

Brand Guidelines - excerpt for signage

Using our brand materials

For legal, copyright, or usage questions relating to our brand visuals, please reach out to marketing@camlingroup.com

We are curious people—open to most things and we don’t accept the ‘way it’s always been done’—but when it comes to our brand, our reputation, we like to maintain strict control. We hold ourselves to incredibly high standards, and we expect the same wherever our brand is represented.

You must have specific permission and authorization to use any of our brand materials, including any resources, graphics, or visual elements found within this guide and its accompanying files. Simply being in possession of these materials does not imply or imbue permission in any way.

The approval process for materials and implementations of our brand will vary. Please contact our Marketing Team with questions.

We reserve the right to disapprove or deny any use or uses of our logo, our brand visuals, or other brand elements at any time, for any reason.



01

About The Brand

Trust. Curiosity.
Optimism. Intelligence.

Welcome to your new
Camlin brand.

As we evolve, we need to be sure that Camlin’s brand identity accurately reflects who we are, what we stand for and where we’re heading. To help tell our story we’ve created a bright, contemporary, purpose led brand design.

Within this section, you will learn who we are, what we stand for, and where we came from.

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Our Purpose

To Engineer Better Futures.

You can call 'Our Purpose' our 'Why Camlin?'

It answers two big questions: 'Why does Camlin exist?' and 'What would the world miss if we stopped tomorrow?'

It should operate as our North Star – a guiding light that we can all follow, knowing we're headed in the right direction.

At Camlin our Purpose is 'To Engineer Better Futures.' It expresses the essence of what we are: it is our DNA. And that's why we've chosen every word very carefully.

- **To Engineer:** This describes the precision, care and deliberation that goes into everything we design and build, as well as the way we work. It means more than 'engineering' as an industry. It includes everyone as the verb 'to engineer' applies to everything we do.
- **Better:** Camlin stands for improvement. The word 'better' represents what our business is about: we're here to improve networks.

It also confirms that we're focused on positive outcomes.

- **Futures:** There's more than one future that matters here. We will positively impact on *all* the futures of our customers, regulators, environments, communities... and of each other. 'Futures' reflects Camlin's ambition and drive, and it shows that we're always looking out for the next big challenge to solve.

'To engineer better futures' will guide Camlin every day, informing the decisions we make and the way we work.

Our Purpose isn't meant to sound complex or tricky to grasp. Far from it. We need it to be easily memorable and meaningful to shape and direct what we're working towards.



Our vision is our unique picture of what things are going to look like. It's what we want to become, and the difference we can make to the world in the long term.

Our Vision

Our vision is:

'To optimise the critical infrastructures all around us'

We're committed to making networks better, by enhancing and improving them because we understand the importance of every network – they are critical to the smooth, efficient and successful running of our societies and economies.

As with our Purpose, the wording of our Vision is very deliberate:

- **To Optimise:** This is to create something to the best of your ability; To improve, enhance, to make better.
- **The Critical Infrastructures:** These infrastructures are a body of systems and networks that are an indispensable part of modern life. The world's Rail and Energy infrastructures are essential to the

effective running of our cities, communities and economies.

- **All Around Us:** These key infrastructures permeate every aspect of our lives. Regardless of what role we are in, every individual relies daily on the effective operation of these infrastructures.

Our Vision has the capacity to transform our business. For us to do this, we need to apply it to our business plans. You'll see the Vision related to our OKRs, at Group level and across each Business Unit.

Camlin

006

Our goal is to optimise the critical infrastructures that people, cities and communities around the world depend on, all day and every day. As these networks get bigger and more complex they're becoming exponentially harder to manage. That's why we're here - to make the world's energy and transport infrastructures run smarter and more efficiently, ultimately helping our customers keep the lights on and keep passengers moving.

Our smart solutions for electricity network faults and load management, monitoring and asset management enables electricity networks to run more smoothly, safely and sustainably. And with innovative solutions for railway operators

to keep trains running in peak condition, we enable reduced service interruptions and for staff to work more safely.

Camlin has been engineering smart answers to tough problems for a quarter of a century, with research, engineering, manufacturing and customer support facilities in 21 centres across 17 countries.



03 Brand Logos

The heart, soul,
and center of our
brand identity.

Our logo is how our customers tell us apart from a crowded market sector. It’s a promise of quality, consistency, reliability and innovative spirit.

As such, it is vital that our logo is presented correctly in every execution. This section covers these guidelines in detail.

Any use of our brand logo outside of or conflicting with the contents of this section will be considered unauthorised.

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009

Primary Lockup

The brand logo identifies the Camlin Group as a whole. Use this logo to represent the Camlin master brand in individual locations, products, merchandise, and operations.

This logo is a carefully created piece of locked artwork that should not be altered in any way.



