

Identity  
Guidelines  
**CRITICAL  
VENTURES**

GLITZ DESIGN 2010

## **CRITICAL VENTURES** Identity Guidelines

The importance of visual identity is vital. It embodies everything we stand for and influences the look and feel of everything we do. It can also make a statement about our evolution and progress. But only by being consistent in its use can we reinforce the quality of our work, our commitment to clear and authoritative information and communication, and encapsulate our values and work ethics. The following pages give us and our suppliers a greater insight into the elements that make up Critical Ventures visual identity.

# 1

The Identity

## CRITICAL VENTURES Identity Guidelines

### Primary Visual Identity

Inspired by its predecessor, Critical Software, the logo was redrawn and refined in order to ensure better readability, a contemporary edge and higher recognition.

This wider composition is no longer contracted inside a rectangular, and with the use of modern typography and by combining it with the triangular graphic element, the logo reflects a less conservative and more captivating user-friendly posture.

The logo for Critical Ventures features the word "CRITICAL" in a bold, uppercase, sans-serif font. A large, dark gray triangle is positioned behind the letter "I", pointing downwards and to the right. Below "CRITICAL" is the word "ventures" in a lowercase, italicized, serif font.

CRITICAL  
*ventures*

### **Alternative Visual Identity**

An alternative visual identity was created for situations where space is too limited for the Primary Version to guarantee the desirable readability.

These horizontal versions are specially suitable for narrow areas, like, for example, a Merchandising Pen.

The Alternative Version should be used whenever necessary but should never become more frequently used than the main version.

The logo features the word "CRITICAL" in a bold, uppercase, sans-serif font. A dark grey triangle is positioned behind the letter "I", pointing downwards and to the right. To the right of "CRITICAL" is the word "ventures" in a lowercase, italicized, sans-serif font.

**CRITICAL** *ventures*

## CRITICAL VENTURES Identity Guidelines

### Colors Signatures

Whenever possible the logo should be used with its original colors, however, there are situations where the use of color is not possible or ideal in terms of legibility. On those situations one of the following versions should be used.



**CRITICAL**  
*ventures*



**CRITICAL** *ventures*



**CRITICAL**  
*ventures*



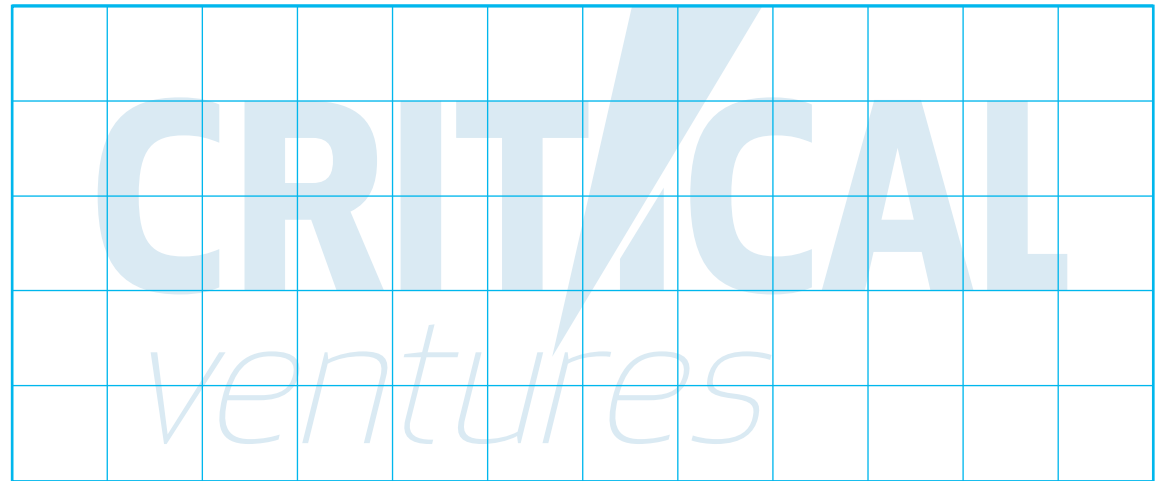
**CRITICAL** *ventures*

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Construction

## Construction Grid

The Construction Grid defines the relations between logo elements, their sizes, distances and proportions. The Construction Grid allows the reconstruction of the Logo, in cases where the original files are not available, or the use of digital files is not possible, like, for example, a wall painting.



