

Logo Guidelines

Welcome to the Cappgemini logo guidelines

This document provides guidance on how to use our logo with a series of simply defined rules.

October 2017 — Version 1.0

Logo

Our logo is the most vital and visible element of our brand. It's our trademark, identifying us as a modern, progressive organisation while upholding our heritage and history. It provides our customers and prospective customers with a guarantee of quality and excellence.

The logo comprises two elements; the Capgemini 'wordmark' and the 'spade' symbol.



Protecting our logo

To ensure the integrity and impact of our logo we keep it prominent and clearly visible, by allocating an exclusion zone. This exclusion zone defines the minimum area of clear space around the logo and must be kept free of graphic elements.

We have allocated a minimum exclusion zone that is equal to the width of the spade symbol within our logo.

In extreme circumstances when space restrictions apply the exclusion zone can be reduced to 50% of the width of the spade symbol.



 = Clearspace measure

Brand in detail

Logo variants

Different versions of our logo are required to ensure consistency across our own and third party communications.

Where possible you should always use our primary logo; however when production restrictions impair our logo's quality refer to one of our single color logo variants shown here.

Logo

This is our preferred logo and should be used at all times.

Single color

Use our single color variants when production quality is compromised or production techniques do not allow for our primary logo to be used, for example on small merchandising items. Our single color logo is available in 3 color options.

Gray

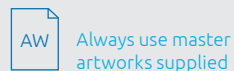
For black and white press ads.

Black

For black and white communications.

White

When reversing out of colored backgrounds, screen printing dark colored merchandise and window films.



Always use master artworks supplied

Logo



CAPGEMINI BLUE

Pantone 7461C

CMYK C100 – M40 – Y10 – K0

RGB R0 – G112 – B173

VIBRANT BLUE

Pantone 2191C

CMYK C80 – M0 – Y5 – K0

RGB R18 – G171 – B219

Single color

Gray



CMYK R0 – M0 – Y0 – K70
RGB R111 – G111 – B111

CMYK R0 – M0 – Y0 – K40
RGB R178 – G178 – B178

Black



CMYK R0 – M0 – Y0 – K100
RGB R0 – G0 – B0

White



CMYK R0 – M0 – Y0 – K0
RGB R255 – G255 – B255

Brand in detail

Logo sizing

Preferred logo size

The correct size for our logo has been set for commonly used formats and are listed below:

A5 – 148x210 – 40mm
A4 – 210x297 – 56mm
A3 – 297x420 – 80mm
A2 – 420x594 – 113mm
A1 – 594x841 – 159mm

Business Card – 90x55 – 37mm

Different formats

To work out the size of the Capgemini logo simply measure the width of your canvas and add the height measure; then divide the result by 9. Try to round up to the nearest 0.5mm either way if necessary.

With either horizontal or vertical extreme formats use a visually appropriate logo size.

Minimum size

Whatever the dimensions of your application, never use our logo smaller than 30mm/175px wide. In exceptional cases you can use our spade symbol, which is explained later in this chapter. Remember that the smaller our logo is, the more important it is that a clear color combination is used.

