



BRAND GUIDELINES

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1 BRAND STRATEGY

POSITIONING

1.1

TALENT TRANSFORMS™

At Caldwell, our purpose is to enable organizations to thrive and succeed by helping them identify, recruit and retain their best people.

We believe great talent will transform an organization, turning potential into success. We believe people are the greatest sustainable difference for organizations. We believe identifying, evaluating, recruiting and retaining great talent can make any organization thrive and succeed. That's why we dedicate ourselves to helping organizations find, grow and keep their best people. We work tirelessly together, across offices, competencies and geographies, committed to a common belief in the transformational power of great people.

BRAND VALUES

1.2

**DYNAMIC
DEDICATED
AUTHENTIC
COLLABORATIVE**

BRAND VOICE

1.3

Our brand voice is derived directly from our values. How we speak as a brand, and how we interact with others, is an embodiment of what we believe.

DYNAMIC

We are dynamic. We seek to inspire, to demonstrate our ability to make things happen, enthusiastic about what Caldwell is becoming and all that we've accomplished.

This means our brand voice is: passionate, optimistic, action-oriented and confident.

AUTHENTIC

We are authentic. We bring our best and full selves to work every day, balancing forthrightness with respect and appropriateness.

This means our brand voice is: genuine, friendly and engaging.

DEDICATED

We are dedicated. We are dedicated to being one firm, to supporting each other and to working tirelessly for our clients' success.

This means our brand voice is: straightforward, clear and professional.

COLLABORATIVE

We are collaborative. We are independent and interdependent. Every team member is an important contributor to our collective success.

This means our brand voice is: respectful, inclusive, humble and empathetic.

WRITING GUIDELINES

1.4

In order to fully embody our brand voice and communicate powerfully and effectively, use the following guidelines for writing.

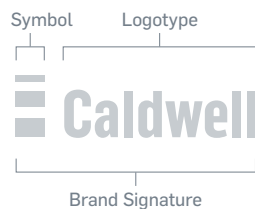
- 1 Use the first person plural
- 2 Use an active voice
- 3 When talking about achievements, don't be bombastic
- 4 Vary your sentence lengths
- 5 Be bold, clear and straightforward
- 6 Avoid excessive modifiers
- 7 Avoid jargon and complex words
- 8 Be human, respectful and inclusive
- 9 Communicate statistics tangibly
- 10 Be approachable and personable

2 LOGO

BRAND SIGNATURE

2.1

The Caldwell logo is an evolution of our historic blue door logo—an homage to the first Caldwell office—to establish a connection to our proud heritage. The door was transformed into a bold, abstract mark that conveys the momentum of transformation and stands as a symbol for Caldwell's future.



CLEAR SPACE AND MINIMUM SIZE

2.2

To ensure that the logo is legible and identifiable, a clear space surrounding the lockup and a minimum display size are recommended.



Clear Space

Clear space is an area that is free of text, graphics, or the edge of a page or screen. The minimum clear space is equal to 75% the width of the symbol.



Digital Application

The minimum size of the logo is 90 pixels for on-screen viewing such as website.



Print Application

The minimum size of the logotype is 0.75" for print.

CORRECT USE

2.3

The positive logo (with Cobalt symbol and Slate logotype) should be used whenever possible. It is acceptable to use on a light color or white background, or an image background if there is minimal contrast and the color value is neutral. For other cases, use the reverse logo (one color, white).



Positive on white or light color background



Positive on light, neutral image background



Reverse on dark color background



Reverse on dark, neutral image background

INCORRECT USE

2.4

It can be easy to misuse the logo when implementing across marketing materials. For reference, here are some ways the logo should not be used. Refer to the previous page for examples of the correct usage of the logo. Always use approved logo artwork files.



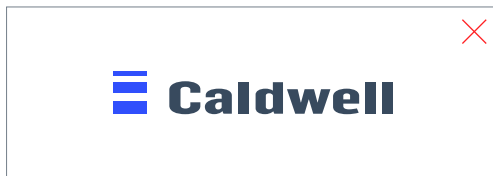
Do not remove the icon



Do not alter the order of the elements



Do not rotate



Do not disproportionately scale or stretch



Do not change the typeface of the logotype



Do not change the colors of the logo.



