Scelto

Unlock Leadership Excellence

Branding Guide
2023

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Design Concept

The Scelto logo is a powerful representation of the brand and its values. The logo symbol shows three stripes of steam escaping a box, paired with type to create a strong and unified logo. The three stripes of steam symbolize the 212° theory, which serves as a metaphor to guide and shape the way individuals think, plan, and act. The 212° theory is based on the idea that at 211° degrees, water is simply hot, while at 212° degrees it boils creating steam powerful enough to move a train. This metaphor is used to encourage individuals to push themselves to achieve their full potential unlock excellence.

The inclusion of the number three in the logo represents the three tiers of leadership; Public, Private, and Personal

Leadership. Each stripe of steam stacks one over another and corresponds to the three tiers of leadership. The outer two stripes of steam represent the Public and Private Leadership Levels, which focus on the range of behavioural elements needed to create influence. Public Leadership involves leading a group of people, while Private Leadership involves leading an individual. Personal Leadership, which sits in the middle, involves leading oneself.

The three stripes of steam come together to resemble the letter S, for Scelto. This creative touch makes the logo both visually appealing and memorable to viewers, creating a mental connection from the logo to the brand. The

steam symbol sits inside the box but breaks the boundaries of that box to extend past what is expected. This mirrors Scelto's beliefs to go beyond and extend far past what is expected. This is a key element of what makes Selto stand out from competitors, and what will make clients stand out from their competitors. The willingness to push boundaries and go outside the box.

The proposed logo design is a powerful representation of the Scelto brand and its values. It is both visually appealing and meaningful, making it an excellent choice for the brand.

S Scelto
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Logo Artwork

The logo must stay as constructed, no elements are allowed to be removed or added. Coloured versions of the logo must use the provided colours only. The use of drop shadows or texture overlays are prohibited. The logo should not be transformed, screwed, streched, or warped in any way. The logo should always be displayed straight vertically and horizontally, and never slanted or rotated on a diagonal.

PDF & SVG are to be used when the logo is displayed large. These file types allow you to take full advantage of vector shapes, giving you access to unlimted quality.

PNG is to be used when the logo is displayed smaller. These file types give rastered imagaes that may not have the best quality but are ideal for quick applications in smaller projects.

PNG & SVG are to be used when displaying the logo on the web. PNG will give faster loading times and allow your website to run smoothly. SVG will give best quality while sacraficing loading time.

Don't

Scelto

Brand Colours

Use only the provided colours when displaying the logo. The logo is only to be displayed in solid colours and not mixed. Use Pantone colours for best accuracy and when using CMYK and RGB please use the specified recipes bellow. Use CMYK when displaying the logo in print. Use RGB when displaying the logo on a screen.

The logo uses the colours Pantone 2736C **Scelto Blue** for the type and Pantone 617C **Successful Gold** for the logo symbol. The colour Pantone 310C **Steam Blue** can be used as a additional colour in your branding design.

Scelto Blue	Successful Gold	Steam Blue
Pantone 2736C	Pantone 2736C	Pantone 2736C
C: 98.66	C: 27.43	C: 53.74
M: 92.62	M: 22.14	M: 0
Y: 0	Y: 75.84	Y: 11.04
K: 0.03	K: 0.25	K: 0
R: 18	R: 192	R: 99
G: 38	G: 180	G: 207
B: 170	B: 96	B: 227

Background & Contrast

When presenting your logo, it's important to use an appropriate background for optimal contrast. Light logo should be placed on a dark background, and vice versa. Additionally, the logo should not be placed on top of detailed photography, but rather on an empty flat space to ensure it's visually legible and not impeded by the imagery.
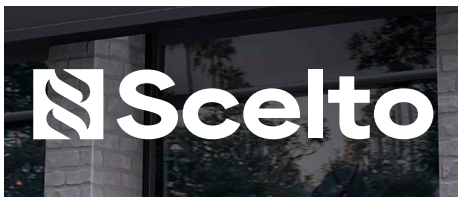
Do

Don't

Do

Don't

Do

Don't

Typeface

AREA font family is used throughout the logo and branding. *Area* is an modern, grotesque, sans serif typeface. It is a versatile font family that can be used for both body copy and headings. *Area* is a well-constructed and stong typeface that presents as confident and professional. San serif typefaces are the future for branding as we see more and more large companies redesign to minimal yet strong designs using san serif typefaces. With this typeface **Scelto** appears modern and looking towards the future.

