



CMC

PT. CENTRAL MANDIRI CEMERLANG

CONTENT

01.	INTRODUCTION CMC STYLE GUIDE	01
02.	GENERAL DESIGN GUIDELINES	02
03.	CORPORATE COLOR	07
04.	TYPOGRAPHY	08
05.	GRAPHIC ELEMENT	09
06.	CORPORATE IDENTITY	10
07.	MERCHANTDISE ITEMS	13
08.	FURTHER INFORMATION AND CONTACT	14

01.

INTRODUCTION CMC STYLE GUIDE

This is a guide to the basic elements that make up Central Mandiri Cemerlang. All of the mentioned elements set the standard and uniformity in style and formatting that ultimately represents CMC as a brand.

As our company continues to develop, this style guide will also be revised periodically as needed to accommodate innovation and creativity.

01.1 THE GUIDELINES

The Style Guide has been developed to provide a comprehensive understanding of Central Mandiri Cemerlang identity. It shows the correct implementation to the design elements when used in all available stationery, media and other business forms.



02. GENERAL DESIGN GUIDELINES

Dedicated as the primary guide in CMC logo and the fool-proof tool in incorporating all elements to bring out the best of its representation.

If used and applied correctly, this guidelines will optimize the branding and style of CMC.

02.1 CMC LOGO

As a construction material company, CMC logo itself should speak of “strength, solidity and a sense of establishment”.

A clean and sleek finished of the logo also recognizes the ideas of “precision, completion and professionalism”.

Lastly, the final idea of the logo represents “connectivity and cooperation” which existed within the business partners and the industry itself.



02.2 CONSTRUCTION

CMC logo is very rich in direct visual interpretations.

- A. Using the main product -roof tiles-, the logo focuses on two roofs which mirror each other in such a way that the final product has an interlocking finish.
- B. The inter-waving pattern of the logo is derived from CMC personal and exclusive steel design.
- C. The aforementioned "interlocking finish" also refers to firm finger lock between two individuals, implying the strong bond built with business relatives, partners and clients.

02.3 PREFERRED USAGE

The CMC logo should appear in full color wherever possible. Color specifications are provided in section



Process color logo without background



Process color logo on color background



Spot color logo without background



Spot color on background

One Color or Black and white logo



Spot color logo without background



Process color logo on color background



Process color logo without background

02.4 SIZING AND SPACING

To ensure that the CMC brand is properly represented, always provide the logo with sufficient “breathing room” and be sure that the logo artwork is appropriate for the size of application.

The size of CMC logo is measured from the font size of the letters CMC to ensure the legibility and readability. The unit to measured the font size is in point. The recommended smallest size is 18pt.

24pt

18pt

14pt

12pt

8pt



CLEAR SPACE

The grey boxes drawn surrounding the logo as illustrated below is the area that should be clear of any obstruction.



To measure the clear space for top and bottom margin, use “C” from the logo CMC

the size of the clear space is equal to the letter C from the logotype CMC



Do not Drop Shadow



Do not Outline



Do not Change the Color / Typeface



Do not Shear / Distort



Do not use Low Quality JPG



Do not Extrude

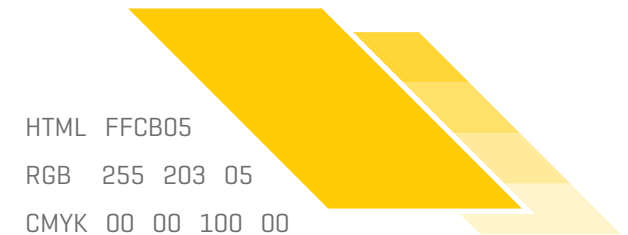
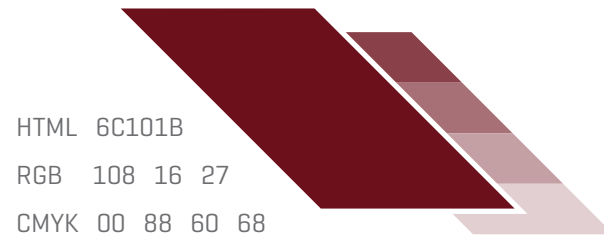
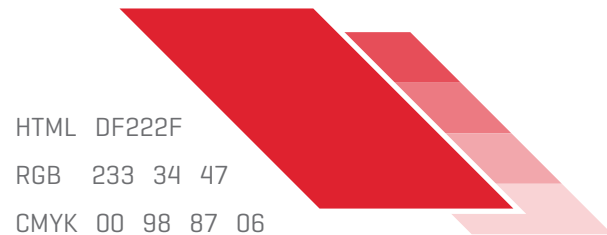
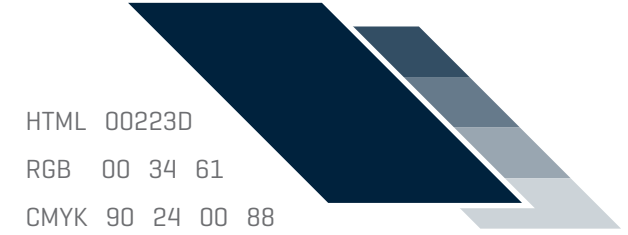
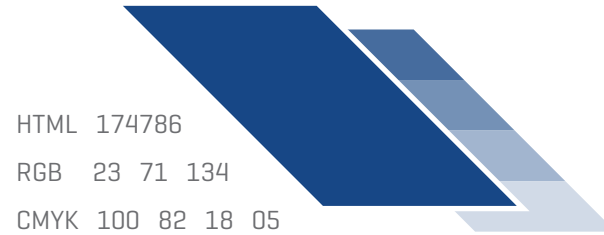
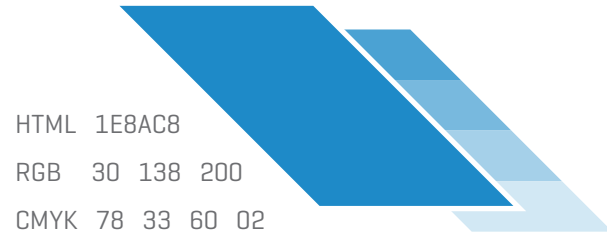
02.5 INCORRECT LOGO USE

