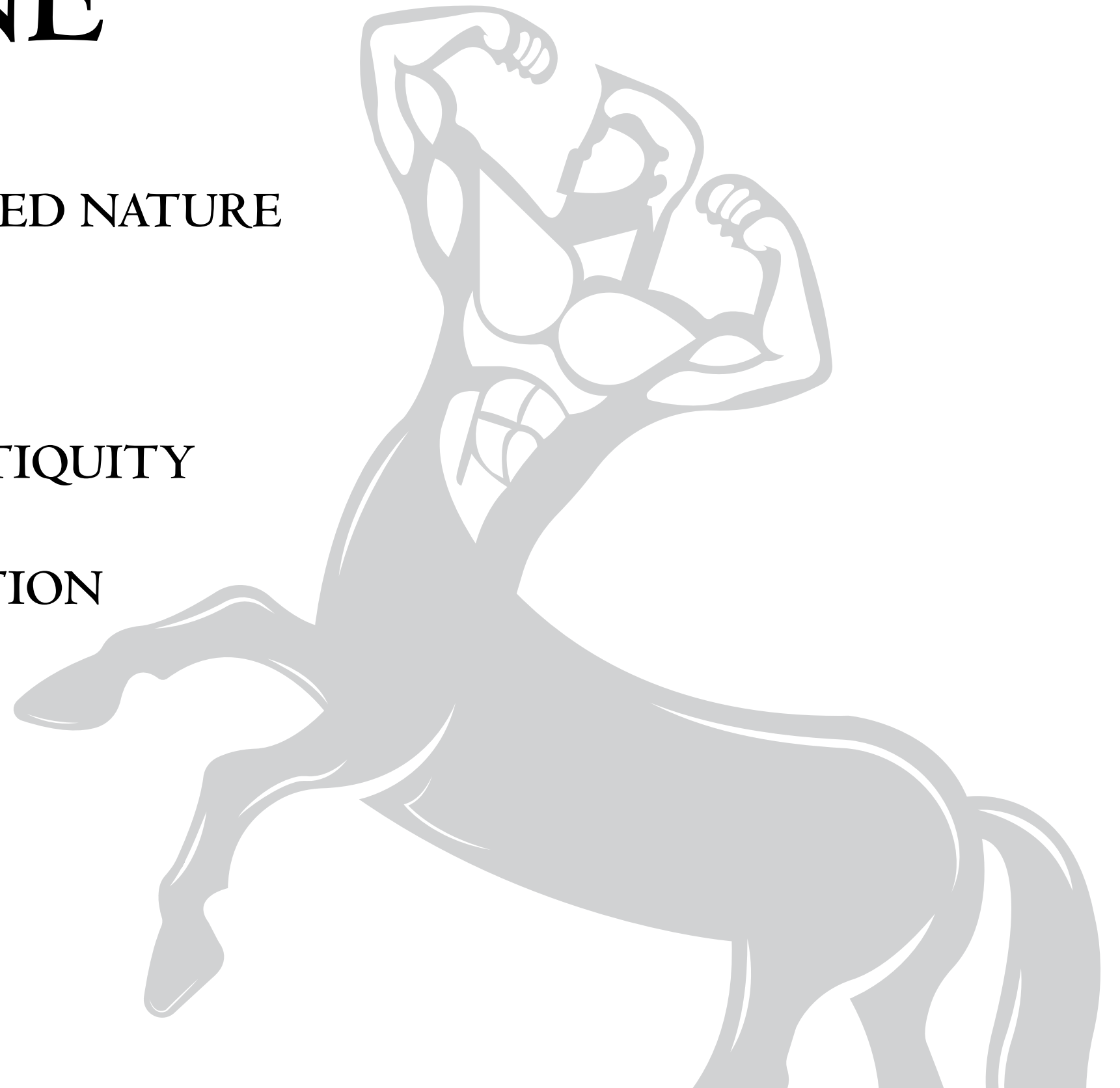
RGB : 255,255,255
CMYK : 0%,0%,0%,0%
HEX : FFFFFFFF