010

Lockup Assembly

When our icon and wordmark are assembled together, the height of our wordmark can be used to determine the ratio and relationship between the two elements.



ICON HEIGHT

The brand mark is constructed of two parts. The symbol uses the bespoke geometric typeface as its basis increasing it's diameter concentrically in repeating vectors of 60%, then 80%. The height of the complete icon is exactly 348% that of the x height of the wordmark, to scale.

SEPARATION

The space between the icon and wordmark is equal to the x height of the wordmark.

VERTICAL ALIGNMENT

The horizontal center of the Camlin icon should align exactly with the centre of the wordmark.



camlin



10mm or 50px

MINIMUM SIZE

This version is not intended for extremely small sizes. The absolute minimum height is 10mm for print applications and 50px for digital applications. Please note that for print we do prefer to have the logo larger than 10mm but the size used should be carefully considered relative to application.

Colour Variations

Each brand logo lockup has several colour variations for use on different background types, tones, and colours.

When in doubt, use the most legible version of the logo for the available background.

For printed executions, special care should be given to ensure logo legibility on the final media or material used.

Two-Colour, Dark



Icon: Camlin Trust Blue
Wordmark: Camlin Earth Grey

Two-Colour, Light



Icon: Camlin Trust Blue
Wordmark: Camlin Clear White

Single Colour, Dark



Icon: Camlin Earth Grey
Wordmark: Camlin Earth Grey

Single Colour, Light



Icon: Camlin Clear White
Wordmark: Camlin Clear White

012



VERTICAL LOCKUP



PRIMARY LOCKUP



ICON-ONLY



WORDMARK LOCKUP

A Scalable Identity System

Trying to fit the same mark simultaneously on a TOTUS casing and as a tiny avatar on a profile page is a challenge. Our identity system is designed for flexibility, consistency, and brand recognition.

We have provided different logo lockups that should cover every space imaginable. Instead of trying to fit a logo into a space that is too small or crowded, simply use a different version for maximum visual impact and clarity.

When using the icon-only mark, ensure that our brand name is visible near or in relationship with the icon. For example, a LinkedIn avatar bearing the icon design on the profile page should have a field which displays our brand name legibly and nearby. This will help reinforce our brand recognition across multiple touchpoints.

013

Vertical Lockup

Designed specifically to be vertically efficient, the vertical lockup is a perfect fit for taller areas, and areas where a centred lockup would fit better.

While we generally prefer the full horizontal logo, there are no specific restrictions that would prevent this version from use.



LOCKUP ASSEMBLY

The icon and wordmark is horizontally centred and separated by the x height of the wordmark.



MINIMUM SIZE

This version is not intended for extremely small sizes. The minimum height is 17mm for print applications and 100px for digital applications.

014

Wordmark Lockup

camlin

When space is at an ultimate premium, the Camlin wordmark can be used in place of a full brand logo lockup.

This logo is designed for small spaces and imprints that are infamous for legibility issues, like small engravings or some very small product labels.

camlin I 4mm or 18px

MINIMUM SIZE

This wordmark is designed for extra small spaces. The minimum height is 4mm for print and 18px for digital applications.

015

Clear Space

Clear space, or negative space, is the area that surrounds the logo that is completely clear of any other graphical element. Clear space helps the logo stand out from the rest of the elements on the page and ensures legibility, even at small sizes.

As a general rule, the more clear, or negative, space around the logo, the better.

At a minimum, there should be clear space equal to the height of the Camlin icon on all four sides of the logo. Using an element from the logo as a unit of measurement ensures enough clear space at any size.

Visualised Clear Space



Background Control

Contrast is the name of the game when considering placing the logo on any background.

Our logo should not only be legible; it should also make a clear, strong statement when used. If there is not enough contrast between the logo and the background, the presence of the logo is weakened.

The logo may be placed on photographs, textures, and patterns as long as there is enough contrast for the logo to be visible.



The two-colour light version of the logo may be used on any solid-colour dark background.



The two-colour, light version of the logo may be used on any dark photographic background. Do not use the two-colour version on photographs.



The one-colour, dark version of the logo may be used on any light photographic background. Do not use the two-colour version on photographs.



The one-colour light version of the logo may be used when there is no other choice but to place the logo on blue.

Sub-brand Lockups

017

Our sub-brand logos have one acceptable horizontal version. You will notice that while the Camlin group logo always uses Camlin Blue, each of our sub-brands has a colour assigned to it from our primary palette.

Our sub-brand logos in most instances do not need to be paired with the master brand logo as use of these logos should carry all positive associations back to our master brand through consistency with the visual identity.

