CAREL

Brand Book

Index

CAREL

Introduction

This document describes the graphic rules to be followed when developing the CAREL image worldwide.
Starting with some basic rules for using the CAREL logo, such as versions, colours and proportions, this brand book aims to define the correct procedures for presenting a correct corporate image.

If the CAREL logo is to be used in a manner that is not covered in this document, please contact the Industrial Design & Marketing Communication office for approval or support.

immecomm@carel.com

CAREL's mission

We lead the evolution of control technology and humidification for air conditioning and refrigeration.

Our products support customers with the most efficient energy savings solutions.

Data-driven services through our IoT platform grant personalised value.

Our values

Our values are the foundations that support everything we do.

Our values support us and guide us in our everyday decisions.

During our over forty-year history, the number of employees and international offices has grown, our way of working has evolved, yet the values we believe in have remained unchanged.

CUSTOMER FIRST
ACHIEVEMENT
RESPECT
EVOLUTION
LEARNING

Corporate logo

CAREL was founded in 1973 as a manufacturer of electrical panels, hence our name: **C**orstruzione **AR**madi **EL**ettrici (construction of electrical panels).

In 1984, the current logo was developed, with the form and colours we can now define as "corporate".

Corporate logo thus refers to the logo linked to the company's history, and is the logo used to identify our sites, letterheads and all official CAREL functions.

See the chapter below on: "CAREL logo visibility" for its application in the marketing area.

Form

The CAREL logo comprises the word CAREL and an underscore broken by a hyphen under the letter "E".

The proportions, distances between the letters, and the shapes are described precisely in the drawing on the right.

Clear area

The clear area is the minimum distance required between the CAREL logo and any other elements (graphics, logos, page border or product). These guidelines help to ensure the logo remains legible, avoiding overlapping. The clear area on all four sides must never be less than the length of two red hyphens aligned with the CAREL logo.
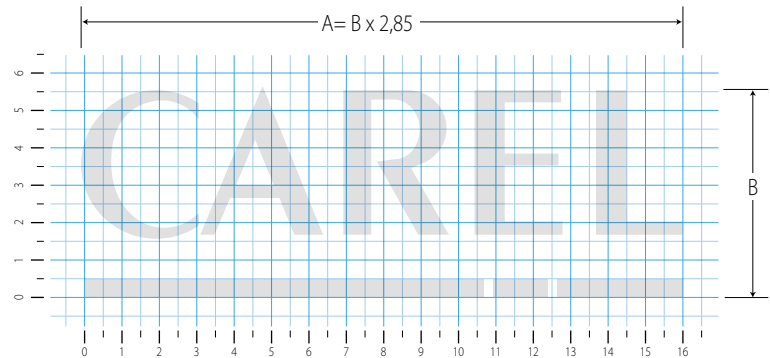
Resizing

In order to maintain the quality of the CAREL logo and ensure it is legible, the minimum width allowed is 13 mm. Given the simplicity of the elements that make up the CAREL logo, there are no restrictions regarding the maximum dimensions. If needing to enlarge the CAREL logo, always use high-resolution artwork or vector graphics.

13 mm

Colours

The CAREL logo, when represented on a white or neutral background, has two colours:

- PANTONE 431 C grey
- PANTONE 485 C red
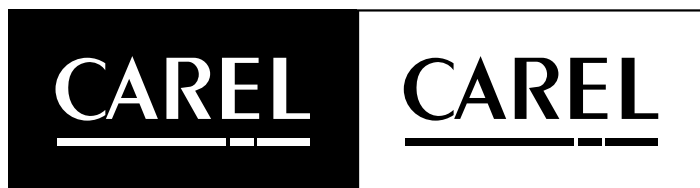
On the right are the details in relation to the most widely-used colour systems.

	431 C	485 C	
PANTONE	431 C	485 C	PRINT
CMYK	11/0/0/65	0/100/100/0	
RGB	112/120/125	237/28/19	MULTIMEDIA
HEX	#70787D	#ED1C24	
RAL	7016	3000	PAINT

Black and white

When printing in black-and-white, use 100% black to replace both the grey and red.

Use of the logo

The CAREL logo must be used in accordance with the diagram shown opposite.