Do not alter the scale relationship of the elements



Do not place logo on unapproved background colors



Do not place the logo over a complex background



3 COLOR PAlettes

PRIMARY COLOR PALETTE

3.1

Color is a brand element that can incite a powerful emotional connection. Our primary colors are Cobalt and Slate. Together, they reinforce our values and our identity. These colors should have the greatest prominence in our communication materials.

COBALT

PMS 2728U / 2728C
CMYK 81 / 69 / 0 / 0
RGB 48 / 79 / 252
HEX 304FFC

SLATE

PMS 296U / 296C
CMYK 98 / 60 / 33 / 47
RGB 56 / 74 / 94
HEX 38495E

SECONDARY COLOR PALETTE

3.2

Our secondary colors are Lime, Gold, Turquoise and Silver, which work together with our primary colors to enhance the Caldwell brand. These colors can be used in type and as accents to emphasize or highlight information in our communication materials.

LIME

PMS 2291U / 375C
CMYK 47 / 0 / 100 / 0
RGB 145 / 214 / 46
HEX 91D62D

GOLD

PMS 108U / 108C
CMYK 0 / 15 / 100 / 0
RGB 255 / 209 / 0
HEX FFD100

TURQUOISE

PMS 319U / 7466C
CMYK 71 / 0 / 33 / 0
RGB 0 / 194 / 189
HEX 00C2BD

SILVER

PMS Cool Grey 9 U / C
CMYK 62 / 46 / 36 / 7
RGB 116 / 127 / 138
HEX 747F8A

4 TYPOGRAPHY

BRAND TYPEFACE

4.1

Flama (in two styles: Condensed Bold and Basic) has been selected as the primary brand typeface. It is aesthetically clear, clean, and modern, and it is most clearly aligned with the brand values of dedication and authenticity.

FLAMA CONDENSED BOLD

Headlines / subheads

AaBb
0123

Flama Basic

Body copy / caption

AaBb
0123

FALLBACK TYPEFACES

4.2

Only when the primary fonts are not available, or when using programs or computers with restrictive font sets, the default system fonts that can be used are Impact for headlines and subheads and Trebuchet MS Regular for body copy and captions.

IMPACT

Headlines / subheads

AaBb
0123

Trebuchet MS Regular

Body copy / caption

AaBb
0123

TYPE HIERARCHY

4.3

A clear hierarchy of information is necessary for clear, telegraphic communication. There should be a dramatic contrast in size between body copy and headlines. There should be as much differentiation as possible between each level of hierarchy.

HEADLINE IN FLAMA CONDENSED BOLD, ALL CAPS

Headline

Flama Condensed Bold
Size: 40 pt.
Leading: 36 pt.
Color: Slate

Subhead set in Flama Condensed sentence case on a couple of lines

Subhead

Flama Condensed Bold
Size: 20 pt.
Leading: 21 pt.
Color: Silver

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ut nisl augue, blandit sed mauris vel, rutrum egestas magna. Vestibulum sit amet nunc eget sem eleifend venenatis. Fusce a dolor id lectus lobortis ultrices eget ac lectus. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae; In gravida non mauris id consectetur.

Body

Flama Basic
Size: 8.5 pt.
Leading: 10 pt.
Color: Silver

5 SYSTEM GRAPHIC

OVERVIEW

5.1

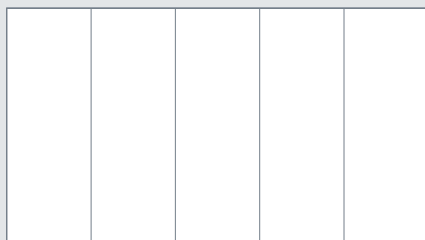
This dynamic system graphic extends the breadth and depth of the Caldwell brand identity by adding an additional level of energy and transformation to the experience. The system graphic can be used to create a bigger presence on our communication materials, and allows us to communicate our brand story in a range of ways, from loud to soft expressions.



CONSTRUCTION

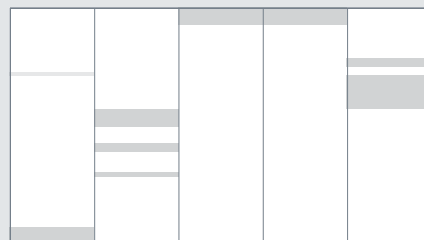
5.2

The Caldwell brand system graphic is constructed on a 5-column grid, and is composed expressively. It should maintain a sense of visual tension, and interact dynamically with other elements in the space.