Area is a large font family which includes *Area Extended* and *Area Normal,* the two typefaces used in this logo design. Both typefaces come with a variety of font weights from light to black.

Primary Typeface in Action
Area Extended Black is used in the wordmark for the logo. It creates a bold and commanding presence that helps the logo stand out.

Secondary Typeface in Action
Area Normal Regular is used in the slogan and should be used for branded content.

Area Extended Black - 22pt
Area Normal Regular - 22pt

Area Normal Thin
Area Normal Thin Italic
Area Normal Regular
Area Normal Regular Italic
Area Normal SemiBold
Area Normal SemiBold Italic
Area Normal Bold
Area Normal Bold Italic
Area Normal ExtraBold
Area Normal ExtraBold Italic
Area Normal Black
Area Normal Black Italic

Area Extended Thin
Area Extended Thin Italic
Area Extended Regular
Area Extended Regular Italic
Area Extended SemiBold
Area Extended SemiBold Italic
Area Extended Bold
Area Extended Bold Italic
Area Extended ExtraBold
Area Extended ExtraBold Italic
Area Extended Black
Area Extended Black Italic

AaBbCcDdEeFfGgHhIiJjKk
LlMmNnOoPpQqRrSsTtUu
VvWwXxYyZz

AaBbCcDdEeFfGgHhIiJjKk
LlMmNnOoPpQqRrSsTtUu
VvWwXxYyZz

Logo Reduction

   While your logo should be readable at various sizes, it's important not to reduce it beyond a certain point. The minimum size each logo should be displayed at are shown below. This ensures that your logo can be seen clearly and that its individual elements are not indistinguishable. When reducing the logo to small sizes, use the the logo format that does not include the slogan. This will insure that the whole logo will be visible with no hard to read text.

0.5cm

1cm

Scelto

2cm

Scelto

1cm

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Buffer Zone

To maintain the integrity and visibility of your logo, it's important to leave a perimeter of clear space around it. The minimum amount of buffer zone required is equal to the logo symbol once around. This ensures that no other graphic elements or text interfere with your logo and that it can be easily recognized and identified.

Alternate Logo Formats

Two logo variants are provided: a primary horizontal logo, and a secondary vertical logo. The primary logo should be used whenever possible, while the secondary logo is reserved for situations where the primary logo would not fit correctly. The vertical logo is designed specifically for use in tall vertical spaces, such as a website banners. The horizontal logo comes both with and without the slogan. Prioitize the use of the slogan. When placing the logo smaller, when it is hard to read the slogan, use the logo format without the slogan.

