



Kapitel visual identity

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## Brand character

### EXPERIENCED

but in no way old

Kapitel is a professional through and through. He's accumulated a lot of experience and forged many meaningful relationships over the years. He's seen a lot and learned even more. He knows what he's doing and does it with a cool head and calm hand. Always calculated, never willy-nilly.

### AMBITIOUS

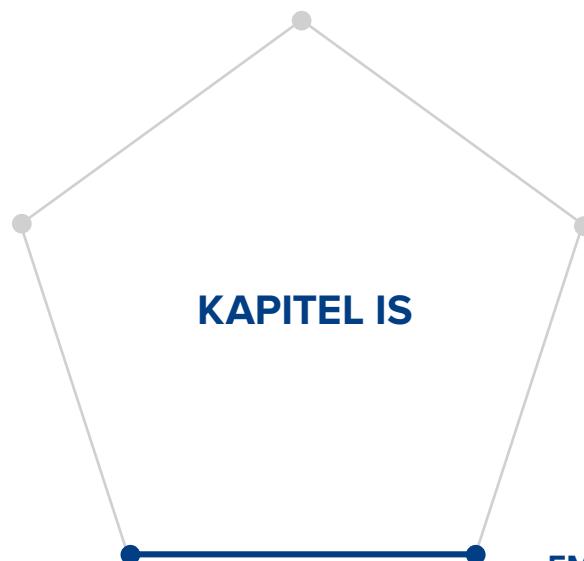
but not arrogant

Kapitel is driven by success. Possessed by fiery ambition to be better each day. He has the vision and courage to take on the task of shaping the world of tomorrow. Because the future doesn't just happen, someone has to make it. He won't settle for the status quo. He can't stand mediocracy. And he strives to raise the bar. He wants to achieve greatness and build exciting things.

### INSPIRING

and innovative but never in blind faith

Kapitel is a charismatic character. He is curious enough to keep an open mind. With an insatiable thirst for knowledge, he's always learning and trying new things but not in blind faith. He likes to share his learnings too. It comes naturally to him, because he's passionate about what he does – work doesn't feel like work to him. This attitude is contagious and inspires others as well.



### RESPONSIBLE

yet not opposed to taking risks

Kapitel is a man of his word. He takes full responsibility for his actions and prides himself for keeping his promises. He's not just dependable, he's someone you can trust. He is aware that his actions affect the world he lives in and is hence conscious about the impact he has on the environment.

### EMPATHETIC

but never self-sacrificing

Kapitel cares for the people around him. He knows how to listen and put himself in others' shoes. This allows him to solve problems before they emerge and often exceed expectations. Kapitel is a firm believer of win-win scenarios. He genuinely wants to understand the real needs of people. This allows him to deliver greater value in his work.

# Basic elements

## Colour

Kapitel colour palette is a classic combination of blue and red. The overall impression of the identity is dominated by the royal blue.

The red should be used only as accent in small quantities.

### MAIN COLOUR

#### BLUE

**PMS** 7687C / 280U  
**CMYK** 100 / 75 / 0 / 20  
**3M** Series 50 / 50-884

**RGB** 0 / 59 / 130  
**HEX** 003b82

### ADDITIONAL COLOURS

#### RED

**PMS** 199 C / 199 U  
**CMYK** 0 / 100 / 70 / 0  
**3M** Series 50 / 50-47

**RGB** 277 / 0 / 55  
**HEX** e30037

**Foil** 392

#### COOL GRAY

**PMS** Cool gray 1  
**CMYK** 0 / 0 / 0 / 12  
**3M** Series 50 //50-93

**RGB** 224 / 224 / 224  
**HEX** e0e0e0

# Typography

## EXTERNAL TYPOGRAPHY

Proxima Nova and Charter has been chosen to make text in Kapitel external communication clear and easy to understand. Both fonts should be used in printed external communication such as advertising, brochures and signs.