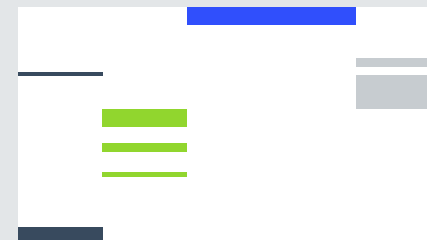
5-column grid

To ensure consistency and a strong structure, the Caldwell system graphic is built on a rigid 5-column grid. Please refer to Section 6 for more information on the grid system.



Layout

Use a variety of widths and heights to give the layout a sense of movement and dynamism. The secondary graphic should never feel static. As a general rule, each section of the system graphic should have a minimum width of one column, and a maximum width of four columns. The system graphic should never take up more than 70% of the page.



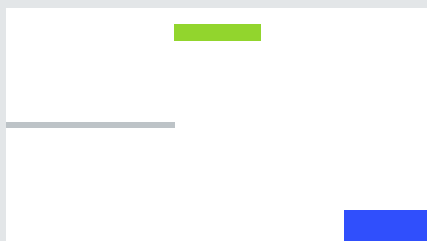
Color

Apply the Caldwell color palette. Colors should never be repeated in multiple sections. Cobalt should be the dominant non-neutral color in each iteration of the system graphic. The only colors that can be used in the system graphic are Cobalt, Slate, Lime, and Silver.

FLEXIBILITY

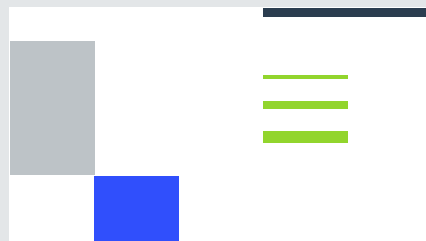
5.3

The examples below demonstrate the flexibility of the system graphic. The system graphic can be used with or without the Caldwell logo. When using the system graphic with photographs, choose a photography style with sufficient contrast from the colors in the system graphic layout.



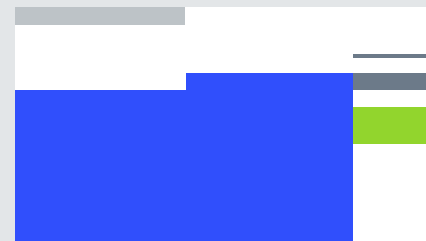
Low volume

Ideal for pieces with limited space, pieces with a large amount of content or imagery, or more serious contexts.



Medium volume

Ideal for standard pieces or pieces with a moderate amount of content or imagery.



High volume

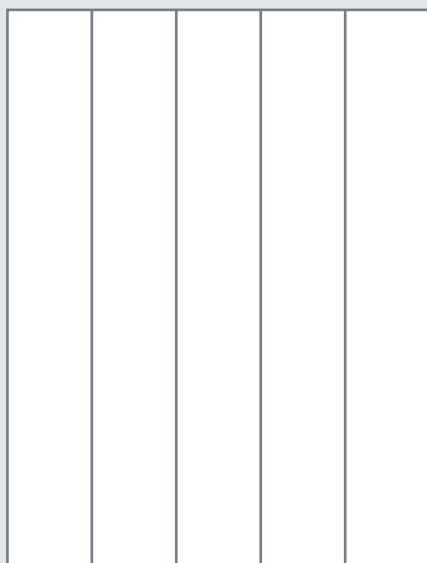
Ideal for large-format pieces, pieces with a moderate to minimal amount of content or imagery, and less serious contexts that allow for expressive visuals.

6 GRID SYSTEM

COMBINED GRID

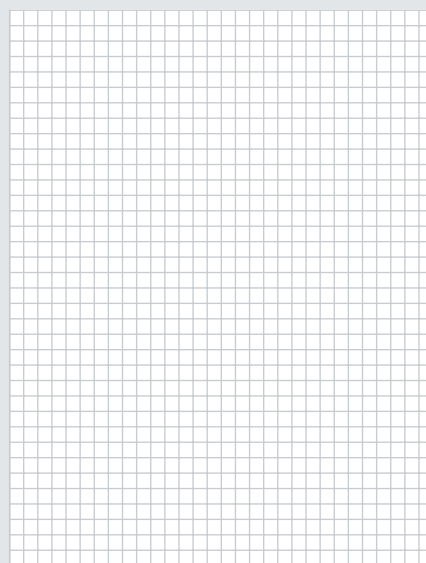
6.1

A grid provides the underlying structure for the page layout, while also providing maximum flexibility for text, color, and image placement. The system graphic grid is based on a rigid 5-column grid, while the layout grid is based on a more flexible and adaptable 30-column square grid. Together, they form the combined grid.