BRAND TONE
AND FEEL



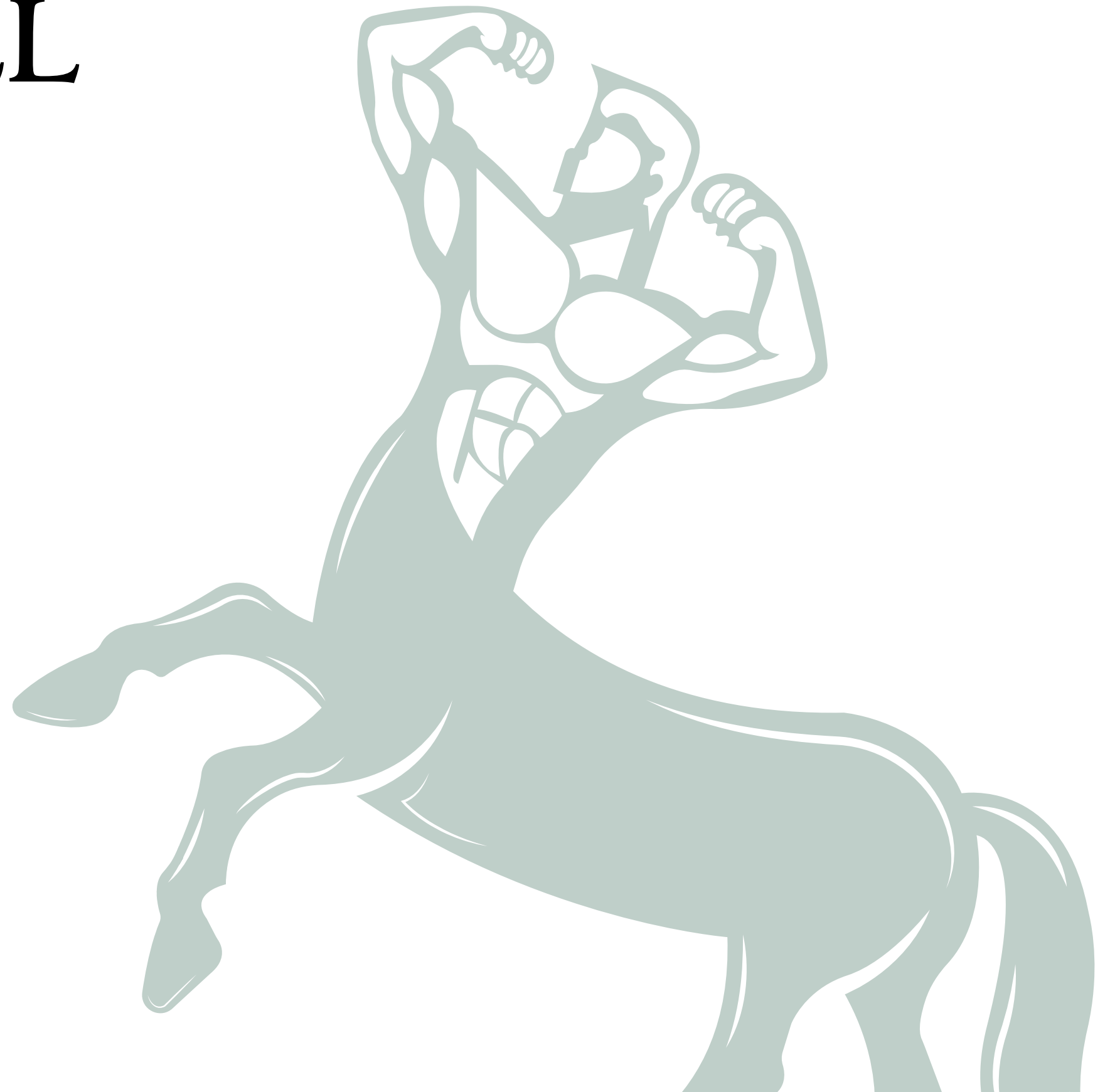
BRAND TONE

- ↔ THE EMBODIMENT OF UNTAMED NATURE
- ↔ A BATTLE OF THE AGES
- ↔ EVOLVED INSPIRATION BY ANTIQUITY
- ↔ MYTHOLOGICAL MODERNISATION
- ↔ POWER AND SUPREMACY



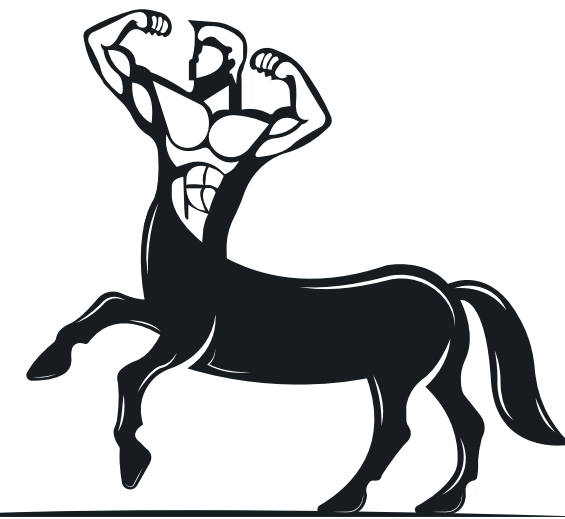
BRAND FEEL

- ↔ NATURE
- ↔ BATTLE
- ↔ EVOLUTION
- ↔ MYTH
- ↔ POWER



MOOD BOARD





CENTAURON[®]

refers to the extreme calm feelings associated with blue, such as sadness and depression.



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