Any questions regarding the use of master or sub-brands can be directed to the marketing team at marketing@camlingroup.com

Camlin Energy - Two-Colour, Dark



Icon: Camlin Energy Coral
Wordmark: Camlin Earth Grey & Energy Coral

Camlin Energy - Two-Colour, Light



Icon: Camlin Energy Coral
Wordmark: Camlin Bright White & Energy Coral

Camlin Rail - Two-Colour, Dark



Icon: Camlin Innovation Teal
Wordmark: Camlin Earth Grey & Camlin Teal

Camlin Rail - Two-Colour, Light

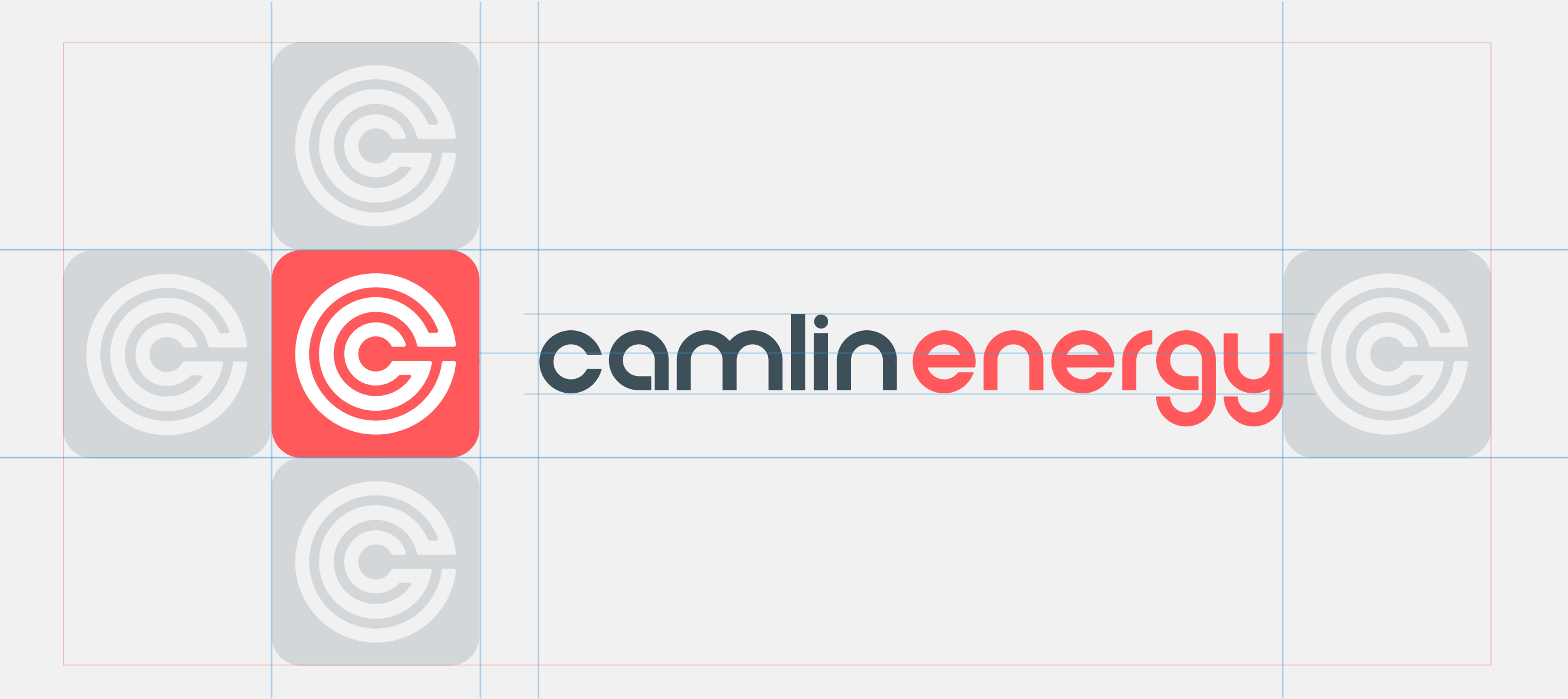


Icon: Camlin Innovation Teal
Wordmark: Camlin Bright White & Camlin Teal

Clear Space

At a minimum, there should be clear space equal to the height of the Camlin icon on all four sides of the Camlin Energy and Camlin Rail logos. Using an element from the logo as a unit of measurement ensures enough clear space at any size.

Visualised Clear Space



Kelvatek Lockup

Our Kelvatek logo has one acceptable horizontal version. You will notice that while the Camlin group logo always uses Camlin Blue, Kelvatek the Camlin Energy Coral as it's primary colour.

The Kelvatek logo does not need to be paired with the master brand logo. Any questions regarding the use of the Kelvatek logo can be directed to the marketing team at marketing@camlingroup.com

Kelvatek - Two-Colour, Dark



Icon: Camlin Energy Coral
Wordmark: Camlin Earth Grey

Kelvatek - Two-Colour, Light



Icon: Camlin Energy Coral
Wordmark: Camlin Bright White

Clear Space

At a minimum, there should be clear space equal to the height of the Camlin icon on all four sides of the Kelvatek logo. Using the brandmark as a unit of measurement ensures enough clear space at any size.

