



Central Europe  
Janitorial Services

# BRAND BOOK

**Identity System  
of Central Europe  
Janitorial Services**

version 1  
04.10.2017

# IDENTITY SYSTEM

## OVERVIEW

CEJS logo is the most important part of our brand identity. It should be used correctly across all materials for an accurate look and feel. This makes sure that the brand's integrity and values are protected.

A well managed identity is an important part of strengthening CEJS visual identity as a brand and will help reach its goals of strengthening its reputation.

The brand logo should only be reproduced from the provided artworks and must not be changed. Logo versions are provided in a digital format.

## LOGO ELEMENTS

The CEJS identity consists of a wordmark and a circle symbol.

The CEJS logo wordmark is a combination of a shortcut of Central Europe Janitorial Services and a full name underneath.

The symbol is built from nine blue & green parts and an orange dot in the middle.



## TYPOGRAPHY

We have one primary typeface - DIN NEXT for impact headings and body copy.

These embody the brand's personality and are to be used for all types of brand communications where possible.

A number of different formats are available when licensing fonts; for example, OpenType, PostScript and TrueType. For more information on these formats, go to on

<http://www.myfonts.com/fonts/linotype/din-next/>

### DIN NEXT BOLD

abcdefghijklm

nopqrstuvwxyz 123456789

ABCDEFGHIJKLM

NOPQRSTUVWXYZ

### DIN NEXT REGULAR

abcdefghijklmnpqrstuvwxyz

123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ

## COLOR PALETTE

Our signature color palette of CEJS creates a powerful differentiator for our brand. Using this palette appropriately and consistently creates an additional layer of distinction.

Pantone or CMYK values should be used for print and RGB values should be used for screen applications.

CEJS logo should always be used on a white or light background.



RGB: 230 / 237 / 201  
Pantone : 7485C  
CMYK: 10 / 1 / 25 / 0



RGB: 178 / 204 / 111  
Pantone : 366C  
CMYK: 34 / 4 / 73 / 0



RGB: 154 / 194 / 83  
Pantone : 367C  
CMYK: 45 / 5 / 87 / 0



RGB: 118 / 181 / 174  
Pantone : 564C  
CMYK: 55 / 12 / 34 / 0



RGB: 104 / 177 / 188  
Pantone : 7709C  
CMYK: 59 / 14 / 24 / 0



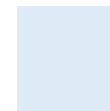
RGB: 116 / 179 / 198  
Pantone : 7458C  
CMYK: 54 / 15 / 17 / 0



RGB: 143 / 192 / 223  
Pantone : 2905C  
CMYK: 42 / 12 / 4 / 0



RGB: 33 / 12 / 0  
Pantone : 277C  
CMYK: 33 / 12 / 0 / 0



RGB: 221 / 233 / 247  
Pantone : 656C  
CMYK: 11 / 4 / 0 / 0



RGB: 28 / 28 / 28  
Pantone : neutral black C  
CMYK: 74 / 64 / 62 / 80



RGB: 239 / 153 / 33  
Pantone : 7564C  
CMYK: 4 / 46 / 100 / 0



RGB: 79 / 82 / 83  
Pantone : 425C  
CMYK: 59 / 49 / 48 / 42

## SAFETY AREA

We like our logo to be easy to read. Keep the size legible and always give it breathing room.

A safety area around the logo ensures visibility and impact. The CEJS logo must have clear space around it. Always maintain a clear area, void of any imagery surrounding the logo.

This area is defined by the rectangle which width is equal to width of the CEJS logo + 25%x on both sides.



## LOGO SIZES AND VARIATIONS

Maintain the exact spatial relationship when scaling the logo electronically.



## DO'S & DON'TS

- Please do not stretch the logo.
- Make sure to increase its size always proportionally.
- Please do not change color to the logo
- Please do not remove logo elements.
- Please do not change color to parts of the logo.
- Do not change the size of singular logo elements.
- We only use the brand logo without the word mark in exceptional circumstances



## CEJS MEMBER LOGO

CEJS is a strong consortium of the key local janitorial companies. Each member has his own version of the logo.

The CEJS Member Logo is combined from a company logo, grey divider, text „Member of” and a simplified CEJS logo.



MEMBER OF  **CEJS**



MEMBER OF  **CEJS**



MEMBER OF  **CEJS**

# CAR LABEL



## BUSINESS CARDS