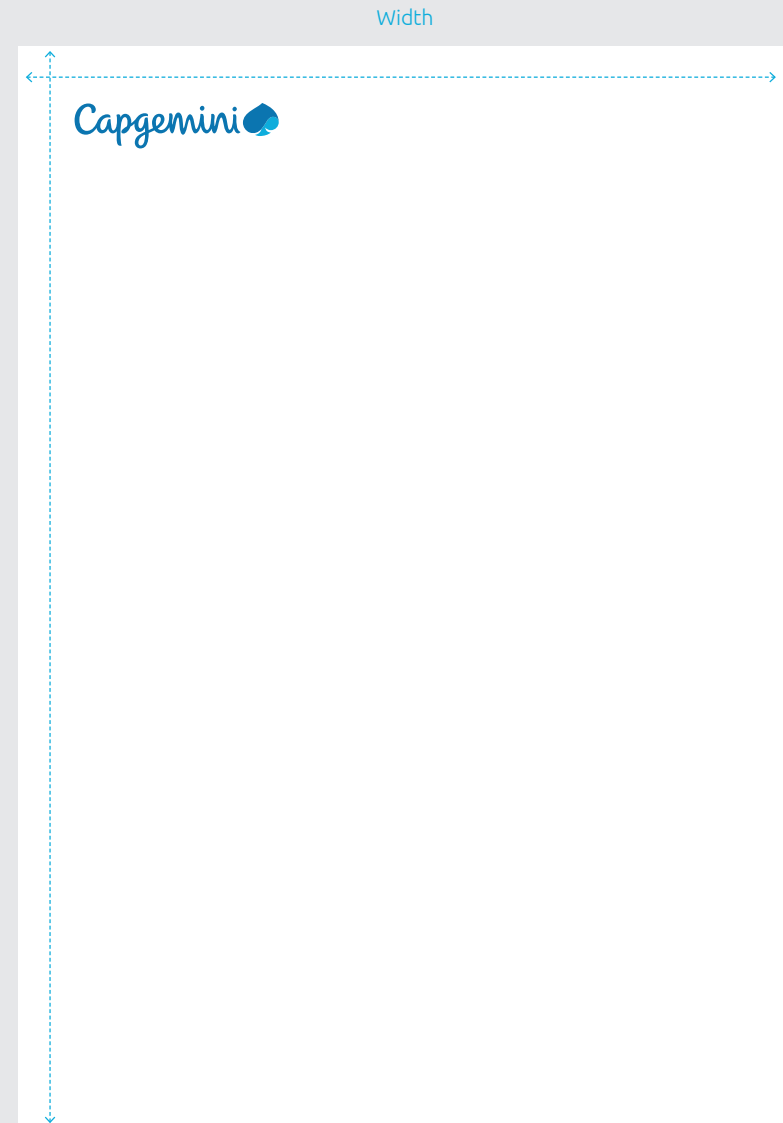
Sizing of logo formula



$$\text{Width} + \text{Height} \\ = XX : 9 = XX$$



30mm in print
175px on screen

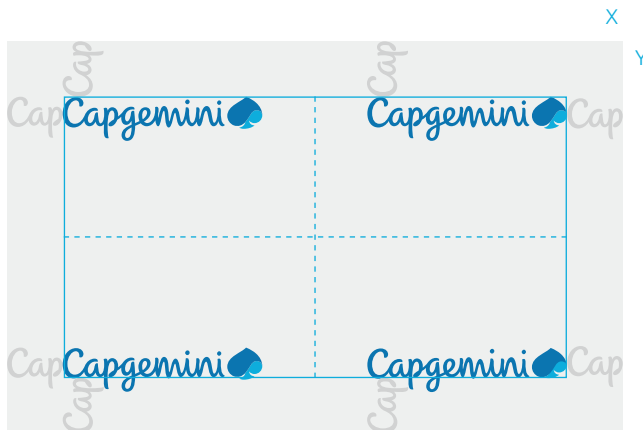


Logo positioning

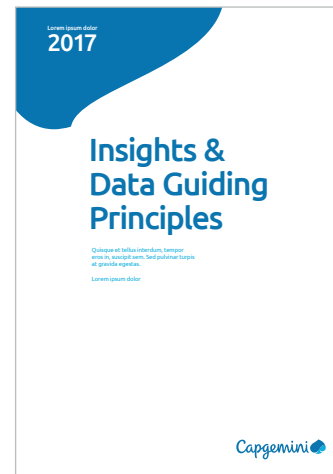
On printed communications it is important to place our logo where it is most prominent and cleanest within the layout and also consider where the communication will be seen.

Our preferred logo position is either top left or right. This ensures consistency across our communications, however the bottom corners can also be used if the circumstances dictate them to be the best position. There are exceptions to this rule when our logo is used on flags, online, exhibition stands and merchandise, please refer to the Brand in action section for examples. When positioning our logo please adhere to our exclusion and sizing rules.

To best work out the position of the logo on any given format, simply use the width of the letters 'Cap' for both X&Y axis as reference. This will give you an indication of where to place the logo as seeing in the diagram below.