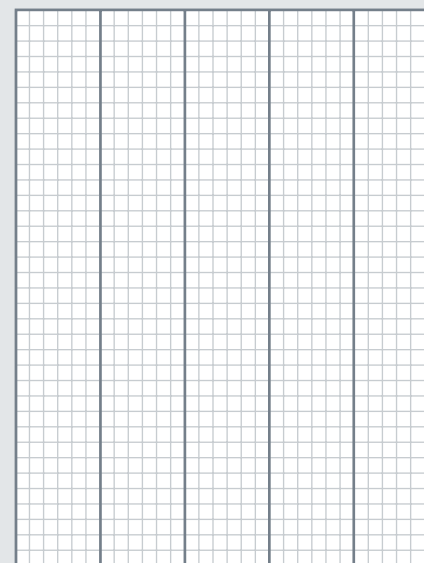
System Graphic Grid

+



Layout Grid

=

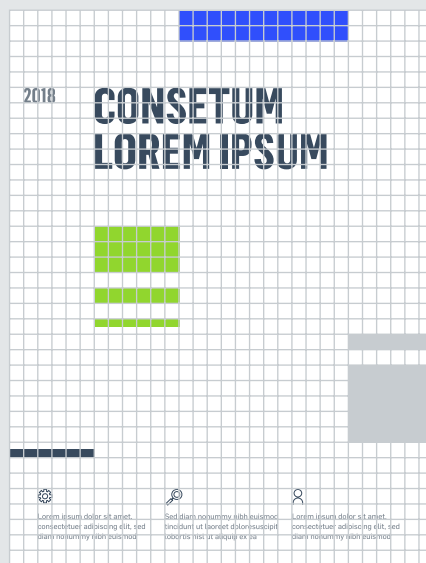
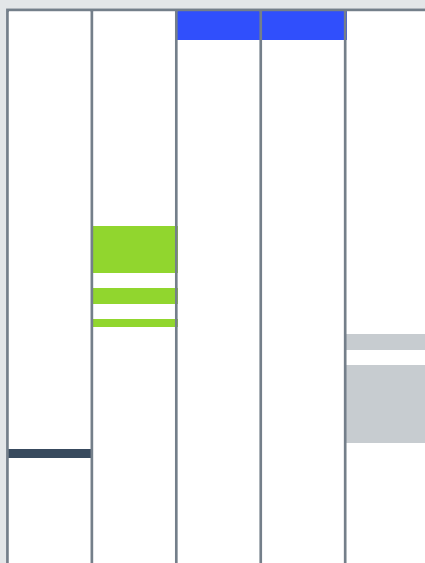


Combined Grid

APPLICATION

6.2

First, system graphic elements can be applied using the 5-column system graphic grid (reference section 5.2 for more on the system graphic). Second, the 30-column layout grid can be applied and content can be arranged to align to the grid. The final result is an organized, clear, and dynamic piece.



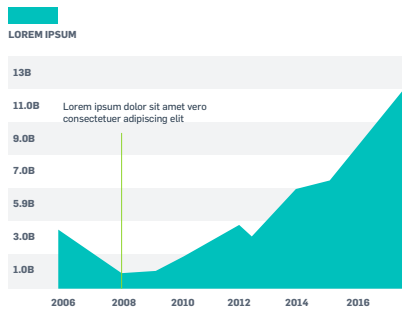
7 INFOGRAPHICS

CHARTS AND GRAPHS

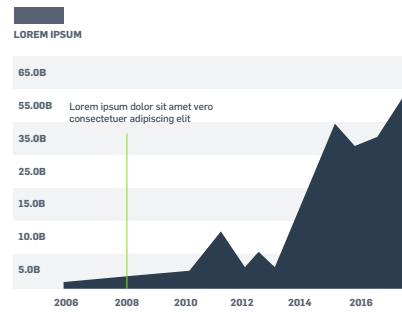
7.1

Clean, simple data and infographics can be created using our brand color palette. Primary colors, Cobalt and Slate, should have the greatest prominence in our communication materials. When additional colors are needed to show a wider range of data, the Caldwell secondary palette can be implemented.