Visualised Clear Space



As Signage

When used on the exterior of the building, signage should follow the same left-aligned placement of the logo on other touchpoints.

As our locations are global and our offices in different types of buildings, each situation is unique. In order to achieve consistency between locations, we recommend aligning the sign placement to a significant building feature, like a large window or doorway.

If manufactured signs are required, place the logo on the sign asymmetrically (either horizontally or vertically). Specific designs can be created upon request from marketing. We do consider the material used to be important and we like to see our Two-Colour, Light logo placed on wood.

Placement



HORIZONTAL POSITION

Align the logo in the lower or upper left hand corner of a rectangular sign to achieve asymmetry.



VERTICAL POSITION

Align the icon in the lower or higher center of a vertical rectangular space to achieve asymmetry.



04 Brand Colour

Colour sets us apart & helps to invoke emotion.

The colours we've chosen for our brand are a key factor in differentiation and brand recognition. They are key expressions of our brand personality as a visual identity.

As such, it is vital that our colours are reproduced faithfully and combined in the right way. This section covers these guidelines in detail.

Any colour outside of those outlined within this section will be considered unauthorised.

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Primary Colours

Colour invokes emotion in a composition. Use the primary colour to convey trust and confidence. Brighter hues can draw attention and invoke curiosity. Our Master and Sub-brands each have a colour associated directly with them, such as Camlin Coral for Energy and Kelvatek, or Camlin Teal for Rail.

This palette is best used with restraint in combination with the secondary palette. Use of the Pantone Matching System is highly recommended to ensure colour consistency across any and all touchpoints. If Pantone colour matching is not available or out of budget, please take great care to match the hues above precisely.

When reproducing these colours, please ensure accuracy on every touchpoint or execution.

Camlin Blue

Our main hue: An inspirational blue conveys peace and confidence. Use in compositions as a background or text colour.

PMS 2171c
CMYK: 70, 24, 0, 0
RGB: 68, 158, 216
HEX: #449ED8

Camlin Coral

Your attention, please! A bright and energetic coral that eyeballs snap to. Use with restraint for maximum impact.

PMS 178c
CMYK: 0, 77, 54, 0
RGB: 235, 90, 95
HEX: #EB5A5F

Camlin Purple

A strong and comforting purple. Ideal as a flat colour for backgrounds. Works especially well when combined with the coral or teal.

PMS 668C
CMYK: 72, 74, 26, 10
RGB: 95, 76, 122
HEX: #5F4C7A

Camlin Teal

A bright and fresh teal for highlighting the Camlin Rail sub-brand. Use sparingly when subtlety is required.

PMS 7471c
CMYK: 52, 0, 24, 0
RGB: 129, 202, 203
HEX: #81CACB

Secondary Palette

The secondary palette is designed to complement the primary brand palette, while offering a wider array of accent and background colours. When used and seen together, the complete brand palette feels consistent.

<div><div></div><div>Camlin Sun Yellow</div><div>PMS 2004c CMYK: 2, 15, 63, 0 RGB: 252, 216, 116 HEX: #FCD874</div></div>	<div><div></div><div>Camlin Earth Grey</div><div>PMS 4196c or 7545c CMYK: 76, 54, 45, 40 RGB: 60, 78, 89 HEX: #3C4E59</div></div>	<div><div></div><div>Camlin Sand</div><div>CMYK: 18, 16, 16, 1 RGB: 215, 210, 209 HEX: #d7d2d1</div></div>	<div><div></div><div>Camlin Cloud White</div><div>CMYK: 4, 2, 2, 0 RGB: 242, 242, 242 HEX: #F2F2F2</div></div>
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Using White & Black

The use of Midnight Black should be restrained in combination with the primary and secondary brand palettes. Whenever possible, avoid using Midnight Black in favor of the subdued tones of Camlin Earth Grey shown in the secondary palette. However there may be instances where Midnight Black is needed to create higher contrast or expanses of negative space.

Pure white can be used to create interest within a visual field, when used in combination with Camlin Sand and Off-white shown in the secondary palette.

This guide serves as an excellent example of this.