CRITICAL *ventures*

# CRITICAL VENTURES Identity Guidelines

## Color Scheme

Color plays a vital role in Critical's visual identity. The two corporate colors are designed to reinforce our core visual identity values. The use of gray reinforce the company positioning as a financial supporting company for the launch of new companies and projects. As for black, it evokes seriousness and commitment. To ensure the Identity, used clearly and consistently on all printed and electronic communications, colors should be reproduced exactly as specified here.



PANTONE: 425 C  
CMYK: 52/29/30/78  
RGB: 86/90/92  
HTML: 565A5C  
RAL: 7021

PANTONE : BLACK C  
CMYK: 0/0/0/100  
RGB: 30/30/30  
HTML: 1E1E1E  
RAL: 9005

# CRITICAL VENTURES Identity Guidelines

## Typography

Designed by Chester Jenkins, Apex New supersedes Apex Sans, which was originally released in early 2003.

Once the design was released, Chester started work on Apex Serif. He returned to Apex Sans in early 2004, with a view to extending the glyph-set and combining the Small Caps and numeral sets into OpenType fonts. As he worked, he started seeing the type's flaws, and set about fixing them. Two years later, Apex New was finished, the new version has been described as "elegant". The family has grown to seven weights, with over a thousand glyphs in each font. The font files are cross-platform OpenType, with loads of basic and advanced features.

Apex New Thin

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789 1234567890

Apex New Light

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789 1234567890

Apex New Book

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789 1234567890

Apex New Medium

**abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789 1234567890**

Apex New Bold

**abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789 1234567890**

Apex New Heavy

**abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789 1234567890**

Apex New Ultra

**abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789 1234567890**

# CRITICAL VENTURES Identity Guidelines

## Tipography

Apex Serif can be used as a complementary font mainly for text. Since it's a serif version of Apex New, the two fonts work perfectly together and complement one another.

Apex New and Serif should be used on corporate level documents or publications. When creating in-house and electronic documents, or where the Critical primary font is not available, please use Calibri. For example, use Calibri for word processed documents (e.g. business letters, committee papers), and PowerPoint presentations.

Apex Serif-Light

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMN OPQRSTU VWXYZ  
0123456789

Calibri

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMN OPQRSTU VWXYZ  
0123456789

Calibri Bold

**abcdefghijklmnopqrstuvwxy**  
**ABCDEFGHIJKLMN OPQRSTU VWXYZ**  
**0123456789**

# 3

Application

# CRITICAL VENTURES Identity Guidelines

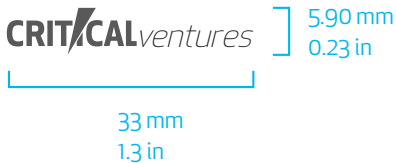
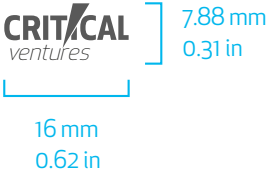
### Selecting the better version

Choose the best versions according to the available space. The Primary version is suitable for most applications and its better on big dimensions and narrow areas. The Secondary versions are a better choice for low and wide areas in small dimensions.

### Sizing

Logos should be wisely dimensioned, there are sizes below which the signature ceases to be clearly legible. The logo should never be used below the minimum sizes here illustrated.

For signatures below that size we advise writing "Critical Ventures" in a plain clear font, preferably Apex New, instead of using the logo.



# CRITICAL VENTURES Identity Guidelines

## Exclusion Area

In order to maximize the logo presence and distinction, an exclusion area (or protective zone) around the logo should be kept free from any graphic element. The Construction Grid defines the relations between logo elements but also the size of the exclusion area.



