

BRAND ASSETS

1. LOGOS

2. COMPLEMENTARY LOGOS

3. SLOGAN

4. COLOUR WAY

5. TYPEFACE

6. ICONS

7. CURVES

1. LOGOS



CO CA&BA LOGO

FILENAME FOR PRINT:

CO CA&BA LLP Logo (CMYK).eps

FILENAME FOR DIGITAL:

CO CA&BA LLP Logo (CMYK).jpg
CO CA&BA LLP Logo (CMYK).png



CO CA&BA LOGO REVERSE

FILENAME FOR PRINT:

CO CA&BA LLP Logo (CMYK) Reverse.eps

FILENAME FOR DIGITAL:

CO CA&BA LLP Logo (RGB) Reverse.png



CO CA&BA LOGO VERTICAL

FILENAME FOR PRINT:

CO CA&BA LLP Logo (CMYK) Vertical.eps

FILENAME FOR DIGITAL:

CO CA&BA LLP Logo (RGB) Vertical.jpg
CO CA&BA LLP Logo (RGB) Vertical.png



CO CA&BA LOGO VERTICAL REVERSE

FILENAME FOR PRINT:

CO CA&BA LLP Logo (CMYK) Vertical Reverse.eps

FILENAME FOR DIGITAL:

CO CA&BA LLP Logo (RGB) Vertical Reverse.png

2. COMPLEMENTARY LOGOS (ASPIRE)



CO ASPIRE LOGO

FILENAME FOR PRINT:

CO LLP ASPIRE Logo (CMYK).eps

FILENAME FOR DIGITAL:

CO LLP ASPIRE Logo (RGB).jpg

CO LLP ASPIRE Logo (RGB).png



CO ASPIRE LOGO ORANGE

FILENAME FOR PRINT:

CO LLP ASPIRE Logo (CMYK) Orange.eps

FILENAME FOR DIGITAL:

CO LLP ASPIRE Logo (RGB) Orange.jpg

CO LLP ASPIRE Logo (RGB) Orange.png



CO ASPIRE LOGO

FILENAME FOR PRINT:

CO LLP ASPIRE Logo (CMYK).eps

FILENAME FOR DIGITAL:

CO LLP ASPIRE Logo (RGB).jpg

CO LLP ASPIRE Logo (RGB).png



CO ASPIRE LOGO ORANGE

FILENAME FOR PRINT:

CO LLP ASPIRE Logo (CMYK) Orange.eps

FILENAME FOR DIGITAL:

CO LLP ASPIRE Logo (RGB) Orange.jpg

CO LLP ASPIRE Logo (RGB) Orange.png

2. COMPLEMENTARY LOGOS (40 YEARS)



CO 40 YEARS LOGO

FILENAME FOR PRINT:

CO 40 YEARS LLP Logo (CMYK).eps

FILENAME FOR DIGITAL:

CO 40 YEARS LLP Logo (RGB).jpg

CO 40 YEARS LLP Logo (RGB).png



CO 40 YEARS LOGO

FILENAME FOR PRINT:

CO 40 YEARS LLP Logo (CMYK) Grey.eps

FILENAME FOR DIGITAL:

CO 40 YEARS LLP Logo (RGB) Grey.jpg

CO 40 YEARS LLP Logo (RGB) Grey.png



CO 40 YEARS LOGO

FILENAME FOR PRINT:

CO 40 YEARS LLP Logo (CMYK) Square.eps

FILENAME FOR DIGITAL:

CO 40 YEARS LLP Logo (RGB) Square.jpg

CO 40 YEARS LLP Logo (RGB Square).png



CO 40 YEARS LOGO

FILENAME FOR PRINT:

CO 40 YEARS LLP Logo (CMYK) Circle.eps

FILENAME FOR DIGITAL:

CO 40 YEARS LLP Logo (RGB) Circle.jpg

CO 40 YEARS LLP Logo (RGB) Circle.png

3. SLOGAN

BUILDING BETTER BUSINESS

CO BBB SLOGAN

FILENAME FOR PRINT:
CO BBB Slogan (CMYK).eps

FILENAME FOR DIGITAL:
CO BB Slogan (RGB).jpg
CO BB Slogan (RGB).png

BUILDING BETTER BUSINESS

CO BBB SLOGAN VERTICAL

FILENAME FOR PRINT:
CO BBB Slogan (CMYK) Vertical.eps

FILENAME FOR DIGITAL:
CO BB Slogan (RGB) Vertical.jpg
CO BB Slogan (RGB Vertical).png