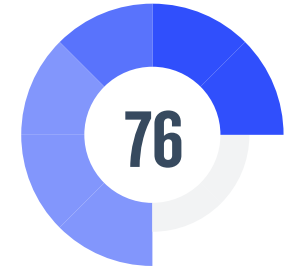
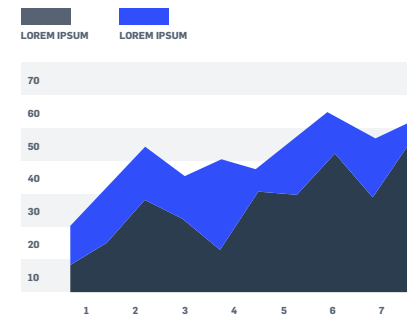
LOREM IPSUM DOLOR



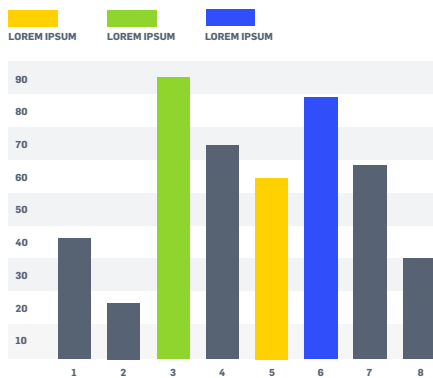
LOREM IPSUM DOLOR SIT AMET



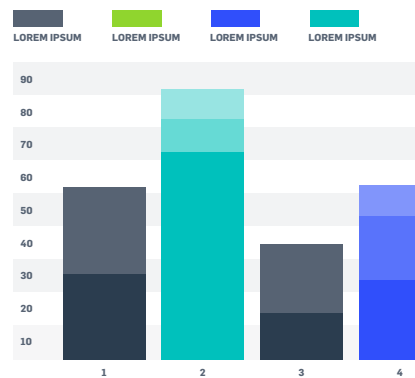
LOREM IPSUM DOLOR SIT AMET



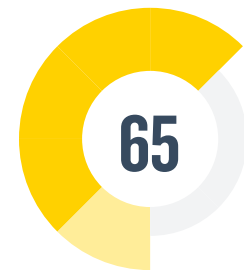
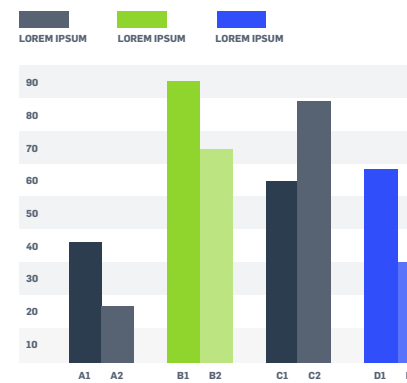
LOREM IPSUM DOLOR SIT AMET



LOREM IPSUM DOLOR

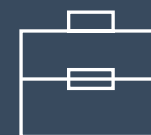


LOREM IPSUM DOLOR



ICONS

A simple, monolinear icon set has been developed to complement the look and feel of the Caldwell brand identity. When creating additional icons, please ensure that they are constructed in a similar fashion and are simple and iconic. Detail in elements should be minimal, and corners should always be sharp. To cut down on complexity, always use a straight-on perspective.



TABLES

7.3

Illustrated here are examples of table styles using our color palette in a variety of ways. Each row should be delineated by alternating white and a soft tint of Silver, and highlighted elements.

TABLE TITLE CAN GO HERE, IN THE SAME STYLE AS HEADLINES

Lorem ipsum	90.7
Consectum dolor sit	67.2
Craso leo ligula	54.8
Donec vitae	67.2
Etiam tempor	54.8
Pulvinar vitae interdum	54.8
Total	67.2

Table title can go here, in the same style as subheads

Lorem ipsum dolor sit amet

52%



Lorem ipsum dolor sit amet, consectetur adipiscing elit. Etiam tempor, ante ac commodo laoreet, tortor nisl auctor felis, venenatis egestas magna justo quis odio. Sed auctor et ex eget feugiat. Donec vitae dignissim nibh. Cras leo ligula, pulvinar vitae nisl eu, posuere interdum felis.