## INTERNAL TYPOGRAPHY

There are cases when using proxima Nova and Charter is not possible. These cases include working documents that need to be edited outside Kapitel. For these cases Kapitel uses a Calibri and Georgia.

### EXTERNAL TYPOGRAPHY

## Proxima Nova

Proxima Nova Regular

**abcdefghijklmnopqrstuvwxyz**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**1234567890 £&@?!/+(.,;;)**

Proxima Nova Bold

**abcdefghijklmnopqrstuvwxyz**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**1234567890 £&@?!/+(.,;;)**

Proxima Nova Black

**abcdefghijklmnopqrstuvwxyz**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**1234567890 £&@?!/+(.,;;)**

## Charter

Charter Roman

**abcdefghijklmnopqrstuvwxyz**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**1234567890 £&@?!/+(.,;;)**

### INTERNAL COMMUNICATION

## Calibri

Calibri Regular

**abcdefghijklmnopqrstuvwxyz**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**1234567890 £&@?!/+(.,;;)**

Calibri Bold

**abcdefghijklmnopqrstuvwxyz**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**1234567890 £&@?!/+(.,;;)**

# Typographic principles

All typography is carefully crafted to express our careful attention to detail. Please review the following settings. These settings should be taken as a guide as they may have to be adjusted in certain circumstances.

Create hierarchy through colour and a change in weight.

## **HEADLINE:**

# Vestibulum ante ipsum primis in faucibus

Fusce mollis, sapien vitae suscipit rutrum, est ligula  
faucibus ex, sed rhoncus nisi nisi quis erat. Nullam lacus  
diam, consectetur et augue quis, tempus congue elit. Proin  
neque leo, sagittis sed blandit quis, rutrum eget elit. Cras  
nec auctor massa, ac tristique felis.

## **LEAD:**

Charter Roman

**BODY:**  
Proxima Nova Bold / Regular

Vestibulum ai  
ipsum primis

*Nullam lacus diam, consectetur et augue quis, tempus congue elit. Proin neque leo, sagittis sed blandit quis, rutrum eget elit. Cras nec auctor massa, ac tristique felis dui nulla.*

## **LEAD:**

## Logo

The logotype consist of the word Kapitel in customized typeface place within an original geometric mark.

The logomark can be used separately, but only if preceded by the full logo. For example: a document's title page carries the full logo, the following pages only the logomark.

The logotype must be reproduced as shown in the picture. No other modifications of the Kapitel logotype are available.

### SAFE AREA

All logo versions need sufficient space around them, where no other graphic element, text or sharp background change can interfere with the graphic entity. This area is relatively defined by the height E in the logotype and runs all around the logo.

### MINIMUM SIZE OF THE LOGO

The minimum size is defined to ensure the visibility of the logo. The minimum recommended size of the Kapitel logo is 20mm.



SAFE AREA



LOGO - MINIMUM SIZE



## Logo colour variations

### ALTERNATIVE COLOUR VERSIONS

The preferred version uses a plain blue colour. For darker backgrounds there is a negative version of the logo – suitable for usage on dark photo or blue background. If colour reproduction of the logo is impossible, only then use the black version.



## Logo improper uses

There are a few easy to follow rules about working with the Kapitel logo.



Don't alter the colors of the logo!



Don't change the typeface of the logo!



Don't distort the logo in any way!



Don't alter the position of the symbol or logotype!



Don't add shadows or other effects to the logo!

# Stationery

## Business card

Business card is printed on Algro Duo 330g.

FRONTSIDE

**Name Secondname**

Title local  
Title english

name.secondname@abc.com  
+123 1234 5678



BACKSIDE



Company name  
Street 123, 12345 City, Country  
+123 1234 5678  
www.abc.com

85x55

## Document folder

The Kapitel folder is an important piece of stationery. The Kapitel folder is used every time a sale is made, to combine the necessary documents into a neat and easy to handle package.

Only original template files can be used for the folder design.

Paper quality:  
Curios Skin Indigo 270g.



220x305

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## Compliments card

All messages on the compliments card must be hand-written with silver pencil.

