

January 2008 Revision 2.2

Catalent Brand Identity Guidelines



Signage

Corporate signage should always be clear and legible and project a look that is modern and professional. Signage should be positioned at a prominent entrance, reception or in an area that provides immediate visual impact.

Wherever possible, signage should have dimensionality so that it does not recede into the background. The two-color positive version of our logo should be used in the majority of circumstances. Always use substrates that match our corporate colors.

Wayfinding signage in offices, at corporate events or exhibits should be clear and legible. Our corporate typeface, Whitney, should be used to create consistency with the other brand communications at the site.



Interior letterset



Exterior letterset

Noteworthy

When specifying 3M opaque vinyl, use "Vivid Blue" to represent Catalent Blue (2945).

When specifying 3M opaque vinyl, use "Violet" to represent Catalent Purple (521).

Consider lighting effects and techniques for exterior signage to create visual prominence at night or in poor weather conditions.

Signage vendors should only use approved logo artwork and should never attempt to recreate or manipulate our logo in any way.

Monument signs

Monument signs are permanent installations affixed to the ground. They are used for primary identification and should be positioned in a prominent location.

A monument sign is a type of sign that is not attached to a building. Instead it is erected upon the ground, a ground planter box, or similar low support structure. Masonry materials or other approved materials consistent with the materials used on the building's exterior should be used for the base of monument signs.

Our corporate typeface, Whitney, should be used for all type appearing on monument signs, such as address information. The logo should be pin-mounted, the address information set on vinyl.

Noteworthy

When specifying 3M opaque vinyl, use "Vivid Blue" to represent Catalent Blue (2945).

When specifying 3M opaque vinyl, use "Violet" to represent Catalent Purple (521).

Consider lighting effects and techniques for exterior signage to create visual prominence at night or in poor weather conditions.

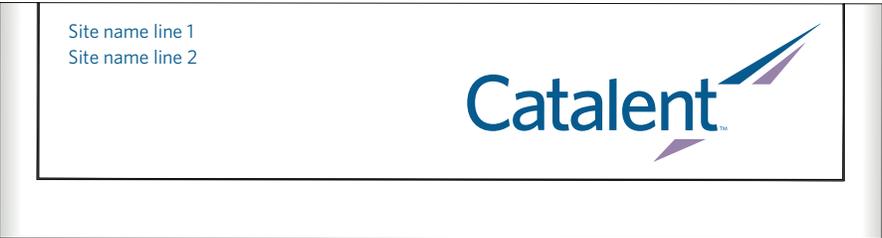


Standard exterior 5'6" x 9'6" monument



Alternate exterior 6' x 12' monument (refurbished)

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Alternate exterior 30' x 8' monument (refurbished)



Alternate exterior monument (zoning exception)

Directional signs

Directional signs tell people where they are and where they need to go. They help visitors orientate themselves and augment the effect of monument signs. Directional signs should be positioned in appropriate locations.

Signs indicating directions for vehicular or pedestrian traffic on a site should complement monument and other building signage. At least one directional sign should be visible and legible per entry/exit, with additional signs posted around parking lots and other points of departure.

Our corporate typeface, Whitney, should be used for all type appearing on monument signs. The logo and directional information should be set on vinyl.

Noteworthy

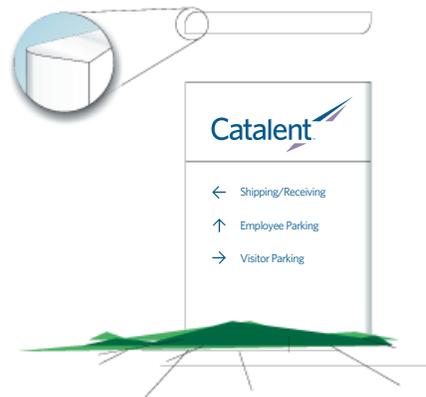
When specifying 3M opaque vinyl, use “Vivid Blue” to represent Catalent Blue (2945).

When specifying 3M opaque vinyl, use “Violet” to represent Catalent Purple (521).

Consider lighting effects and techniques for exterior signage to create visual prominence at night or in poor weather conditions.



Directional 7' x 5' sign



Directional 2'6" x 3'6" sign

Wall-mounted signs

Wall-mounted signs are transferable installations that can be affixed to any surface. They can appear both inside and on the exterior of facilities.

Wall-mounted signs prominently display our brand mark in high-traffic areas of our facilities. Wherever possible, wall-mounted signs should be placed at eye-level and be positioned free of environmental obstructions.

Always use the two-color positive version of our logo for wall-mounted signs. Maximize the clear space around the logo when possible.

Noteworthy

When specifying 3M opaque vinyl, use “Vivid Blue” to represent Catalent Blue (2945).

When specifying 3M opaque vinyl, use “Violet” to represent Catalent Purple (521).

Consider lighting effects and techniques for exterior signage to create visual prominence at night or in poor weather conditions.



Exterior 5' x 10' and interior 3' x 5' wall-mounted signs

Reception area

Office reception areas are one of the key points of contact for our clients and visitors. Attention should be given to the use of materials as the viewer is typically in close proximity to interior signs.

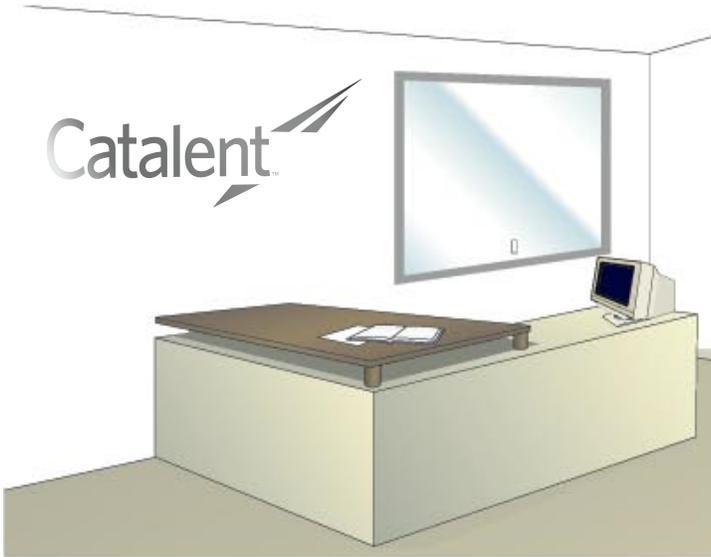
The two-color positive version of our logo is preferred for reception areas. Maximize the clear space around the logo when possible.



Painted aluminum

Pin-mounted at eye-level for maximum impact.

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Brushed aluminum

Pin-mounted at eye-level for maximum impact.



Etched glass

Pin-mounted at corners of panel with logo at eye-level.

Flags and banners

Flags and banners are employed in a wide range of sizes. Pending on their location and size, they can be viewed by a few individuals at a time or by hundreds of guests simultaneously.

The minimum clear space around the logo is equal to the height of the C in the logo. Maintain the clear space for the majority of applications.

For applications with one dimension measuring less than 2 feet, the clear space may be reduced but not beyond two-thirds of the height of the C in the logo.

Use the clear space around the logo as a guide when scaling the logo. Maximize the size of the logo on flags and banners. Position the logo vertically at just above center to optically balance the layout.

Always use the two-color positive version of our logo on flags.



5' x 8' flag

The logo is positioned to maximize the size of our brand mark. Note the position of the logo at slightly above center.