Digital Online Presence

Your logo is a crucial element in establishing your brand iden-tity across all social media platforms and websites. To ensure a unified presence, use your logo consistently on all profiles and directly on the homepage of your website. Be sure to be con-sistant on all social media platforms and websites to establish a strong brand identity. The logo symbol or Scelto Steam Marks should also be used for website badges, app icons, and profile pictures.
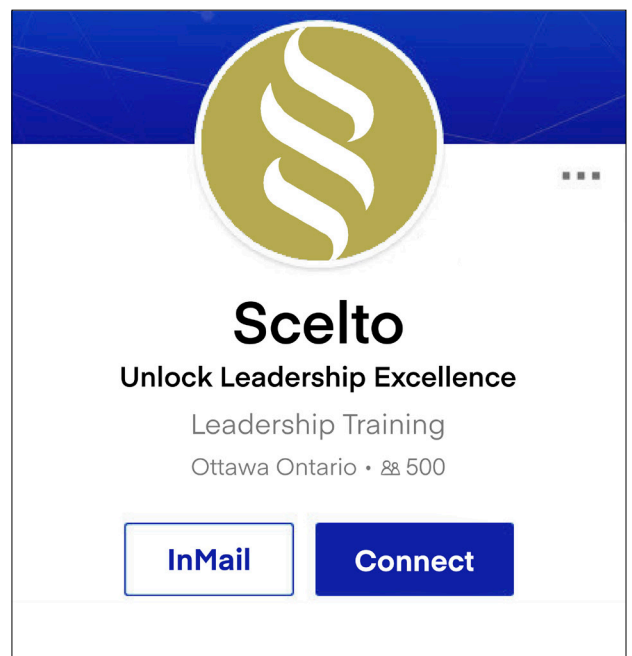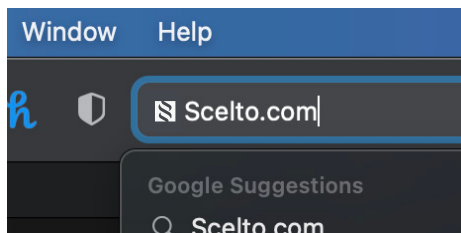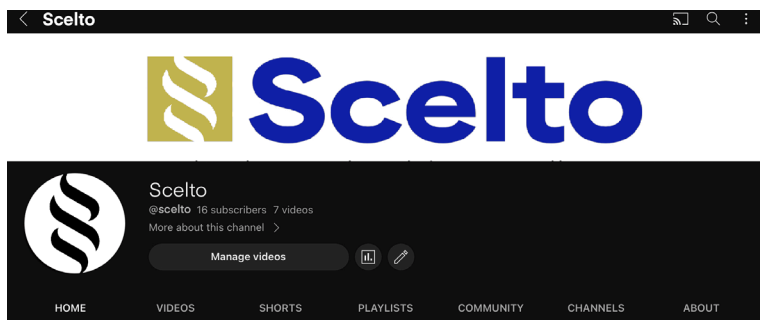
Symbol Only

The logo symbol should be used only as intended, and the same rules apply as the full logo. It should not be altered in any way, and only the provided colors should be used. Additionally, the logo symbol should not be rotated, stretched, warped, or given any effects, textures, or drop shadows.

The logo symbol can be used without the wordmark, but it should be done sparingly and thoughtfully. The symbol should not be altered in any way, except for altering opacity for visual effects such as watermarks on photographs.

Scelto

Graphic Treatment

The Scelto Steam Marks may be used as a graphic element to enhance a design when appropriate. It should never be pulled apart or manipulated in any other fashion. The graphic may be used at 100%, 50%, 25% or 10% opacity and should remain consistent with the boundary guidelines. Colour, and greyscale options are acceptable, but when using colour be sure you are using one of the three brand colours.

A pattern of repeating Scelto Steam Marks is also provided as an option to create visual intrest in a design. This should be done sparingly and should only be used at 100% or 10% opacity.

Additionally, all black logo variations may be used as a watermark at 25% opacity.

100% Opacity

10% Opacity

Stationary

The business card, envelope, and letterhead designs use *Area Normal* for all content. The designs use the CMYK versions of **Scelto Blue** and **Successful Gold** for ease of printing on all standard printing devices.

Buisness cards should be coated cardstock for best quality, and the envelope design can be adapted to fit all envelope sizes.

Applications

Applications

Photography

   When choosing photography to represent the brand, be sure that the photography chosen matches the tone of the company or service being provided. The photography should mirror the emotions and feelings associated with the brand. When placing the logo or text over an image be sure that you choose good contrasting colours. Even if your colourblind you can do this by placing light text and logo on a dark photo and vice versa.

Contacts

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