Preferred positions



At times we will require our logo to be prominently placed. In these circumstances the logo can be centred and become a focal point. The logo can also travel up or down.

This position is well suited for applications such as building signage, exhibition stands, flags or for top level external print communications.

Alternative positions

Centered positioning

Logo lock-ups

100% Primary logo lock-up

Logo clear space - So that the logo has room to breathe and is not cluttered by text or other graphic elements, preserve an area of clear space around the logo equal to the width of the spade symbol, as illustrated here. The clear space surrounding the logo should be regarded as a minimum and, wherever possible, should be greater. The same clear space principle applies when using all versions of the logo.

Minimum size - To maintain legibility and clarity of the logo avoid reproducing the logo too small. The logo should never appear small than 30mm wide (print) or 175px (screen). This is the minimum size at which the logo remains clearly defined.

50% – 25% Signage logo lock-up

Whenever possible the 100% logo lockup should be incorporated.

However if the logo needs to be increased on specific sign types these exclusion zones can be utilised.

For Example:

On a Tenant Replacement Panel, the logo may not be visible when using the 100% exclusion zone.

100% Primary logo & lock-up



50% logo & lock-up



50% (top) 25% (bottom) logo & lock-up

Please note: this logo lock-up does not have any left and right margins

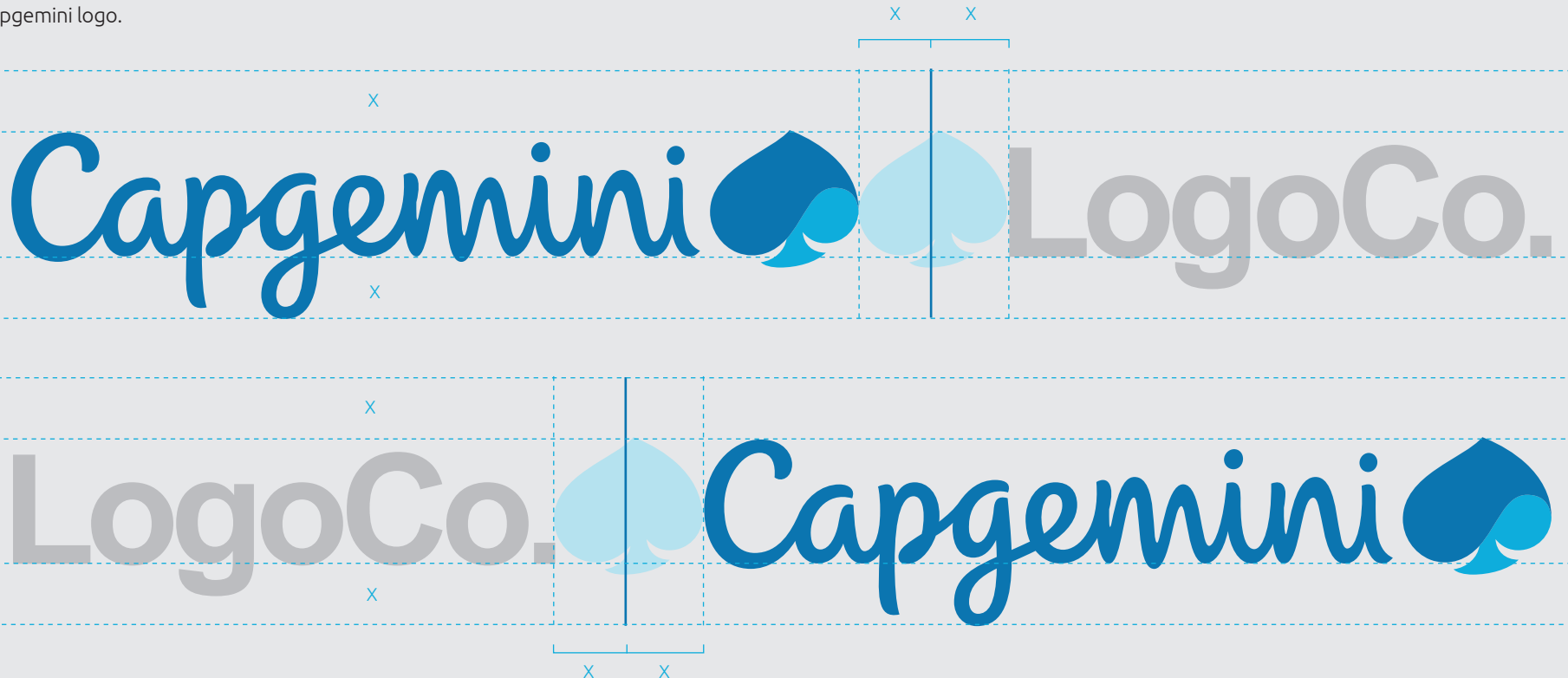
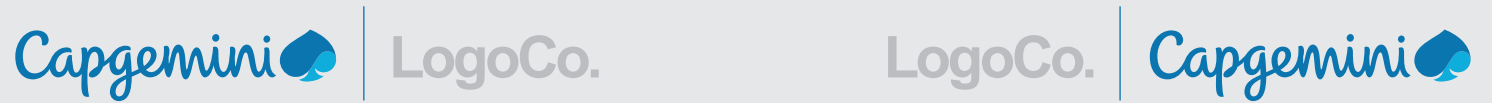