BUILDING BETTER BUSINESS

CO BBB SLOGAN REVERSE

FILENAME FOR PRINT:
CO BBB Slogan (CMYK) Reverse.eps

FILENAME FOR DIGITAL:
CO BB Slogan (RGB) Reverse.png

BUILDING BETTER BUSINESS

CO BBB SLOGAN VERTICAL REVERSE

FILENAME FOR PRINT:
CO BBB Slogan (CMYK) Vertical Reverse.eps

FILENAME FOR DIGITAL:
CO BB Slogan (RGB Vertical) Reverse.png

4. COLOUR WAY



CO BLUE

PRINT (CMYK)
 C 95 | M 9 | Y 8 | K 70

PRINT (Pantone)
 302U AND 302C

DIGITAL (RGB)
 R 0 | G 58 | B 81

ONLINE (HEX)
 #003a51



CO CYAN

PRINT (CMYK)
 C 100 | M 5 | Y 15 | K 15

PRINT (Pantone)
 313U AND 313C

DIGITAL (RGB)
 R 0 | G 142 | B 183

ONLINE (HEX)
 #008eb7



CO SLATE

PRINT (CMYK)
 C 20 | M 7 | Y 2 | K 55

PRINT (Pantone)
 5415U AND 5415C

DIGITAL (RGB)
 R 113 | G 120 | B 128

ONLINE (HEX)
 #717880



CO GREY

PRINT (CMYK)
 C 5 | M 0 | Y 0 | K 10

PRINT (Pantone)
 649U AND 649C

DIGITAL (RGB)
 R 236 | G 239 | B 241

ONLINE (HEX)
 #eceff1



CO ORANGE

PRINT (CMYK)
 C 0 | M 75 | Y 100 | K 0

PRINT (Pantone)
 Orange 021u and 021c

DIGITAL (RGB)
 R 224 | G 102 | B 43

ONLINE (HEX)
 #e0662b



CO LIME

PRINT (CMYK)
 C 45 | M 02 | Y 100 | K 0

PRINT (Pantone)
 832u and 382c

DIGITAL (RGB)
 R 170 | G 193 | B 59

ONLINE (HEX)
 #aac13b



CO PINK

PRINT (CMYK)
 C 5 | M 100 | Y 45 | K 5

PRINT (Pantone)
 226u and 226c

DIGITAL (RGB)
 R 214 | G 3 | B 83

ONLINE (HEX)
 #d60353

5. TYPEFACE

MONTERRAT

FONT WEIGHTS:

BOLD, SEMI-BOLD, MEDIUM, REGULAR.

TITLES AND KEY ITEMS IN BOLD CAPS

Example paragraph at vero eos et accusamus et iusto odio dignissimos ducimus qui blanditiis praesentium voluptatum deleniti atque corrupti quos dolores et quas molestias excepturi sint.

INCIDENTAL HIGHLIGHT

Similique sunt in culpa qui officia deserunt mollitia animi, id est laborum et dolorum fuga.

Available from:

<https://fonts.adobe.com/fonts/montserrat>

6. ICONS



CO OUR EXPERTISE ICON

FILENAME FOR PRINT:

CO Our Expertise Icon (CMYK).eps

FILENAME FOR DIGITAL:

CO Our Expertise Icon (RGB).jpg
CO Our Expertise Icon (RGB).png



CO OUR PEOPLE ICON

FILENAME FOR PRINT:

CO Our People Icon (CMYK).eps

FILENAME FOR DIGITAL:

CO Our People Icon (RGB).jpg
CO Our People Icon (RGB).png



CO OUR SERVICES ICON

FILENAME FOR PRINT:

CO Our Services Icon (CMYK).eps

FILENAME FOR DIGITAL:

CO Our Services Icon (RGB).jpg
CO Our Services Icon (RGB).png

6. ICONS



REWARD & RECOGNITION ICONS

FILENAME FOR PRINT:

CO Reward & Recognition Icon (CMYK).eps
CO Reward & Recognition Icon Circle (CMYK).eps

FILENAME FOR DIGITAL:

CO Reward & Recognition Icon (RGB).jpg
CO Reward & Recognition Icon Circle (RGB).jpg
CO Reward & Recognition Icon Circle (RGB).png



TRAINING & DEVELOPMENT ICONS

FILENAME FOR PRINT:

CO Training & Development Icon (CMYK).eps
CO Training & Development Icon Circle (CMYK).eps

FILENAME FOR DIGITAL:

CO Training & Development Icon (RGB).jpg
CO Training & Development Icon Circle (RGB).jpg
CO Training & Development Icon Circle (RGB).png



OUR VALUES ICONS

FILENAME FOR PRINT:

CO Our Values Icon (CMYK).eps
CO Our Values Icon Circle (CMYK).eps

FILENAME FOR DIGITAL:

CO Our Values Icon (RGB).jpg
CO Our Values Icon Circle (RGB).jpg
CO Our Values Icon Circle (RGB).png



LIFE @ CLIVE OWEN ICONS

FILENAME FOR PRINT:

CO Life @ CO Icon (CMYK).eps
CO Life @ CO Icon Circle (CMYK).eps

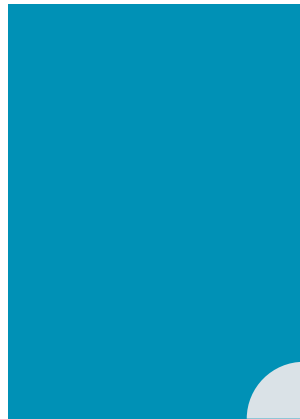
FILENAME FOR DIGITAL:

CO Life @ CO Icon (RGB).jpg
CO Life @ CO Icon Circle (RGB).jpg
CO Life @ CO Icon Circle (RGB).png

7. CURVES



CYAN & GREY CURVE



BLUE & GREY CURVE



BLUE & CYAN CURVE



GREY CURVE



CIRCLES HEADER

**CIRCLES HEADER WITH
EXAMPLE CONTENT**



CIRCLES FULL PAGE



**CIRCLES FULL PAGE WITH
EXAMPLE CONTENT**



**CYAN & GREY CURVE WITH
EXAMPLE CONTENT**



BLUE & GREY CURVE