Adherence to these guidelines will ensure that the integrity of the CMC identity is maintained in all applications and across all channels.

The simplest way to follow these guidelines is to use the approved digital artwork for all variants of the logo and use good judgment in applying them. The examples shown above demonstrate some scenarios that should be avoided when using the logo.

EFFECTS

- Do not transform or add any effect to the logo.
- Do not distort or shear the logo.
- Do not use pixel rated logo.
- Do not extrude, or display the logo as a three dimensional object



03. CORPORATE COLOR

Color plays an essential role in the CMC identity.

Mandatory colors are necessary in maintaining CMC corporate identity as well as ensuring it to appear consistent and optimal. Red and blue set the overall tone of CMC logo in radiating its universality and quality products.

APPEARANCE

These are the primary colors in the CMC brand palette. To avoid overwhelming the audience or subject matter however, care should be exercised when applying them. Use it sparingly for emphasis and as an accent.

04.

TYPOGRAPHY

All type-related content uses "FrutigerNexLT" font which is specially selected as the most suitable type in readability and legibility to represent CMC as a corporate.

As CMC logo takes on the first alphabet from each word of its company's name (abbreviation), following the correct type of font is paramount in creating the logo. It is considered to be the essence of the logo itself. Therefore, consistency is of significant value.

PRIMARY FONT

HEADER TEXT

Geogrotesque. Light

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNPOQRSTUVWXYZ

1234567890&@"(.,)

BODY TEXT

FrutigerNexLT. Regular

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNPOQRSTUVWXYZ

1234567890&@"(.,)

FrutigerNexLT. Regular 48pt

ABCDEFGHIJKLMNOPQRSTUVWXYZ

POWER POINT

BODY TEXT

Arial. Regular

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNPOQRSTUVWXYZ

1234567890&@"(.,)

WEBSITE

HEADER TEXT

Exo 2. Light (GOOGLE FONT)

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNPOQRSTUVWXYZ

1234567890&@"(.,)

BODY TEXT

Droid Sans. Regular (GOOGLE FONT)

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNPOQRSTUVWXYZ

1234567890&@"(.,)

05.

GRAPHIC ELEMENT

Ultimately, correct usage of color and font need to be supported with the right graphic elements. To be able to generate the right elements of graphic will benefit the end finish of a business product representing CMC.

When used in publications, print advertisements, website graphics, signs and product packaging etc, compose only the advisable graphic elements as shown in this guidelines.





LOREM IPSUM DOLOR SIT AMET

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office
Jl. Gambir No. 35, Pasar VII - Tembung Percut Sei Tuan Medan
E: roofing@cmc-megaatck.com