Paper quality:

Curious Skin Indigo 270g.



170x90

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# Letterhead

This is a template for use in digital word processors (e.g. MS Word). Do not alter the template in any way.



Lorem ipsum

Dolor sit amet, consectetur adipiscing elit. Donec et velit nec urna condimentum ullamcorper. Morbi lobortis lectus id mi tincidunt posuere. Integer pulvinar convallis massa sit amet aliquam. Donec ullamcorper dui a arcu adipiscing ornare. Morbi id odio elit. Etiam felis risus, mollis quis aliquam id, sodales non lacus. Ut sed consequat ante. Duis congue congue tempus. Cras et elit erat, vehicula aliquet tellus. Maecenas nec ipsum sit amet justo aliquet posuere nec ac dui. Aenean tincidunt consectetur pellentesque. Aliquam porta posuere nisl in malesuada. Nulla ac sem tellus. Fusce justo libero, semper non feugiat sed, porttitor id lorem. Aliquam sollicitudin, ante a rhoncus faucibus, urna dolor cursus nunc, vel pharetra arcu nunc fermentum lectus. Fusce nec ornare purus. Etiam neque tortor, eleifend et feugiat sit amet, adipiscing gravida velit. Nullam sapien mauris, fringilla vel consectetur vel, vestibulum eget velit. Fusce at mi nec elit tristique varius. In tellus sem, suscipit at aliquam sit amet, pretium vitae massa. Duis ac lectus a ante luctus.

Quisque augue ligula, interdum vel dapibus eget, suscipit ac turpis. Maecenas eu nisi vitae lectus sagittis tincidunt. Proin et ante dui. Aliquam vitae nulla mi. Phasellus ut arcu at libero pulvinar egestas non vitae velit. Praesent viverra rutrum magna eget auctor. Duis risus lorem, aliquam at rutrum eu, porta ut odio. Integer tellus libero, bibendum vitae tincidunt eu, dignissim vel nulla. Cras neque mauris, luctus sit amet congue ac, tincidunt vitae ligula. Sed iaculis velit quis tellus malesuada at molestie lectus pellentesque. Curabitur sed neque non odio tempus dictum.

Vestibulum Elementum.

Company name  
Street name 123  
12345 City Country      Reg nr.: 12345678  
VAT nr.: 123456789      Tel.: +123 1234 5678  
Fax: +123 1234 5678      info@xxx.xxx  
www.xxxx.xxx



Dolor sit amet, consectetur adipiscing elit. Donec et velit nec urna condimentum ullamcorper. Morbi lobortis lectus id mi tincidunt posuere. Integer pulvinar convallis massa sit amet aliquam. Donec ullamcorper dui a arcu adipiscing ornare. Morbi id odio elit. Etiam felis risus, mollis quis aliquam id, sodales non lacus. Ut sed consequat ante. Duis congue congue tempus. Cras et elit erat, vehicula aliquet tellus. Maecenas nec ipsum sit amet justo aliquet posuere nec ac dui. Aenean tincidunt consectetur pellentesque. Aliquam porta posuere nisl in malesuada. Nulla ac sem tellus. Fusce justo libero, semper non feugiat sed, porttitor id lorem.

Aliquam sollicitudin, ante a rhoncus faucibus, urna dolor cursus nunc, vel pharetra arcu nunc fermentum lectus. Fusce nec ornare purus. Etiam neque tortor, eleifend et feugiat sit amet, adipiscing gravida velit. Nullam sapien mauris, fringilla vel consectetur vel, vestibulum eget velit. Fusce at mi nec elit tristique varius. In tellus sem, suscipit at aliquam sit amet, pretium vitae massa. Duis ac lectus a ante luctus.