Exclusion Area



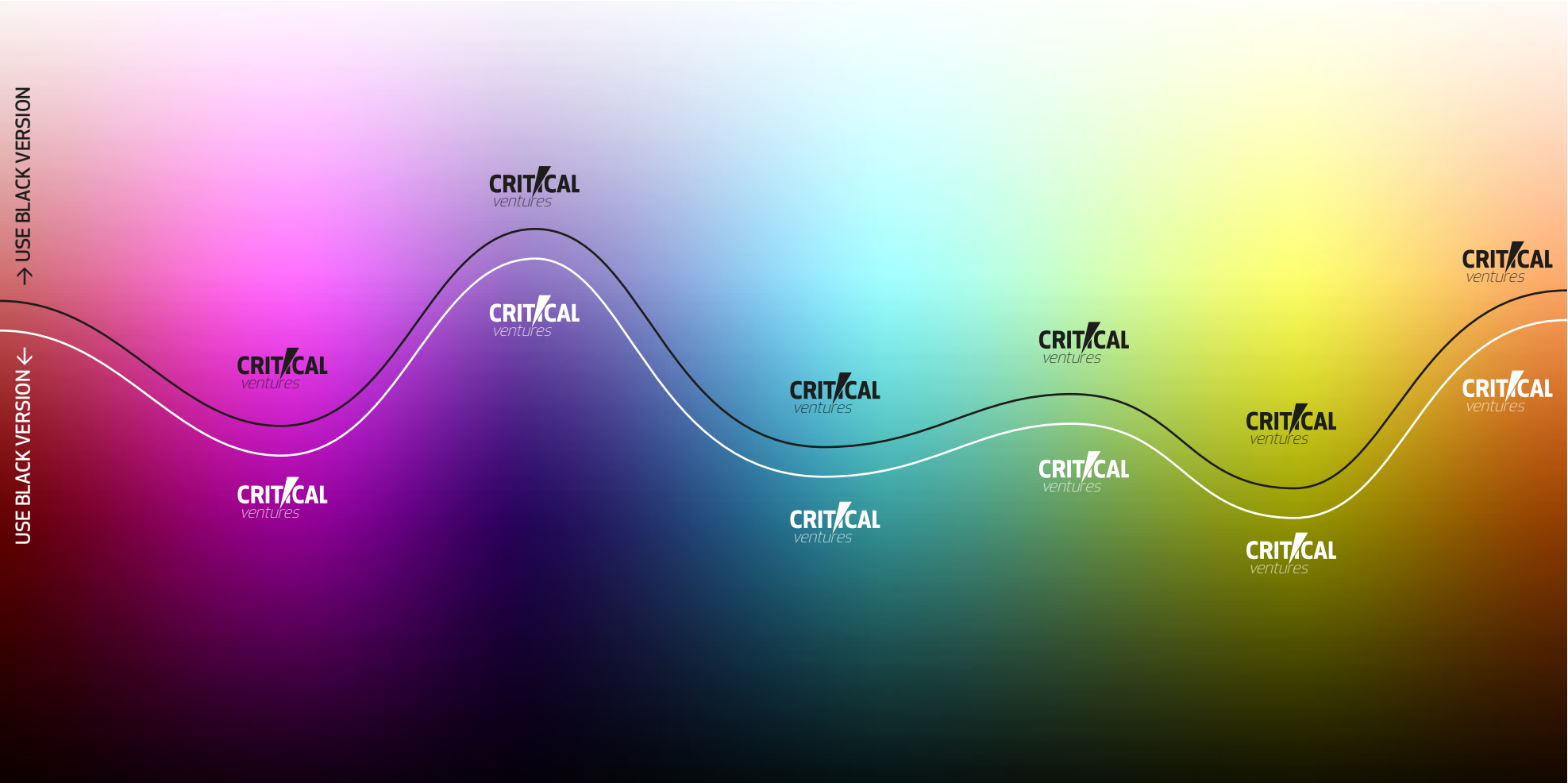
Exclusion Area

# CRITICAL VENTURES Identity Guidelines

## Backgrounds Color

On the use of logos over background colors it is crucial to ensure enough contrast.

