

The CEJN Logo and tagline

Our logo identifies our company and is an invaluable symbol in the marketplace. It is a visual sign that provides the CEJN Group and our products with a memorable, distinctive image. When used in its proper context, a logo draws attention. Therefore, it is vital that our logo is used with respect and dignity whenever and wherever it appears.



VERSIONS OF THE MAIN LOGO

The logo is available in two approved basic versions (so-called main logos) One in color and one for single color use.

VERSIONS OF THE SUB-LOGO

Used only when it is not possible to use the main logo for technical reasons.

PANTONE	C	M	Y	K	R	G	B	HEXADECIMAL
281	100	72	0	38	0	38	100	#002664

LOGO ELEMENTS

- CEJN name in white
- Registered ® mark
- Blue background plate
- White frame around blue plate

CEJN TAGLINE

Your choice for sustainable quick connect solutions

It's a strategic step for CEJN to complement the CEJN identity with a tagline, it gives more information about who we are and our offer. Ultimately, we want the receiver to associate CEJN with the tagline.

The tagline does not have to be linked directly to the logo, if the tagline is used without the main logo, it must be clear that CEJN are the sender. The tagline may be translated when used on websites and at local fairs. On the next page you find some examples of how to use the tagline in different productions.

Do not use the tagline in UPPERCASE letters or Tiltle Case.

YOUR CHOICE FOR SUSTAINABLE QUICK CONNECT SOLUTIONS

Your Choice For Sustainable Quick Connect Solutions

CEJN'S PROFILE FONT

CEJN's profile font, **Frutiger**, was chosen with appearance, expressiveness, legibility, and applicability in mind. It is used for all kinds of marketing materials and presentations.

In order to keep our graphic profile attractive, clean and consistent, do not use any other font (office font exceptions are identified below).

OFFICE FONT

Arial font is used for office materials, as well as for the Website and digital presentations. Arial should only be used in the variations: Regular, Italic, and Bold.

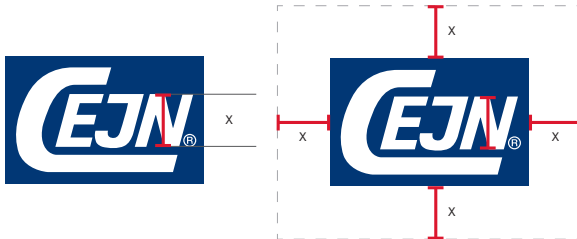
CEJN must always appear in uppercase, even in running text. Below are an example of correct, as well as incorrect, typesetting.

CEJN ~~Cejn~~

FREE ZONE

In order to be clearly visible, the CEJN logo, with or without tagline, must have enough space surrounding it and be adjusted according to the relevant format. The free zone is the area around the logo, which must be free of text and graphics. However, it is appropriate to place the logo on a color plate or in an image, but the image must not be too "busy."

Regardless of the size of the logo, and to ensure that the free zone's dimensions are properly scaled, a part of the logo should be used which corresponds to these dimensions. The free zone for the CEJN logo is the height of the letter N.



PLACEMENT

If possible, it is preferred that the CEJN logo be placed in the upper left corner. The logo may not be placed closer to the edge of the paper than what the free zone area allows. However, the logo can be placed further apart. Note that the logo has a white line around the blue plate, always use the white line. Do not adjust the logotype and remove white line. Certain circumstances may apply, e.g. product marking, contact marcom@cejn.com if you believe these circumstances apply.

VERSIONS OF THE LOGO

The black and white logo is to be used only for non-color printing.

When printing on textiles, plastic, etc. the logo must always be printed in two colors: white + PMS 281 (CEJN_logo_pms.eps). The only exception is when the background is pure white or a blue tone consistent with PMS 281. In this case, single-color printing may be applied. Special versions of the logo are available for use in these situations (contact marcom@cejn.com).

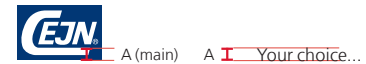
Tip: how to align the tagline when placed with the logo

Use the tagline as described below.