Tincidunt. Sed ornare, nisl fringilla sodales ornare, justo nisl blandit tellus, eget ultrices risus risus ac est. Quisque augue ligula, interdum vel dapibus eget, suscipit ac turpis. Maecenas eu nisi vitae lectus sagittis tincidunt. Proin et ante dui. Aliquam vitae nulla mi. Phasellus ut arcu at libero pulvinar egestas non vitae velit. Praesent viverra rutrum magna eget auctor. Duis risus lorem, aliquam at rutrum eu, porta ut odio. Integer tellus libero, bibendum vitae tincidunt eu, dignissim vel nulla. Cras neque mauris, luctus sit amet congue ac, tincidunt vitae ligula. Sed iaculis velit quis tellus malesuada at molestie lectus pellentesque. Curabitur sed neque non odio tempus dictum.

Fusce nec ornare purus. Etiam neque tortor, eleifend et feugiat sit amet, adipiscing gravida velit. Nullam sapien mauris, fringilla vel consectetur vel, vestibulum eget velit. Fusce at mi nec elit tristique varius. In tellus sem, suscipit at aliquam sit amet, pretium vitae massa. Duis ac lectus a ante luctus.

Tincidunt. Sed ornare, nisl fringilla sodales ornare, justo nisl blandit tellus, eget ultrices risus risus ac est. Quisque augue ligula, interdum vel dapibus eget, suscipit ac turpis. Maecenas eu nisi vitae lectus sagittis tincidunt. Proin et ante dui. Aliquam vitae nulla mi. Phasellus ut arcu at libero pulvinar egestas non vitae velit. Praesent viverra rutrum magna eget auctor. Duis risus lorem, aliquam at rutrum eu, porta ut odio. Integer tellus libero, bibendum vitae tincidunt eu, dignissim vel nulla. Cras neque mauris, luctus sit amet congue ac, tincidunt vitae ligula. Sed iaculis velit quis tellus malesuada at molestie lectus pellentesque. Curabitur sed neque non odio tempus dictum.

Calibri Regular 11pt

Calibri Regular 8pt

## Letterhead report

This is a template for use in digital word processors (e.g. MS Word). Do not alter the template in any way.



### Aliquam sollicitudin, ante rhoncus faucibus 2016-2017.

Enean eu ex at turpis semper  
sodales id eget metus.

Company name  
Street name 123  
12345 City, Country

Tel: +123 1234 5678

Fax: +123 1234 5678

info@xxx.xxx

www.xxxx



Dolor sit amet, consectetur adipiscing elit  
velit nec urna condimentum ullamcorper.

#### Morbi lobortis lectus

**Integer pulvinar convallis massa sit amet aliquam.**  
Donec ullamcorper dui a arcu adipiscing ornare. Morbi id odio elit. Etiam felis risus, mollis quis aliquam id, sodales non lacus. Ut sed consequat ante. Duis congue congue tempus. Cras et elit erat, vehicula aliquet tellus. Maecenas nec ipsum sit amet justo aliquet posuere nec ac dui. Aenean tincidunt consectetur pellentesque. Aliquam porta posuere nisl in malesuada. Nulla ac sem tellus. Fusce justo libero, semper non feugiat sed, porttitor id lorem.

- Aliquam sollicitudin, ante a rhoncus faucibus, urna dolor cursus nunc, vel pharetra arcu nunc fermentum lectus
- Fusce nec ornare purus diam neque tortor, eleifend et feugiat
- Adipiscing gravida velit nullam sapien mauris, fringilla
- Vestibulum eget velit uscet at mi nec elit tristique varius.
- In tellus sem, suscipit at aliquam sit amet, pretium vitae
- Duis ac lectus a ante luctus

**Sed ornare, nisl fringilla sodales ornare**  
Justo nisi blandit tellus, eget ultrices risus risus ar est. Quisque augue ligula, interdum vel dapibus eget, suscipit ac turpis. Maecenas eu nisi vitae lectus sagittis tincidunt. Proin et ante dui. Aliquam vitae nulla mi. Phasellus ut arcu at libero pulvinar egestas non vitae velit. Praesent viverra rutrum magna eget auctor. Duis risus lorem, aliquam at rutrum eu, porta ut odio. Integer tellus libero, bibendum vitae tincidunt eu, dignissim vel nulla. Cras neque mauris, luctus sit amet congue ac, tincidunt vitae ligula. Sed facilis velit quis tellus malesuada at molestie lectus pellentesque. Curabitur sed neque non odio tempus dictum.