Black and white versions of the logo are usually the best option, and the one which guarantees best contrast should be preferred.



# CRITICAL VENTURES Identity Guidelines

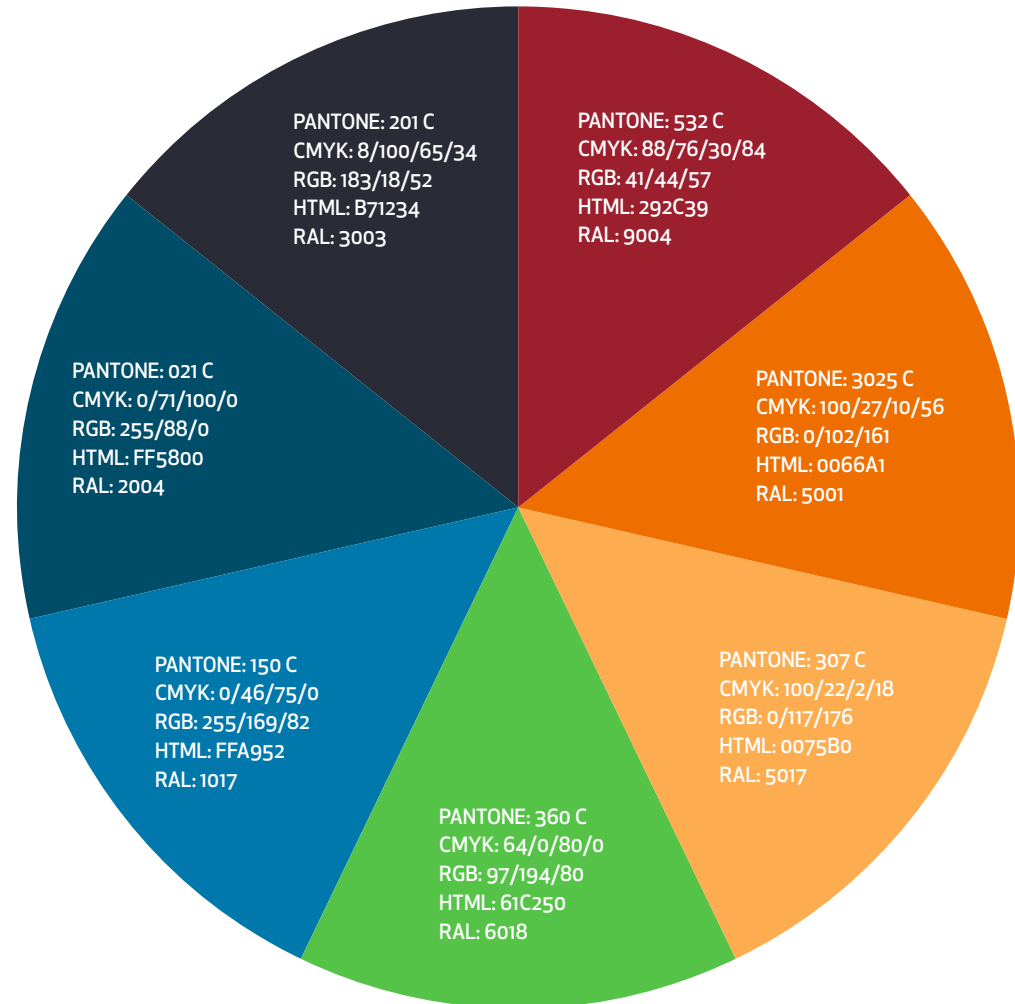
## Photographic Backgrounds

Whether working with photography or solid color backgrounds the logo must be legible and there must be some contrast between those elements. This photography shows an example of the correct placements.