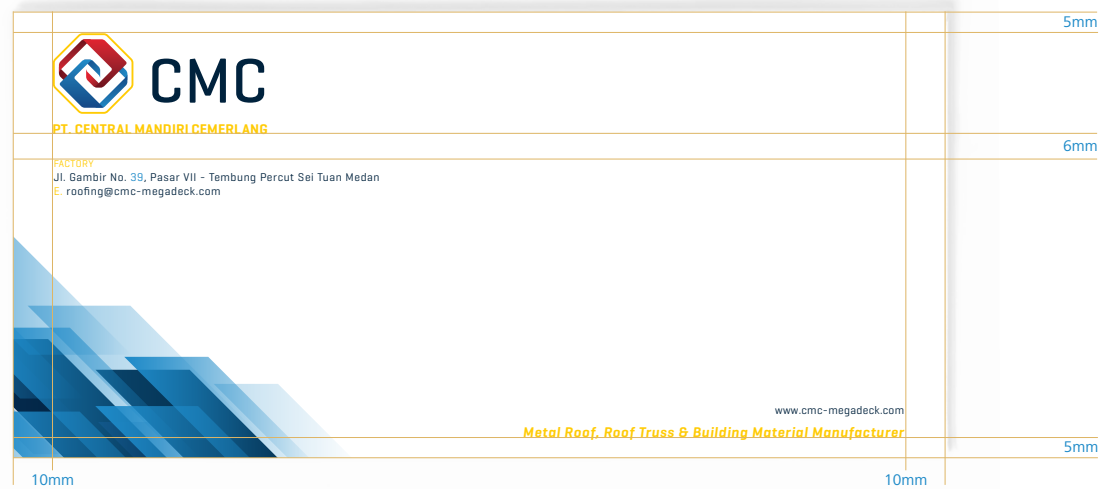
06. CORPORATE IDENTITY

- Letter Head
- Envelope
- Business card

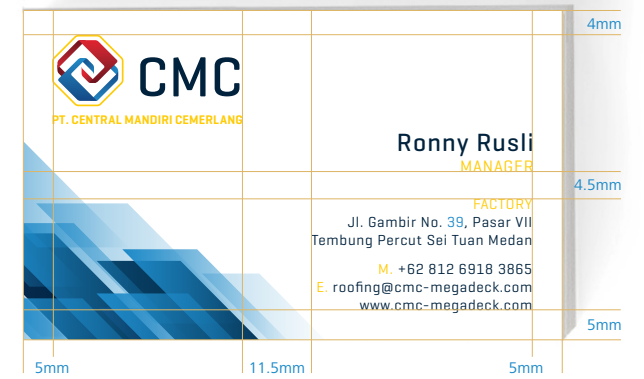
LETTERHEAD

			10mm
	 CMC PT. CENTRAL MANDIRI CEMERLANG		
			15mm
34.6mm	<p>LOREM IPSUM DOLOR SIT AMET</p> <p>consectetuer adipiscing elit. Cras semper. Vestibulum cursus neque non arcu. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum vitae neque facilisis libero dignissim ullamcorper. Phasellus eros. Proin tincidunt, lectus vel sodales rutrum, sem magna faucibus velit, sit amet sodales libero dolor quis magna. Aenean quis odio. Morbi ullamcorper ipsum nec sem. Mauris eu sapien eu arcu condimentum iaculis. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Nullam sit amet libero. Sed ut mi.</p> <p>Cras sit amet urna vel lectus consectetur volutpat. Mauris eu magna non massa mollis mattis. Nam risus justo, consectetur ac, malesuada vitae, bibendum nec, turpis. Duis interdum. Quisque placerat. Aenean sit amet pede a metus commodo rhoncus. Etiam justo sem, aliquet sed, tempor eu, viverra eu, massa. Vivamus tempor adipiscing nisi. Nunc commodo auctor nibh. Vivamus malesuada pulvinar diam. Suspendisse potenti. Vestibulum suscipit. Nam et nulla. Proin nisl. Pellentesque consequat molestie eros. In vehicula elementum erat. Nulla varius sodales elit.</p> <p>Proin lobortis. Suspendisse eleifend elit et mi. Vivamus tortor dolor, euismod vitae, accumsan at, porttitor quis, ante. Cras nec eros et turpis tristique volutpat. In vestibulum volutpat dui. Cras in orci. Etiam sit amet urna quis pede mattis elementum. Aenean vel diam ac sem blandit sagittis. Nulla nec est. Phasellus volutpat mauris et lectus. Curabitur arcu risus, euismod ut, faucibus quis, venenatis in, sem. Vivamus blandit odio sed metus.</p> <p>Nam pulvinar eros vel mauris. Duis quis est. Phasellus semper viverra erat. Ut vestibulum porttitor mauris. Mauris euismod rhoncus enim. Ut dignissim cursus purus. Donec vel purus in nulla nonummy ullamcorper. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Nunc aliquam tempor libero. Mauris faucibus ultricies quam. Ut blandit blandit erat. Proin a tellus. Sed sed quam. Mauris justo.</p> <p>Nam in libero in nisi interdum auctor. Mauris mollis semper est. Etiam erat nulla, tristique ut, fermentum eu, mattis ut, lacus. Nulla est enim, ornare id, pretium euismod, interdum quis, sem. Praesent ultricies viverra ipsum. Maecenas scelerisque diam eu orci. Donec iaculis vestibulum quam. Nunc semper, nibh et convallis ullamcorper, diam ligula vehicula justo, vitae sagittis lorem est eu nibh.</p> 	34.6mm	
	OFFICE Jl. Cambir No. 39, Pasar VII - Tembung Percut Sei Tuan Medan E. roofing@cmc-megadeck.com		16mm

ENVELOPE



BUSINESS CARD



07.
MERCHANTDISE ITEMS
- T-Shirt



08.

FURTHER INFORMATION AND CONTACTS

All of the digital assets available in the guide are the vision of maxciti design.

For further information on how to use this guidelines and creative approval or to obtain artwork assets, please send an email to design@maxciti.com