Bright White

CMYK: 0, 0, 0, 0
RGB: 255, 255, 255
HEX: #ffffff

Midnight Black

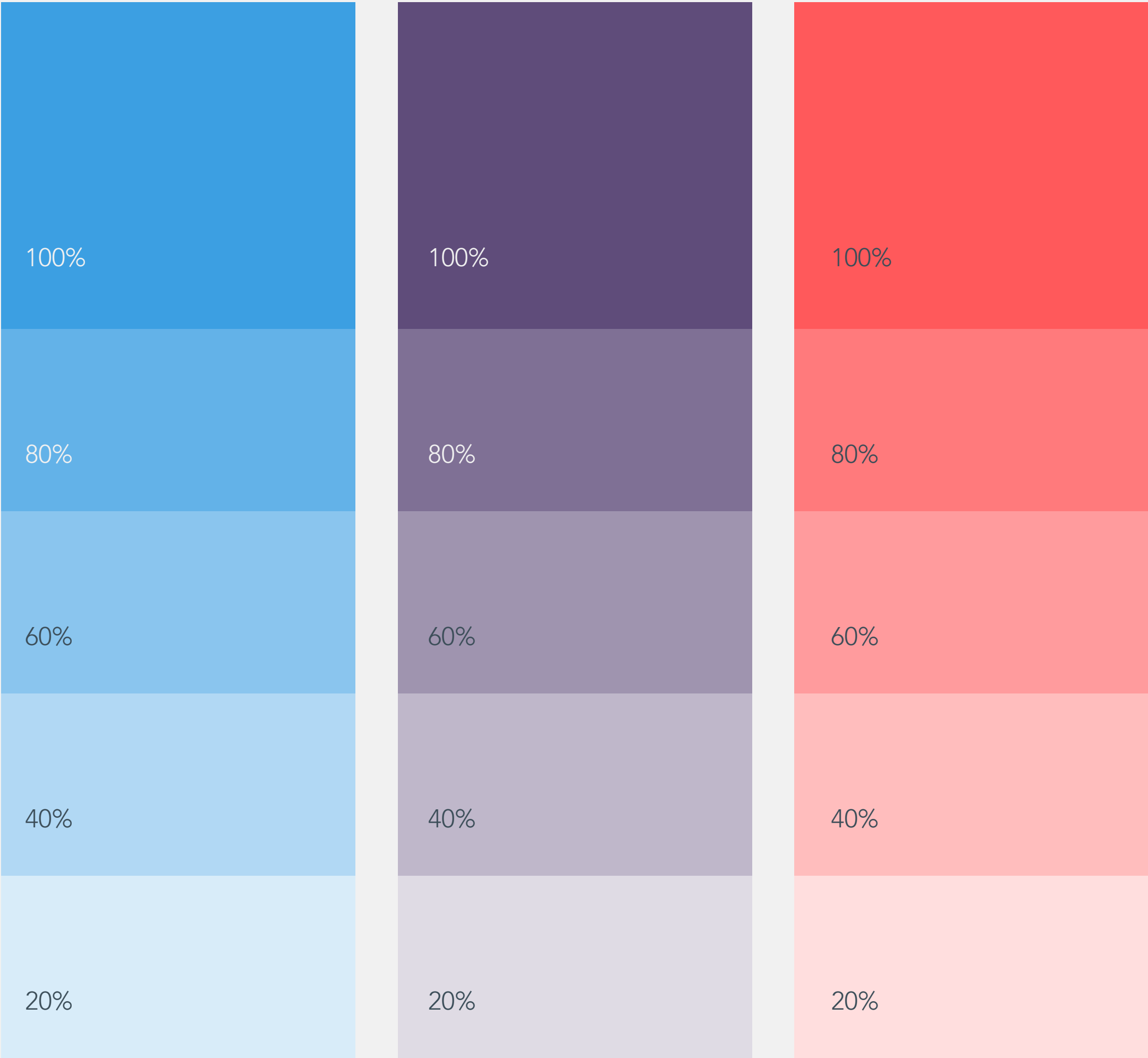
PMS 900U
CMYK: 75, 64, 68, 77
RGB: 23, 29, 26
HEX: #171d1a

Using Tints

We prefer our brand colours used without editing, but some situations require the use of colour tints, especially on the web. For example, when a user hovers over a button on our web site, using a tint change can help confirm their action.

If necessary, use a 20% tint step system, keeping legibility in mind. Any tint below 60% used as a background will require dark text.

Colours



Approved Pairings

Nearly all of the colours within our primary palette can be used in combination. These pairings shown however are the main combinations that we should revert to.



White text and blue icon on a Earth Grey background. Perfect combination for our Master Brand.



White Text, Coral icon on an Earth Grey background. Suitable combination when applied to Kelvatek.



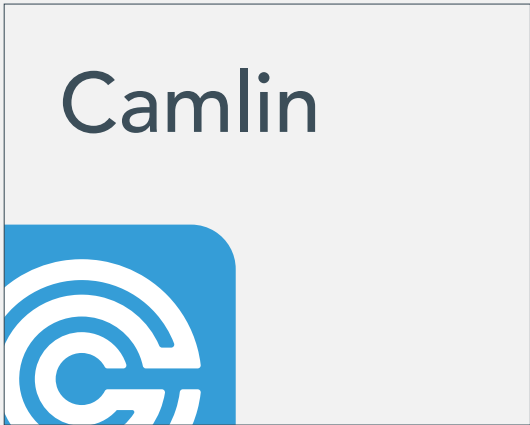
White Text, Coral icon on Purple Background. Use this combination for Camlin Energy.