#### Etiam neque tortor, eleifend et feugiat sit amet, adipiscing gravida velit

Nullam sapien mauris, fringilla vel consectetur vel, vestibulum eget velit. Fusce at mi nec elit tristique varius. In tellus sem, suscipit at aliquam sit amet, pretium vitae massa. Duis ac lectus a ante luctus.

**Tincidunt sed ornare, nisl fringilla sodales ornare.**  
Justo nisi blandit tellus, eget ultrices risus risus ar est. Quisque augue ligula, interdum vel dapibus eget, suscipit ac turpis. Maecenas eu nisi vitae lectus sagittis tincidunt. Proin et ante dui. Aliquam vitae nulla mi. Phasellus ut arcu at libero pulvinar egestas non vitae velit. Praesent viverra rutrum magna eget auctor. Duis risus lorem, aliquam at rutrum eu, porta ut odio. Integer tellus libero, bibendum vitae tincidunt eu, dignissim vel nulla. Cras neque mauris, luctus sit amet congue ac, tincidunt vitae ligula. Sed facilis velit quis tellus malesuada at molestie lectus pellentesque. Curabitur sed neque non odio tempus dictum.

Calibri Regular 20pt

Calibri Bold 16pt

Calibri Bold 11pt

Calibri Regular 11pt

Calibri Regular 32pt

Calibri Regular 16pt

Calibri Regular 8pt

## Address sticker

Address sticker for bubble envelope.



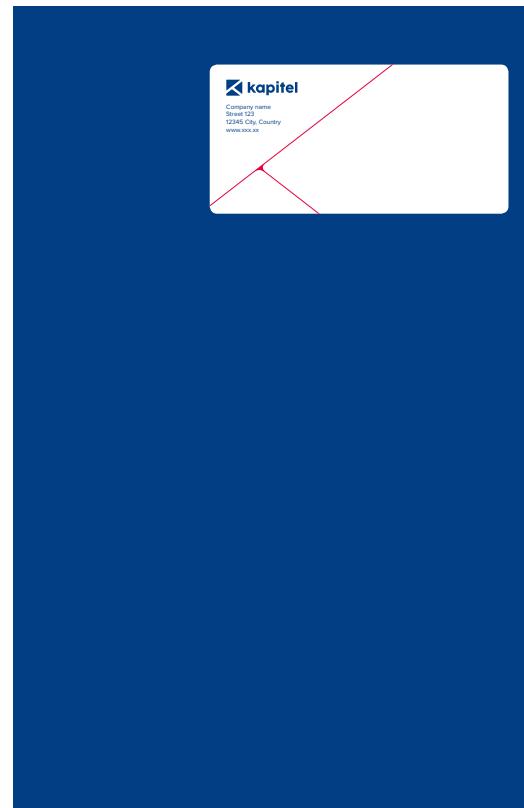
130x65

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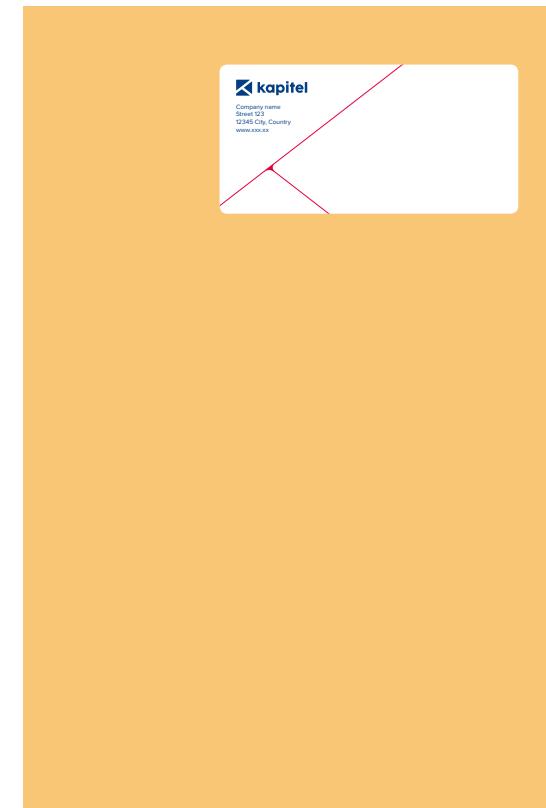
## Bubble envelope