The bars in different shades of grey are used as a guide to determine the general background colour tone.

Sufficient contrast must be maintained between the CAREL logo and the background colour tone.

The primary grey and red logo should never be used on a background with a value higher than 40%. The secondary white and red logo, on the other hand, should never be used on a background with a value of 40% or lower.
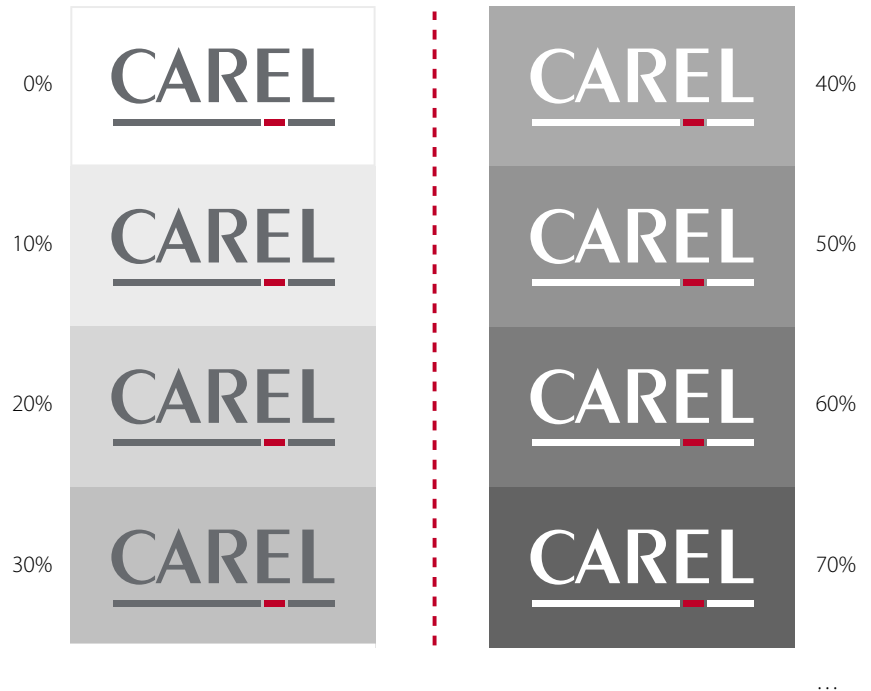
On a coloured background

If the CAREL logo is to be reproduced on a bright colour background that is not one of the cases described above, refer to the diagram on the side.

In this case too, the primary objective is to ensure legibility, meaning the CAREL logo must only be represented in white.

If, on the other hand, the background is a pale colour (pastel), the CAREL logo should be used in the original colours.

0% 10% 20% 30% 40% 50% 60% 70% …

What not to do

The CAREL logo must never be modified in any way, either in the lettering or the composition.

The CAREL logo must not be used with colours other than those specified in this document, must not be represented with three-dimensional characters or be surrounded by frames or blocks, or be placed adjoining the logos of other companies.

Moreover, the shape or proportions must never be changed, nor may the logo be placed (even in its entirety) into a text (in this case, the name CAREL must be typed in capital letters, without changing the font and without any underlining).

*Project*CAREL

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CAREL CAREL CAREL

CAREL

…da 40 anni CAREL raggiunge traguardi…

Fonts

The official font is Myriad Pro; if this is not available, Arial can be used.

The Myriad Pro font (or alternatively Arial) must be used in all CAREL official documents.

The use of any other font than those mentioned does not comply with official guidelines.

Myriad Pro Light

Myriad Pro Regular

Myriad Pro Bold
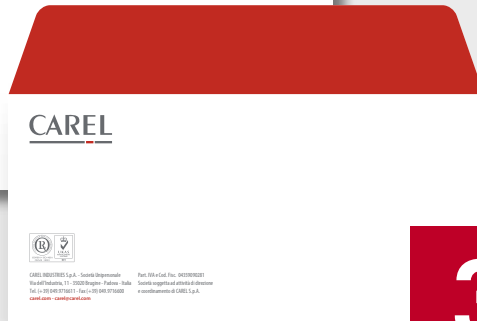
Myriad Pro Light

Myriad Pro Light Condensed

Myriad Pro Condensed

Myriad Pro Bold Condensed

Myriad Pro Light Condensed

Explanatory examples

The following examples help understand the practical applications in this case.