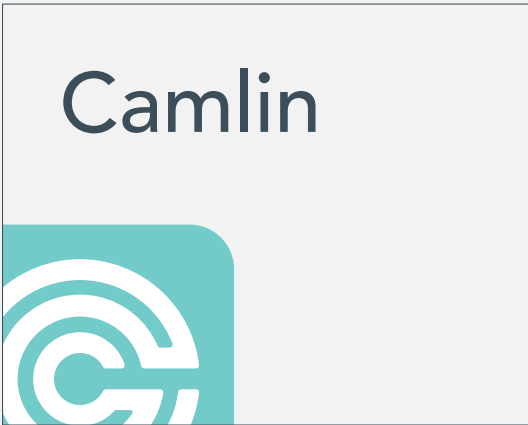
White text and Teal icon on a Purple background. Perfect combination for Camlin Rail.



Earth grey text and Purple icon on a teal background. Can be used as an alternate when necessary for Camlin Rail.



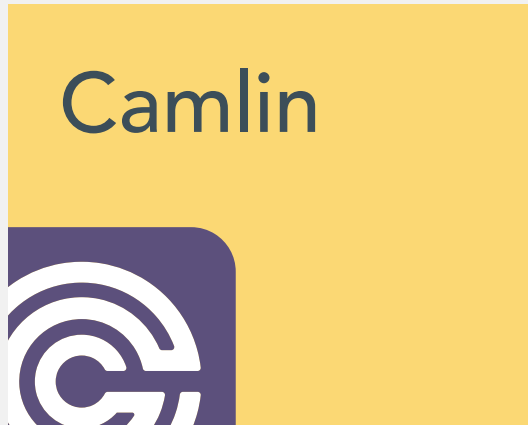
Earth Grey text and Camlin Blue icon on Off-White. Ideal combination for our Master Brand.



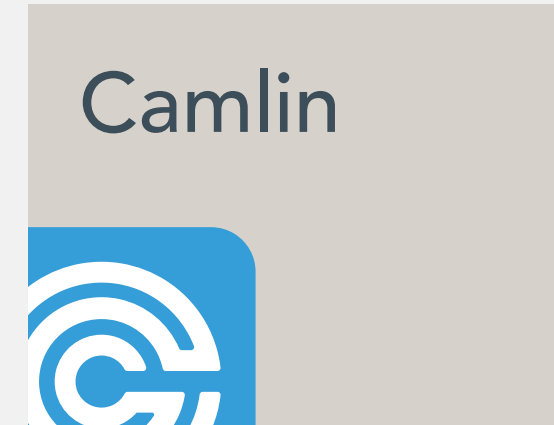
Earth Grey text and Teal icon on Off-white. This can be used within Camlin Rail.



Earth Grey text and Blue icon on Sun Yellow. An alternate option for marketing material



Earth Grey text and Camlin Purple icon on Yellow.



Earth Grey text and Camlin Blue icon on Sand. Another great option for our Master Brand.

05 Typography

We are obsessed with the beauty of typography.

Few things communicate the look and feel of a brand more clearly than the way letters, numbers, and symbols are put together. We believe typography should strike a balance between legibility and interest.

This section will cover approved typefaces, the way we use typography to communicate clearly, and some helpful usage tips.

Any typeface not referenced in this section will be considered unauthorised for use.

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029

Avenir.

The typeface we chose for all brand executions. It means 'future', in French.

A workhorse sans-serif

Avenir, designed by Adrian Frutiger, is a geometric style sans-serif typeface that takes the circle as a basis. It complements our logo and brand-mark fantastically. It was created to be more organic in nature and is one of the masterpeices of humanist typeface design.

Avenir has terrific legibility at all sizes, and includes a wide array of glyphs, weights, and special features. We love it.

ACCEPTABLE ALTERNATIVES

Avenir should be used for every marketing brand execution. There will be circumstances, however, where it is not realistic to use Avenir due to licensing issues. In which case, the typeface Verdana can be used for internal documents and comes included with the Windows operating system. While Open Sans can be used as a fallback web font.

Hierarchy & Weight

Avenir has a wide variety versions available including Avenir LT Std and Avenir Next. Each of these versions have a large array of weights and angles that can be used. That being said, we typically stay within these four weights from the Avenir LT Std family.

Use contrast between heavy and lighter weights to communicate relevant importance, otherwise known as hierarchy, of information.