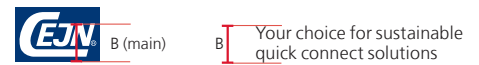
Consult with the Marcom team if you are unsure how to use the tagline.



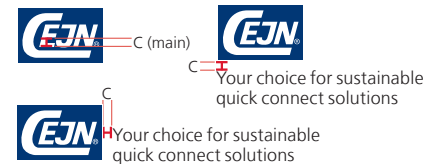
A. Describes the height of the font



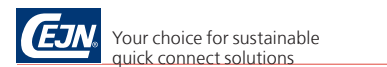
B. Describes the overall height of the tagline relative to the logo



C. Determines the distance/air between the tagline and the logo



Baseline: How to align the tagline and logo



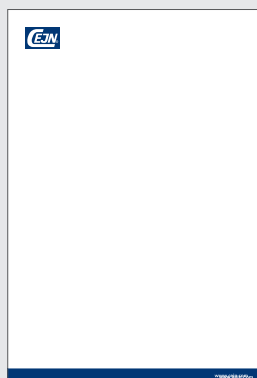
Left-aligned tagline



Centered tagline



CORRECT AND INCORRECT LOGO USAGE



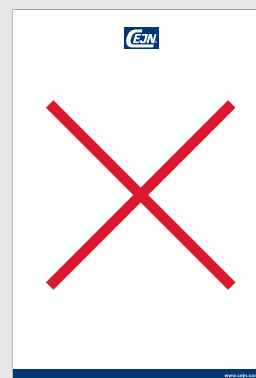
The logos must always be placed in the upper left corner.



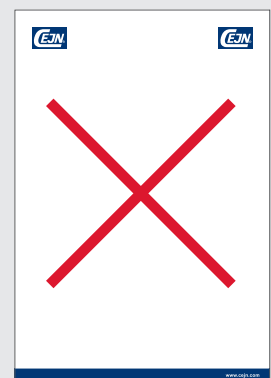
This is the correct logotype.



The black and white logo is to be used only for non-color printing.



Never centralize the logo or place two logo types at the same place.



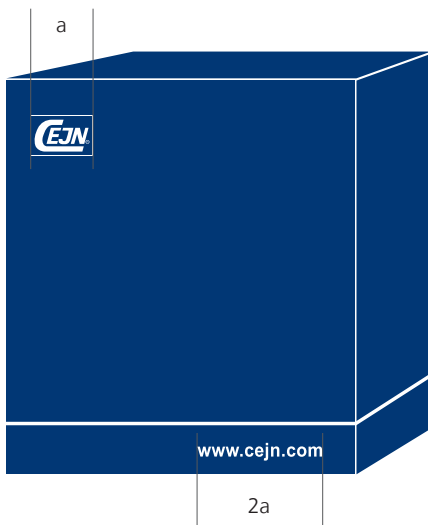
Do not stretch or change colors of the logo.

LOGO AND WEB ADDRESS

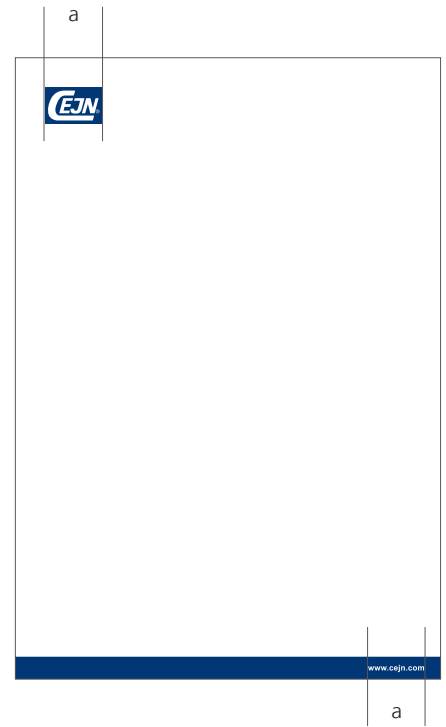
The logo usually appears with a page footer plate in our profile shade of blue (see 1.5.2 *Graphic design > Graphic elements > The blue footer*). When the footer plate is used along with the logo, the Web address is added in white on the right side of the footer plate.

