

# BRANDING GUIDELINES

iCtrl scapta xpr365 elem≡nts



## FONTS POWERPOINT & ONLINE

HEADER FONT  
**Aa** Segoe UI Semibold  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

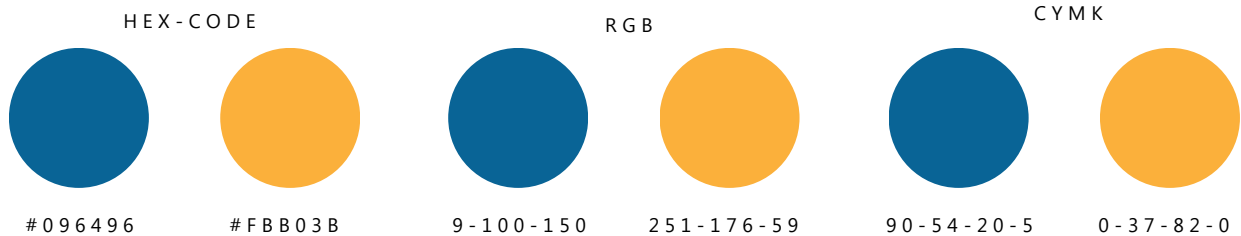
BODY TYPE  
**Aa** Segoe UI Light  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

## FONTS DOCUMENTS

HEADER FONT  
**Aa** Calibri  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

BODY TYPE  
**Aa** Calibri light  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

## COLOUR CODE



## LOGO USE: ALL LOGOS TOGETHER



## LOGO USE DIGITAL - WITH BASELINE

LOGO DARK BACKGROUND

scapta  
an iCtrl company

iCtrl

elem≡nts  
an iCtrl company

LOGO WHITE BACKGROUND

scapta  
an iCtrl company

iCtrl

elem≡nts  
an iCtrl company

- The logo should always be used DIGITALLY WITH baseline
- If the logos are used together, use the logos WITHOUT baseline

## LOGO USE OFFLINE - WITHOUT BASELINE

LOGO DARK BACKGROUND

scapta

iCtrl

elem≡nts

LOGO WHITE BACKGROUND

scapta

iCtrl

elem≡nts

- the logo should always be used offline (merchandising/banners/gifts) WITHOUT baseline
- If the logos are used together, use the logos WITHOUT baseline

## LOCATION LOGOS, TEMPLATES & PICTURES

- logos can be found under scapta/Elem3nts/Ictrl -> marketing -> logos
- pictures can be found under scapta -> marketing -> pictures scaptans
- templates can be found under scapta/Elem3nts/Ictrl -> templates -> filter on 'department