Weights

Avenir LT Std
Black

aābcçdðeéffghiîjklmñnoøpqærstuüvwxyz
AĀÂBCÇDEFGHIÍJKLMNOØÓÔÒPQRSTUVWXYZ
0123456789°(.,'""-;:;!)?&©`°π®†≈◇™£¢∞§•ªº

Avenir LT Std
Medium

aābcçdðeéffghiîjklmñnoøpqærstuüvwxyz
AĀÂBCÇDEFGHIÍJKLMNOØÓÔÒPQRSTUVWXYZ
0123456789°(.,'""-;:;!)?&©`°π®†≈◇™£¢∞§•ªº

Avenir LT Std
Book

aābcçdðeéffghiîjklmñnoøpqærstuüvwxyz
AĀÂBCÇDEFGHIÍJKLMNOØÓÔÒPQRSTUVWXYZ
0123456789°(.,'""-;:;!)?&©`°π®†≈◇™£¢∞§•ªº

Avenir LT Std
Light

aābcçdðeéffghiîjklmñnoøpqærstuüvwxyz
AĀÂBCÇDEFGHIÍJKLMNOØÓÔÒPQRSTUVWXYZ
0123456789°(.,'""-;:;!)?&©`°π®†≈◇™£¢∞§•ªº

07

Photography

Photographs:
worth more than
1,000 words.

A great photograph can change the entire trajectory of our business. In other words, photography is vital to the success of our brand and should be treated as an essential part of our brand executions.

In this section, you will find guidelines on photographic composition, content, tone, and usage. Standardizing these facets of photography will ensure a consistent look and feel across our entire image library.

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Examples

Data Driven, But Human-centered

Our brand photography should feel clean, fresh, bright and dynamic. We strive to use an honest, natural, and human tone.

The content of each photograph should convey our brand values, reflect our products and customers in the best light, express our unique qualities, and above all, serve as inspiration in engineering better futures. We seek to show the human story at the center of our data-enabled offerings and to always demonstrate our commitment to sustainability and responsibility. Our people are diverse, their stories are inspiring, they don't accept 'the way it's always been done'.

Always look for excellent lighting that provides contrast between highlights and shadows, even if the light source is simply an open window. Depth of field should make good use of shadow to create contrast for other elements.

Darkening the black values a fraction and slightly desaturating red values will shift the photograph's tone towards peaceful, natural colour and leave an overall feeling of grounded calm.

Tone



An Honest Gaze

An interesting shooting angle is essential to great composition. However one of our main consistent shooting angles, for people, place and product shots should be shot “flat.” The camera should always be on the same level as the subject, the gaze of the subject should be straight to camera and great care should be taken to ensure that all lines are straight and aligned to the frame.

Of course, there will be exceptions to this, especially when shooting people in action.

When using multiple photographs in a composition, mix the framing distance for interesting contrast.



Framing

Dynamic & Intriguing

When composing a shot, use the foreground and background to ignite visual interest and curiosity.

Consider partially obscuring the subject with an object in the foreground. Or obscuring an otherwise dull background with a very shallow depth of field.

Using lighting effects like interesting concealing shadows and bright highlights can also create an interesting effect that draws the eye.