Standard size bubble envelopes are used.

Premium bubble envelope is non-glossy blue.



23x33 / A4



# Envelope

## PREMIUM ENVELOPE

Paper quality:  
Curious Skin Indigo.

## BASIC ENVELOPE

Paper quality:  
Scandia 2000 White.

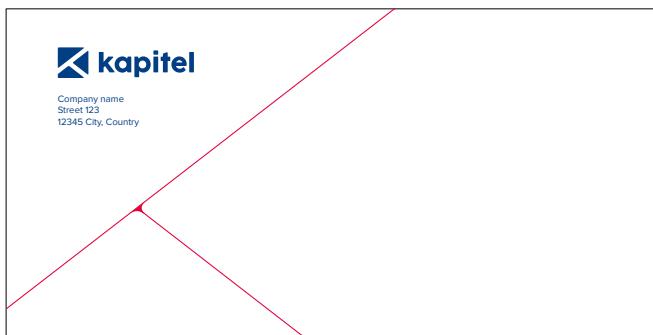
### PREMIUM ENVELOPE

DL (P) 220x110



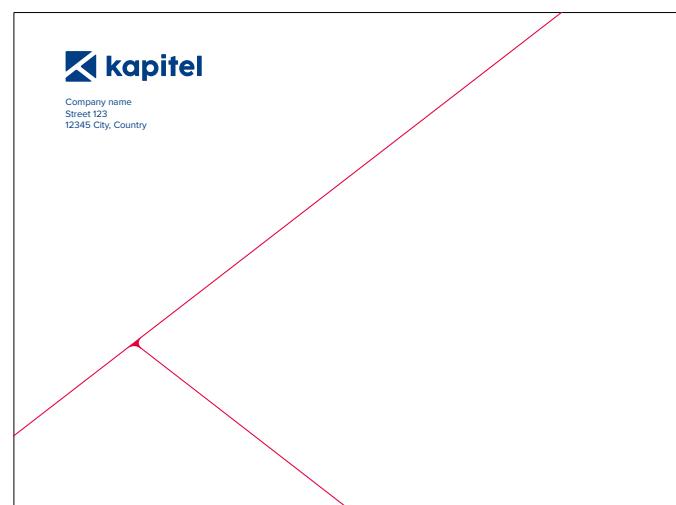
### BASIC ENVELOPE

DL (P) 220x110



### BASIC ENVELOPE

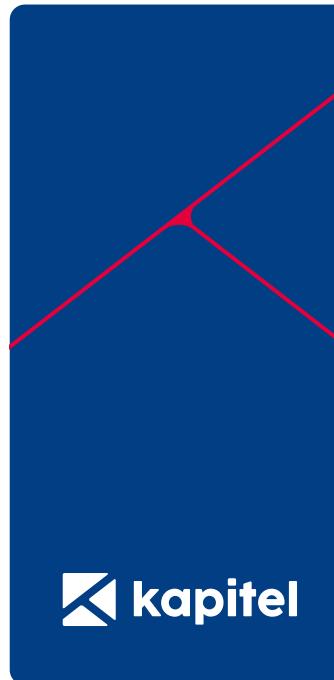
C5 229x162



## Sticker

Use Kapitel sticker for closing packages.

Use non-glossy sticker material.