CAREL logo visibility

In order to increase the visibility of its logo, CAREL has decided to use it mainly in white for the wording and red for the background.

In this format, two application methods have been identified, depending on the background colour, as described below:

- **Full-field red**, i.e. when it is possible to manage the amount of red background surrounding the logo. In this case, the CAREL white logo will be used.
- **Neutral**, i.e. when the background cannot be managed. In this case, it has been decided to create an elliptical pictogram. The use of what will hereinafter be called the "CAREL ellipse" is described on the following pages, and is shown below.
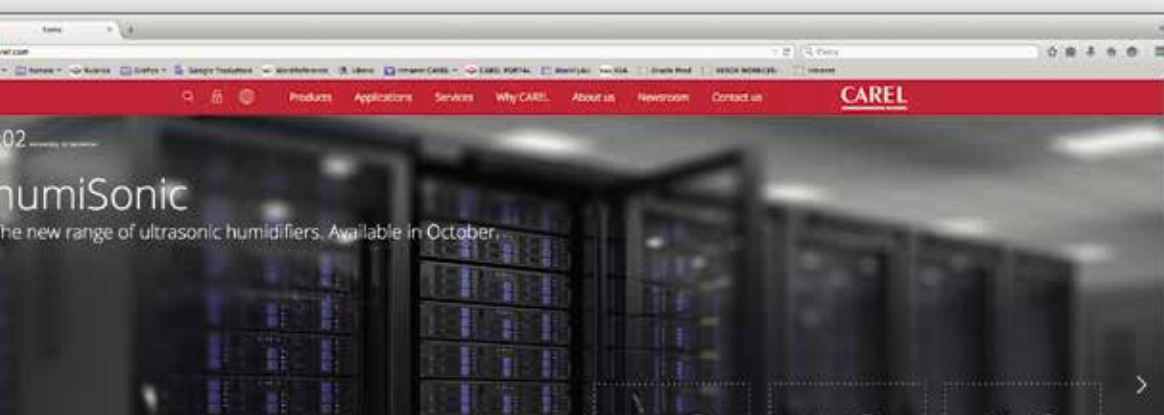
CAREL ellipse:

Full-field red

The following examples help understand the practical applications in this case.
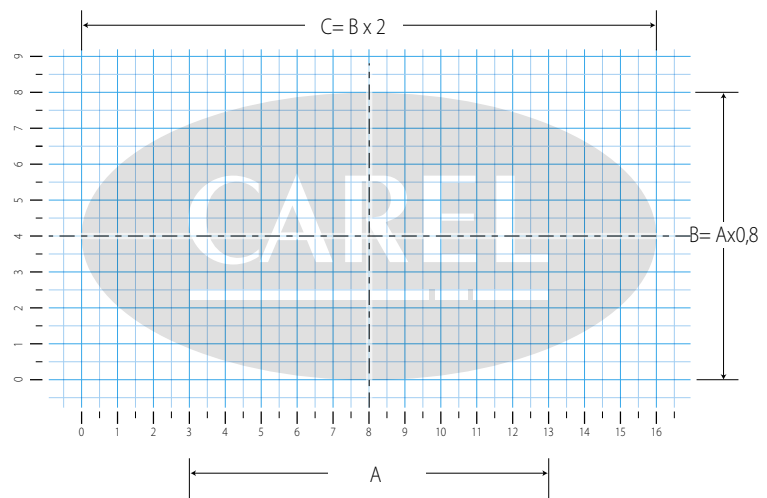
Explanatory examples