It is important to take into account the size ratio between the logo and the Web address and to ensure that they correspond with one another. As a rule, the Web address and logo should always have the same width. The exception to this rule is on packaging, where a larger Web address is often required (double the width of the logo).

As is shown in the sketches below, the Web address should be placed vertically in the middle of the footer plate. The horizontal distance between the edge of the page should match the width of the letters: *com*.



Size ratio – logo and Web address: packaging



Size ratio – logo and Web address: printed materials



Placement of Web address

DETERMINING WHAT FILE FORMAT TO USE

The CEJN logo, with or without tagline, is available in different file formats, suiting different applications. Please verify that the chosen format corresponds to the application.

EPS Format

CEJN logo is in EPS which is a vectorized format, meaning the logo can be scaled up or down in size without compromising quality. The logo therefore retains the same quality whether it is used on a small business card or on a large sign. The EPS format must always be used when producing printed materials with the logo.

JPG Format

JPG is a pixel-based format that changes in quality when the logo is reduced or enlarged. The JPG format is used for screen e.g. web or in digital presentations. It also works on letter templates, faxes, and other printed office materials.

PNG Format

Just like JPG, PNG is a pixel-based format. The difference is that PNG can handle transparency. It is primarily used on the web.

Different Color Formats

In addition to being available in various file formats, the CEJN logo is available in various color formats as well. Graphic Design > Colors to learn about the color formats and their uses. Always use the CEJN logo in color whenever possible. The black and white logo is to be used only for non-color printing.

DOWNLOAD

Download the logo at:
<https://fotoweb.cejn.com> or www.cejn.com/profile

Logo File Formats for Different Applications	
Area of Application	File format
Marketing material	EPS
Office material	JPG
Digital material	PNG
Special materials	Contact marcom@cejn.com

The CEJN Typography

Typography is one of the most important components of our graphic profile. Consistent typography creates recognition and identity and generates a common thread throughout all CEJN materials.

DEFINITIONS

Font	A specific style of type within a type family.
Points	Unit of measure for font size and line spacing.
10/14	Font size and line spacing given in points.
Kerning	An percentage increase in the spacing between letters; sometimes needed for capitalized headlines or a bolded font.

CEJN'S PROFILE FONT

CEJN's profile font, Frutiger, was chosen with appearance, expressiveness, legibility, and applicability in mind. It is used for all kinds of marketing materials and presentations.

Frutiger is an open-type font format that works on both Mac and PC operating systems. It is used for all kinds of texts, including headings, body text, tables, fact boxes, and captions.

Frutiger is available in a number of different variations; however only six are used for CEJN materials: Light, Light Italic, Light Condensed, Bold, Bold Italic, and Bold Condensed. Bold is used only for *headings* and *subheadings*. Light variations are used only in running text. See on the next page 7 *Graphic Design > Text Arrangement* for more guidelines.

In order to keep our graphic profile attractive, clean and consistent, do not use any other font (office font exceptions are identified below).

OFFICE FONT

Arial font is used for office materials, as well as for the Website and digital presentations. Arial should only be used in the variations: Regular, Italic, and Bold.

SPECIAL CHARACTER SETS

Certain languages require special character sets. Profile fonts for these languages appear below.

Fonts for Special Character Sets	
Character Set	Profile Font
Cyrillic and Greek	Frutiger Next W1G
Chinese Simplified	Microsoft JhengHei
Japanese	Kozuka Gothic Pro
Korean	Malgun Gothic

Frutiger – 45 Light

Frutiger – 46 Light Italic

Frutiger – 47 Light Condensed

Frutiger – 65 Bold

Frutiger – 66 Bold Italic

Frutiger – 67 Bold Condensed

Arial – Regular

Arial – Italic

Arial – Bold

TEXT ARRANGEMENT

When typesetting text, legibility should be the top priority. In order to ensure that texts are easy to read, the following five factors should be taken into account:

1. Font

Frutiger, CEJN's profile font, was chosen because of its legibility. Frutiger is easy to read. With the exception of approved office fonts, no fonts other than Frutiger may be used.