Lorem ipsum dolor

Lorem ipsum dolor Consectum amet sit ipsum dolor Lorem Consectum amet sit ipsum dolor



TABLE TITLE

	Number of in-person meetings	Hours per in-person meeting	Number of telephone meetings
Lorem	5.5	^ 6.5	2.9
Ipsum dolor	5.2	2.7	2.3
Sit	4.3	2.2	v 1.9
Amet	5.5	6.5	2.9

8 PHOTOGRAPHY

PEOPLE

8.1

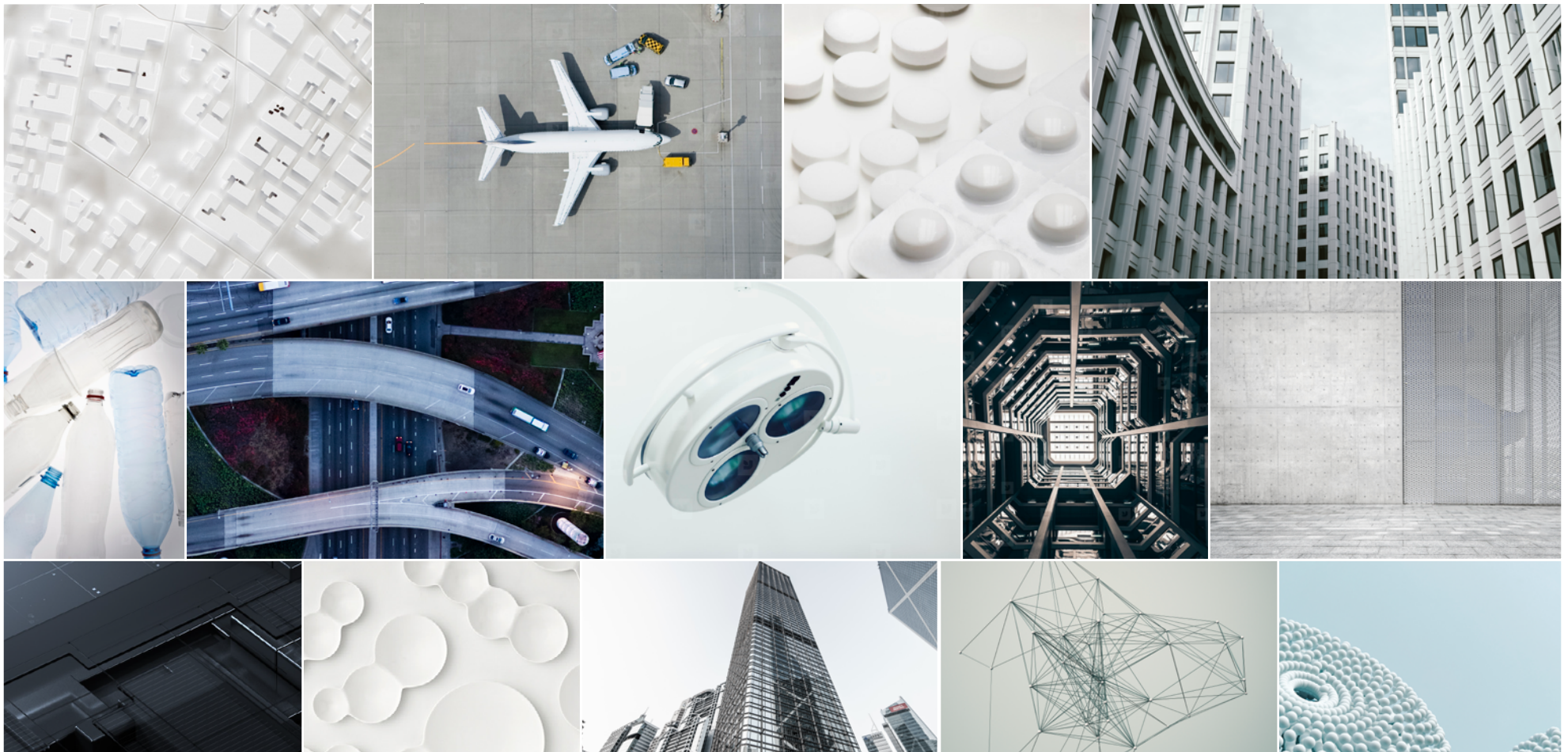
Imagery of people can be light, neutral, or dark in tone, and the space surrounding the figure should be desaturated.