## Complementary Color Scheme

A color scheme was developed to ensure harmony through all the materials developed. Other colors should not be used without professional supervision. This scheme can be used by all Critical subsidiaries and it is suitable for charts, diagrams and graphic elements.



# CRITICAL VENTURES Identity Guidelines



DON'T CONDENSE OR EXPAND



DON'T CHANGE ELEMENT POSITION

## Wrong Usage

It is crucial to use the logo correctly and consistently to ensure that visual impact and overall integrity are not compromised or diluted. In this page there's a list of DON'Ts in using the logo, with illustrated examples.



DON'T CHANGE COLORS



DON'T CHANGE ELEMENT DIMENSIONS



RESPECT EXCLUSION AREA



DON'T ADD NEW ELEMENTS TO LOGO



DON'T CHANGE TYPOGRAPHY



DON'T OVERPRINT THIRD ELEMENTS

# CRITICAL VENTURES Identity Guidelines

## Package

A Package containing the following logos is available upon request.

There are EPS, Freehand, Illustrator, TIFF, JPEG and PNG files. Whenever possible the vector files should be preferred (EPS, Freehand and Illustrator), raster files should be used according to system color and printing process. On the next page you can find a description of each File Format and its better usage.



CRITICAL  
ventures

Primary-color.ai  
Primary-color.fh11  
Primary-color.eps  
Primary-color.png  
Primary-color.tif  
Primary-color.jpg



CRITICAL  
ventures

Primary-black.ai  
Primary-black.fh11  
Primary-black.eps  
Primary-black.png  
Primary-black.tif  
Primary-black.jpg



CRITICAL  
ventures

Primary-white.ai  
Primary-white.fh11  
Primary-white.eps  
Primary-white.png  
Primary-white.tif  
Primary-white.jpg



CRITICAL ventures

Alternative-color.ai  
Alternative-color.fh11  
Alternative-color.eps  
Alternative-color.png  
Alternative-color.tif  
Alternative-color.jpg



CRITICAL ventures

Alternative-black.ai  
Alternative-black.fh11  
Alternative-black.eps  
Alternative-black.png  
Alternative-black.tif  
Alternative-black.jpg



CRITICAL ventures

Alternative-white.ai  
Alternative-white.fh11  
Alternative-white.eps  
Alternative-white.png  
Alternative-white.tif  
Alternative-white.jpg

## CRITICAL VENTURES Identity Guidelines

### File formats:

**EPS (SOLID COLORS AND CMYK)**- These files describe vector information, made up of the same Postscript commands that will be eventually be sent to the Postscript-based output device. The Postscript-based EPS is the only format capable of handling such print-oriented formats as spot colour duotones.

**Freehand and Illustrator (SOLID COLORS AND CMYK)** - These vector files draws contain all the information required to print in any colour system and at any size without loss of quality.

**TIFF (CMYK)** - For images destined for print the fundamental requirement is good colour support. It is by providing this that the TIFF format, with its support for RGB, Lab and especially CMYK colour models, established itself.

**PNG (RGB)** - This format works with an high color depth palette allowing image high-quality compression. With PNG files transparencies (alpha channel) are made possible. It's suitable for most edition software such as Word or Powerpoint.

**JPEG (RGB)** - It's a well-known format for its compression properties, highly recommended for the web, though the compression process implies a loss of quality. JPEG format operates on RGB channels by default.

## CRITICAL VENTURES Identity Guidelines

### Copyright and Ownership

Critical logo design and artwork is the intellectual property of the copyright and trademark holder. Before you use or reproduce this artwork in any manner, you agree to obtain the express permission of Critical. Failure to obtain such permission is a violation of international copyright and trademark laws subject to specific financial and criminal penalties.

Any queries regarding the Critical Identity should refer to Critical Marketing Department or Glitz Design.

Critical Marketing Departement

[all-marcom@critical-group.com](mailto:all-marcom@critical-group.com)

Glitz Design Studio

[info@glitz-design.com](mailto:info@glitz-design.com)