CAREL ellipse

This is the preferred pictogram to be used when greater visibility is required

Form

It is an elliptical shape in proportion to the CAREL logo, as shown in the figure alongside.
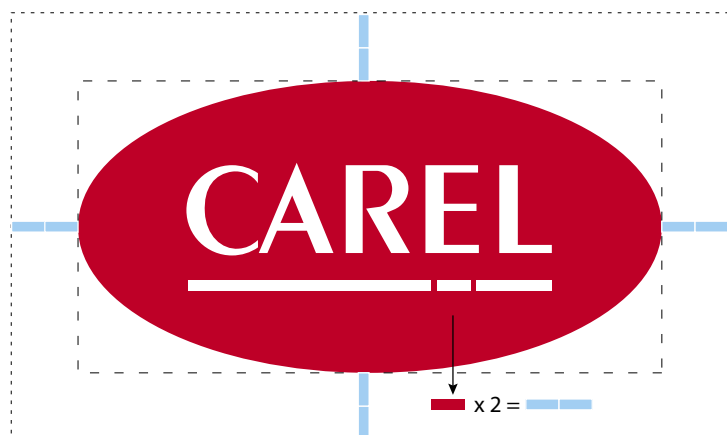

Clear area

In order to ensure a clear image without graphic interference and thus the quality and legibility of the CAREL ellipse, a clear area is required around the logo.
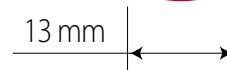
Any text or graphics must be outside of this clear area.

The drawing on the right shows the proportions of this area compared to the logo.

Resizing

The CAREL ellipse must not be reproduced in any size smaller than 13 mm.

13 mm

Colours

The CAREL ellipse, when represented on a white or neutral background, comprises two colours:

• PANTONE white C
• PANTONE 485 C red

On the right are the details in relation to the most widely-used colour systems.

To print the CAREL ellipse in black and white, contact the ID&MC office: immecomm@carel.com

PANTONE	485 C	PRINT
CMYK	0/100/100/0	
RGB	237/28/19	MULTIMEDIA
HEX	#ED1C24	
RAL	3000	PAINT

CAREL products

The CAREL ellipse is the preferred logo to be used whenever applied to a product.

What not to do

The CAREL ellipse must never be modified in any way, either in the lettering or the composition.

It must not be used with colours other than those specified in this document, must not be represented with three-dimensional characters or be surrounded by frames or blocks, or be placed adjoining the logos of other companies.

Furthermore, neither the font nor the proportions of the dimensions described previously cannot be modified, nor may it be placed (even in its entirety) into a text (in this case, the name CAREL must be typed in capital letters, without changing the font and without any underlining).

Low-contrast colors for the background and the logo

… for 40 years reaches goals…

Explanatory examples
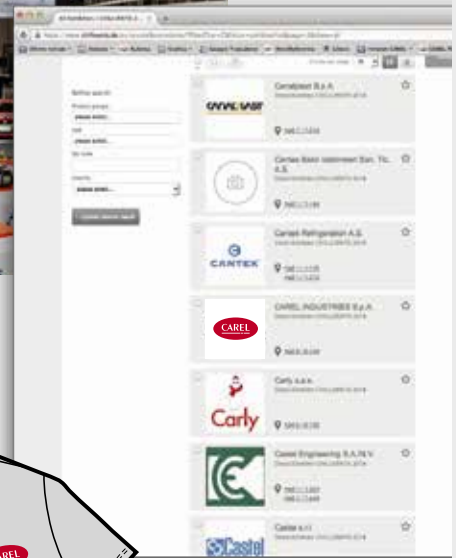
CAREL and acquisitions

This section of the document establishes guidelines for governing integration of other company brands with the CAREL logo, where needed and when it has been decided to proceed in this way.

Integration with acquired brands

For the integration with new acquired brands, CAREL has decided to proceed by dividing the process into four steps. This document does not take into account the time frames, which must be evaluated based on the progress of integration and the importance of the acquired logo.

Step 1

The "member of CAREL group" logo is added to the logo of the acquired company, and any pay-off is removed. Positioning and dimensions are defined by the Industrial Design & Marketing Communication office

member of CAREL group

Step 2

CAREL logo dominant, with the acquired company logo next to it and separated by a vertical black dividing bar. Any pictograms pertaining to the acquired company are removed. The colours of the acquired company logo, if compatible with those of the CAREL logo, may remain unchanged. All at the discretion of the Industrial Design & Marketing Communication office.

Step 3

The acquired company logo is only shown in black, not in colour.

Step 4

The acquired company logo is replaced by the company name in the MyriadPro Bold font, or can be removed so as to be integrated into the services offered by the company.