2. Font size (degree)

Font size is measured in points. Be sure to adapt the font size to the purpose at hand. For example, various types of headings need to have a distinct size difference to help readers quickly comprehend the order of the headings and find what they are looking for in the material. Font size for body text is affected by line spacing. Increasing the font size of a text does not always make it easier to read. Refer to the next page for font size/line spacing guidelines.



3. Row length (measure)

The length of the rows in a text also has an impact on legibility; rows that are too long or too short can be difficult to read. The ideal row length is no more than 55–65 characters, including spaces. Row length is in turn affected by font size. The larger the font, the longer the row. These limits may be stretched somewhat; however, rows of 75–80 characters or more must be avoided.

The length of rows in a text also has an impact on legibility; rows that are too long or too short can be difficult to read. The ideal row length is no more than 55–65 characters, including spaces. Row length is in turn affected by font size. The larger the font, the longer the row. These limits may be stretched somewhat; however, rows of 75–80 characters or more must be avoided.

4. Line spacing (body size)

The distance between lines is also measured in points. Line spacing must be adjusted for the font's appearance and size and row length.

When increasing or decreasing font size, line spacing must also be increased or decreased accordingly.

Line
spacing

GUIDELINES FOR CEJN BODY TEXT:

Frutiger Light **Font size × 1.5 = Line spacing**
E.g. 10 point font × 1.5 = 15 point line spacing

5. Alignment

CEJN texts are always aligned to the left. Texts must never be centered, right-aligned, or margin-justified.

EXAMPLES OF CORRECT AND INCORRECT TYPESETTING

This graphic manual is in accordance to CEJN typographical guidelines and illustrates how CEJN texts should appear. Below are several additional examples of correct, as well as incorrect, typesetting.

CEJN ~~Cejn~~

CEJN must always appear in uppercase, even in running text.

Hydraulic Range ~~Hydraulic Range~~
 Hydraulic Range ~~Hydraulic Range~~
 Hydraulic Range ~~Hydraulic Range~~

Never use any fonts except Frutiger and Arial (see page 6 Graphical Design > Fonts for Special Character Sets).

Ad eum vulputat. Ex eum vercilla conullu ptatumsandre dunt lutpat adionul landre dolor sis am iriustrud tem nummodiat nos dunt dolessit ea feum do dolorem dolore ming euguero odio euisissis numsan ut ute ver irit lore tem dip eliquatet, conulla feuguer suscipit iliqui eum atum vercip ea aut volorem in vel do dolorpero odignim el utpatum sandit, corpero consed min vel ex el ero odit verillum et, cortie magna conum am aliquis siscili quissit atum.

~~Ad eum vulputat. Ex eum vercilla conullu ptatumsandre dunt lutpat adionul landre dolor sis am iriustrud tem nummodiat nos dunt dolessit ea feum do dolorem dolore ming euguero odio euisissis numsan ut ute ver irit lore tem dip eliquatet, conulla feuguer suscipit iliqui eum atum vercip ea aut volorem in vel do dolorpero odignim el utpatum sandit, corpero consed min vel ex el ero odit verillum et, cortie magna conum am aliquis siscili quissit atum in ullan hent~~

Adjust the font, row length and line spacing to ensure that the text is easy to read.

CEJN Colors

CEJN uses one main color, which appears in the CEJN logo, and various complementary colors that identify specific product ranges. Together, these colors make up CEJN's profile colors.

VARIOUS COLOR FORMATS

Colors are defined in different ways, depending on the medium in which they appear. It is important to select the right color for the right situation. This applies to the logo, as well as to other illustrations, images, and text. The table below indicates the proper color format for each area of application.

