Welcome to the Capgemini logo guidelines

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

October 2017 — Version 1.0
Brand in detail

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.
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.

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**Gray**

**CMYK**

R0 – M0 – Y0 – K70

R111 – G111 – B111

**RGB**

R0 – G112 – B173

**Black**

**CMYK**

R0 – M0 – Y0 – K100

R0 – G0 – B0

**RGB**

R0 – G171 – B219

**White**

**CMYK**

R0 – M0 – Y0 – K0

R255 – G255 – B255

**CMYK**

R0 – M0 – Y0 – K40

R178 – G178 – B178

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**CAPGENINI 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

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Always use master artworks supplied
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.
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.
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.
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
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.
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.