

Primary Logo Usage

The Captek Logo lockup colors are Pantone® 3025, Pantone® 1615, Pantone® 144 and Pantone® 106 as illustrated. Reproducing the mark in black, white or gray is also acceptable when applied to the approved solid color backgrounds. The Primary Logo lockup is not permitted to be altered in any way, except as specified in this guide. Maintain generous margins throughout printed and online materials to allow elements to have proper breathing room and to aid the reader's eye in navigation. Always maintain a clear space greater than or equal to the height { O } of the "C" in Captek.

Logo Color Usage

Our Primary Logo should always appear on brand approved colors. The following examples illustrate our signature logo being used on approved colors.



Full color logo on dark blue background



Black logo on white



Full color logo on white



White logo on black

Incorrect Logo Usage

The Captek brand mark is considered sacred to the brand and should strictly adhere to the guidelines illustrated previously. Below you will find some of the more common misuses.



Never change the typeface of the signature mark.



Never render the logo in colors not approved within the branding guidelines



Never alter the arrangement of the elements in the logo.



Never extend, distort, or compress the logo.

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