Brand in detail
Co-branding

When co-branding materials, take care to ensure our logo comes first and remains prominent against the partner brand(s).

Below shows how logos should be presented with our own. The partner logo should sit on the same baseline as shown below and be separated by the logo clearspace. A line can separate the two logos to create more clarity and distinction.

When presenting logos with our own consider the degree of impact the partnering logo creates. Ensure that it doesn't visually dominate and take prominence over the Capgemini logo.



Incorrect logo usage



Do not apply drop shadows to our logo



Do not outline or redraw



Do not attempt to recreate the Wordmark



Do not recolor



Do not attach text to our logo



Do not alter the size of the elements within the logo



Do not use the wordmark without the spade symbol



Do not re-arrange logo components



Do not use a one-color logo on white, always use the primary two-color logo



Do not distort the proportions of the logo by expanding or stretching it



Do not add a pattern or background on the logo



Do not box the logo

Brand in detail

Color palette

This page displays our primary and secondary brand colors and their respective color breakdowns.

Our primary color palette consists of two colors: Capgemini Blue and Vibrant Blue (Logo colors).

Our secondary color palette consists of three colors: Deep Purple, Tech Red and Zest Green.

We use Gray as the background color for cut-out images. Furthermore, white space should feature heavily within our identity.

We also have an additional color palette to be used for Infographics. Please refer to this in the Infographics section further in the document.

CAPGEMINI BLUE

Pantone 7461C
CMYK C100 – M40 – Y10 – K0
RGB R0 – G112 – B173

VIBRANT BLUE

Pantone 2191C
CMYK C80 – M0 – Y5 – K0
RGB R18 – G171 – B219

DEEP PURPLE

Pantone 2695C
CMYK C80 – M100 – Y0 – K60
RGB R43 – G10 – B61

TECH RED

Pantone 710C
CMYK C0 – M90 – Y50 – K0
RGB R255 – G48 – B76

ZEST GREEN

Pantone 2300C
CMYK C50 – M0 – Y100 – K0
RGB R149 – G230 – B22

GRAY

Pantone Cool Grey 1
CMYK C0 – M0 – Y0 – K10
RGB R236 – G236 – B236

WHITE

CMYK C0 – M0 – Y0 – K0
RGB R255 – G255 – B255

Brand in detail

Logo version color usage

This page illustrates how to use our various logos on different colored backgrounds.

Where possible, use the primary two-color logo on a white or pale background. If this is not possible, use a one-color logo in the most legible color.

The primary two-color logo should never appear on the red from our secondary brand colors.

When placing a logo on a photograph, ensure you place it in an area clear of clutter.

Brand colors



Light color tones



Mid color tones



Dark color tones



Photography



Contact details

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