INDUSTRIES

8.2

Imagery of the industries we serve can be light, neutral, or dark in tone, and the images should be as desaturated as possible.

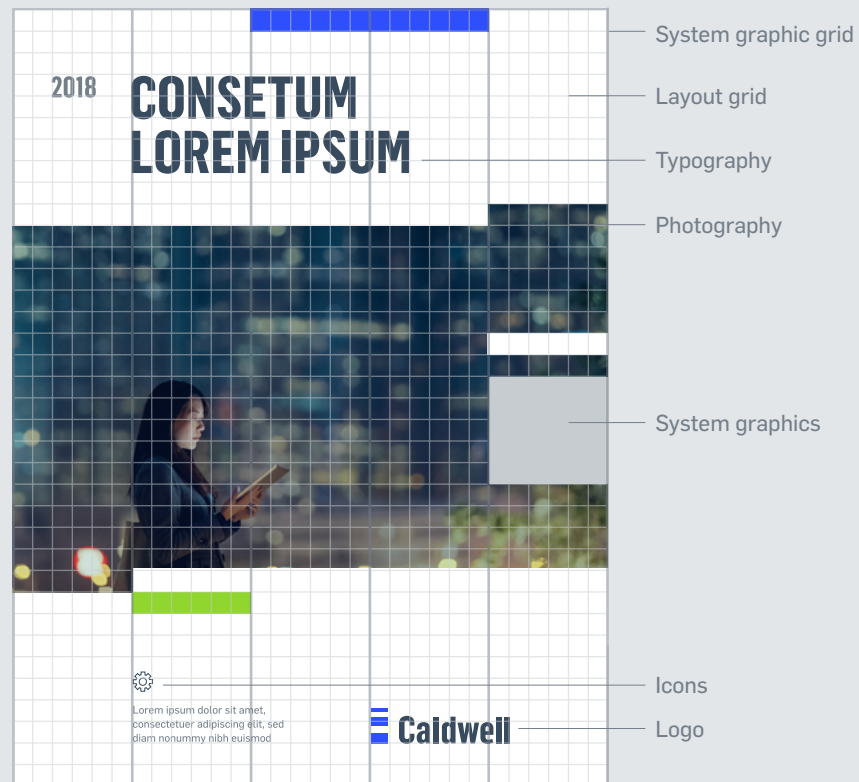


9 IMPLEMENTATION

HOW OUR ASSETS WORK TOGETHER

9.1

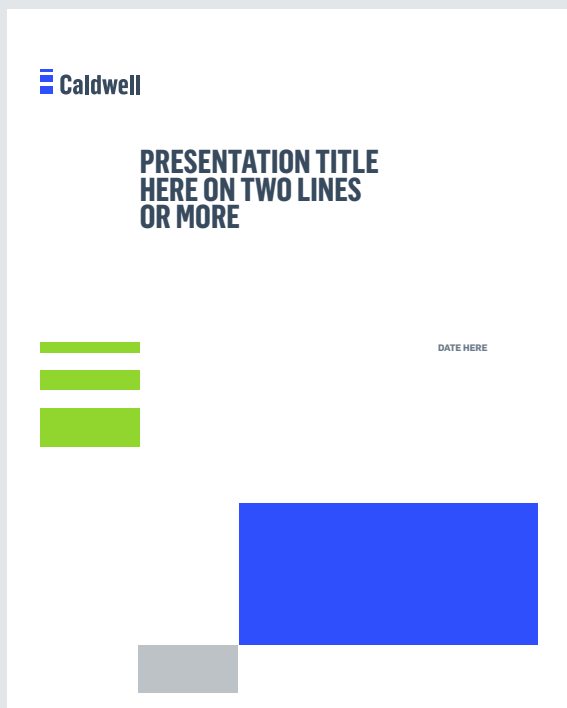
Brand identity systems are the unique way the brand identity assets work together to define and communicate a consistent and ownable look and feel. Our brand identity assets (logo, typeface, color, and system graphics) combine to create our brand identity system.



TEMPLATES

9.2

The PowerPoint and Word templates bring the Caldwell identity to life on screen and in print, and they enable us to present complex information with simplicity and consistency, while still having flexibility within the slide layouts.



DOWNLOADS

9.3

Our brand assets, including logo files in print and digital formats, are available for download on our online Brand Hub.

<http://www.caldwellpartners.com/brand>



THANK YOU