Color Format and Areas of Application		
Format	Description	Area of Application
PMS – Spot color	PMS = Pantone Matching System. The pantone scale is made up of indexed colors that are used when an exact color replication is required.	In offset printing for one- or two-color printing or when an exact replica of a color is required, such as on packaging.
CMYK – Process color	CMYK = Cyan, Magenta, Yellow and Black (Key color). Four-color plates blend together to create the entire color spectrum.	Used for all four-color printing, such as brochures, flyers, and advertisements.
RGB – Screen color	RGB = Red, Green and Blue. An additive color combination used for screen purpose only.	Used primarily for screen displays, e.g. on the web or in digital presentations.
Hexadecimal – Web color	Hexadecimal colors (HTML) appear on the Web: – Web color a representation of RGB colors in HTML code.	Used only on the web.










CEJN BLUE

The shade of blue found in the logo is also the CEJN profile color. In order to strengthen the CEJN brand and ensure a common thread runs through all marketing materials, this blue is used on page footers and color plates.

CEJN Blue PMS: Pantone 281 C CMYK: 100 / 72 / 0 / 38 RGB: 0 / 38 / 100 HTML: #002664 NCS: S 5540-R70B RAL: 5022	50%	CMYK: 50 / 36 / 0 / 19	RGB: 129 / 138 / 179	HTML: #818ab3
	25%	CMYK: 25 / 18 / 0 / 9	RGB: 191 / 194 / 222	HTML: #bfc2de
	10%	CMYK: 10 / 7 / 0 / 4	RGB: 229 / 230 / 243	HTML: #e4e6f2

COMPLEMENTARY COLORS

Each CEJN product range is identified by a specific color that is used to color-code product catalogues and tables.

	Pneumatics		Thermal Control		Hydraulics
	Breathing Air		Fluids		Engineering
	Ultra High-Pressure Hydraulics		Multi & Auto		Gas

<p>Pneumatics PMS: 277 C CMYK: 38 / 9 / 0 / 0 RGB: 170 / 202 / 230 HTML: #aacae6</p>	<p>50% CMYK: 19 / 5 / 0 / 0</p>	<p>Fluids PMS: 556 C CMYK: 47 / 0 / 38 / 23 RGB: 112 / 164 / 137 HTML: #70a489</p>	<p>50% CMYK: 24 / 0 / 19 / 12</p>
<p>Breathing Air PMS: 1215 C CMYK: 0 / 11 / 57 / 0 RGB: 250 / 221 / 128 HTML: #fadd80</p>	<p>50% CMYK: 0 / 6 / 29 / 0</p>	<p>Multi & Auto PMS: 584 C CMYK: 16 / 0 / 79 / 5 RGB: 206 / 214 / 75 HTML: #ced64b</p>	<p>50% CMYK: 8 / 0 / 40 / 3</p>
<p>Ultra High-Pressure Hydraulics PMS: 186 C CMYK: 0 / 100 / 86 / 8 RGB: 198 / 12 / 48 HTML: #c60c30</p>	<p>50% CMYK: 0 / 50 / 43 / 4</p>	<p>Hydraulics PMS: 157 C CMYK: 0 / 47 / 74 / 0 RGB: 233 / 153 / 74 HTML: #e9994a</p>	<p>50% CMYK: 0 / 24 / 37 / 0</p>
<p>Thermal Control PMS: 549 C CMYK: 55 / 3 / 9 / 29 RGB: 94 / 156 / 174 HTML: #5e9cae</p>	<p>50% CMYK: 28 / 2 / 5 / 15</p>	<p>Engineering PMS: 179-5 C CMYK: 0 / 0 / 0 / 30 RGB: 187 / 188 / 191 HTML: #bbbcbf</p>	<p>50% CMYK: 0 / 0 / 0 / 20</p>
	<p>25% CMYK: 10 / 3 / 0 / 0</p>	<p>Gas PMS: 666 C CMYK: 37 / 36 / 0 / 14 RGB: 160 / 146 / 180 HTML: #a092b4</p>	<p>50% CMYK: 18 / 18 / 0 / 7</p>
	<p>25% CMYK: 0 / 3 / 15 / 0</p>		<p>25% CMYK: 0 / 0 / 0 / 10</p>
			<p>25% CMYK: 0 / 12 / 19 / 0</p>