Composition

08 Moodboards

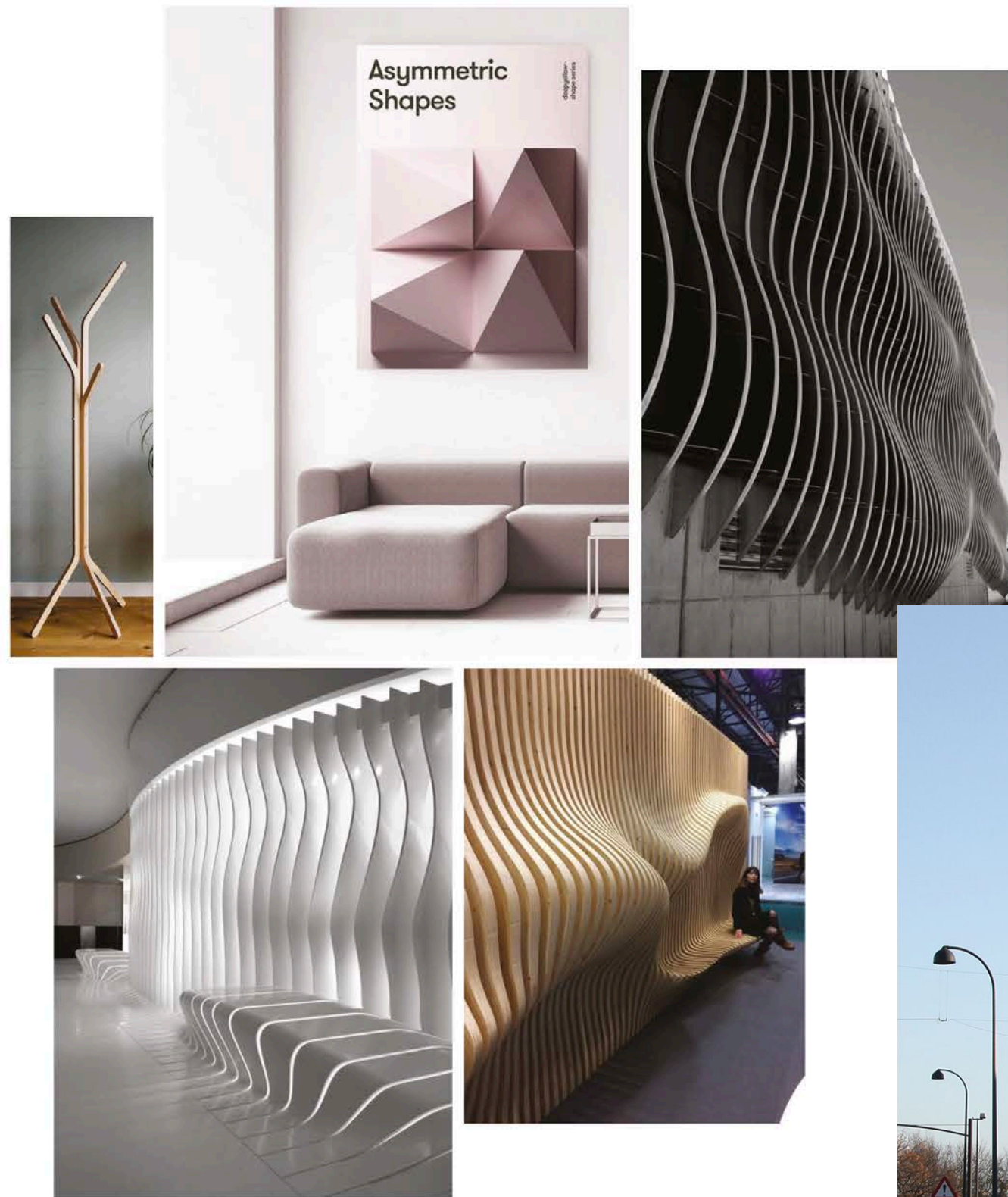
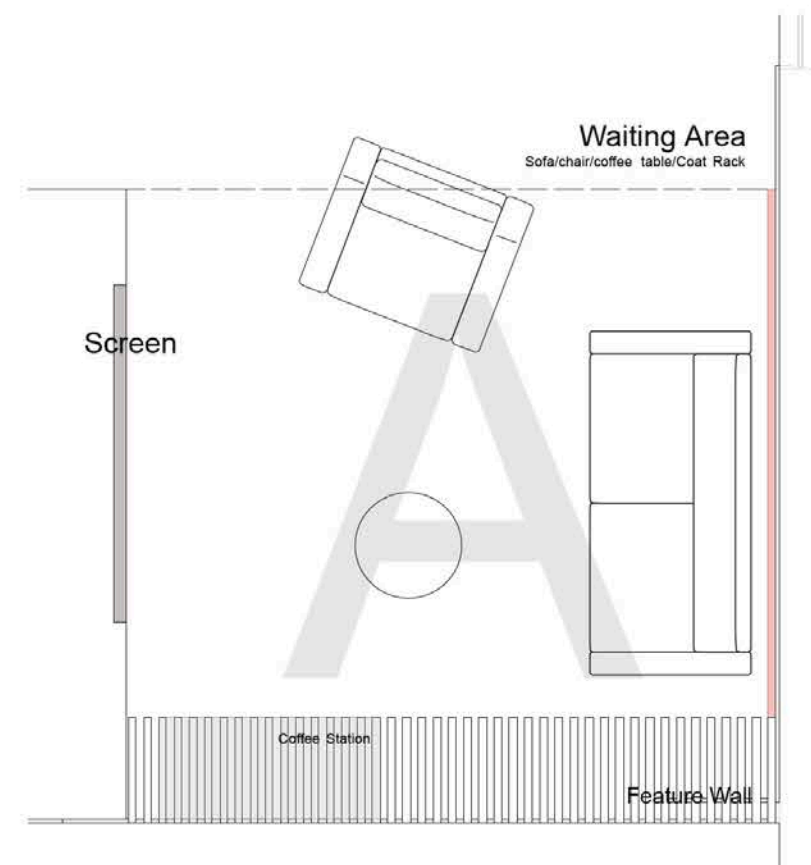






Subtle Lighting Details
LED Strip recessed into panels
Acrylic diffuser





Starting the experience,

Once clients arrive they are escorted up to Sapient waiting area where they can make a coffee, grab a drink and settle themselves.

Comfortable seating area with an area to store coats and make themselves a coffee/tea. Large TV in place with a video playing an overview of Sapient, online services and machine learning technology.

The area allows clients to be able to take some time out, sort emails and make calls during the day if needed helpful on long sessions.

Constructed from high quality materials to further help complement Camlins high quality and attention to detail.