45x90

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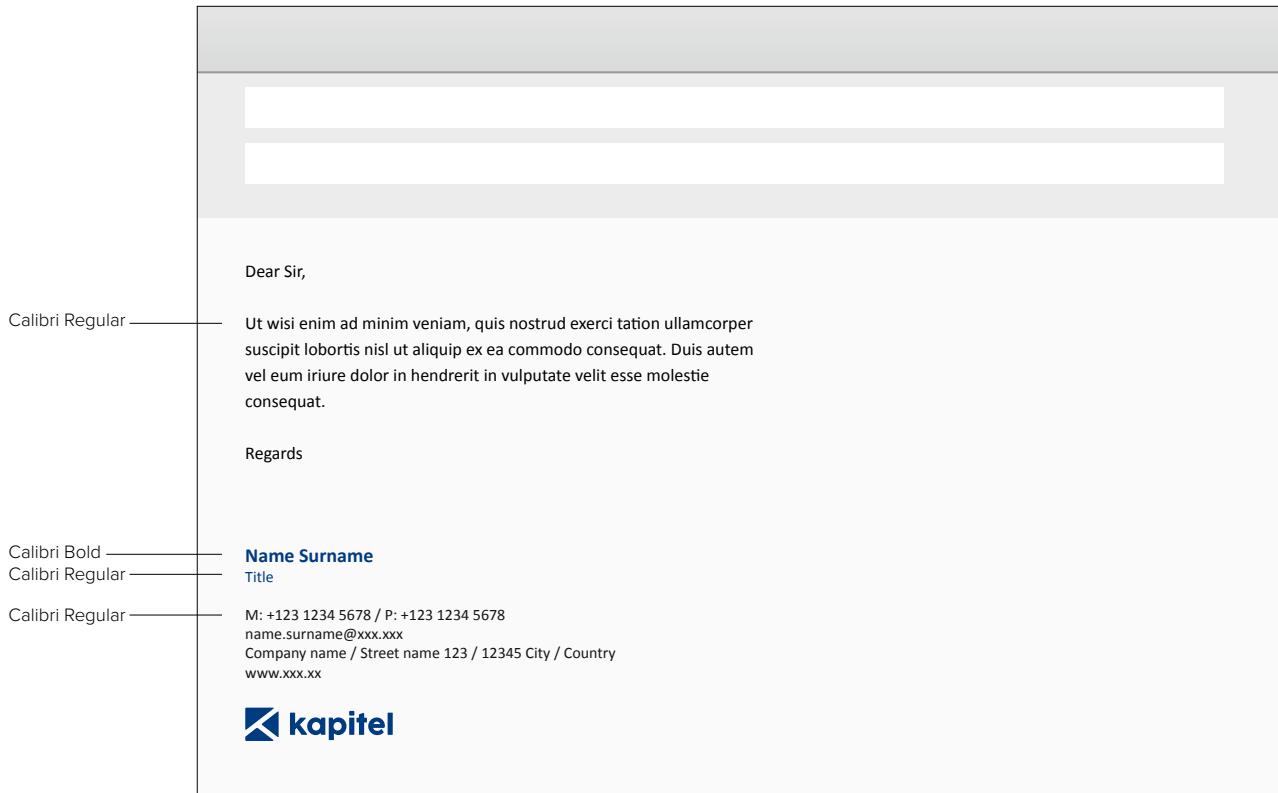
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# Applications

## Email signature

Sample layout of email signature. These guidelines should be followed and applied to all different email programs used.

An advertising banner can be added at the end of the email signature if necessary.



### ADVERTISING BANNER

The advertising banner features a dark blue background with white text. It contains the slogan "More than just an office or a building" in a large, bold, sans-serif font. Below the slogan is a smaller line of placeholder text: "Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s." To the right of the text is a photograph of a modern, multi-story office building complex with glass facades and green landscaping. The "kapitel" logo is positioned in the bottom right corner of the banner area.

**More than just an office or a building**

Placeholder text about the history of Lorem Ipsum.



# Presentation

These are sample pages of a Brand image presentation – title pages, presentation of information and use of artwork.

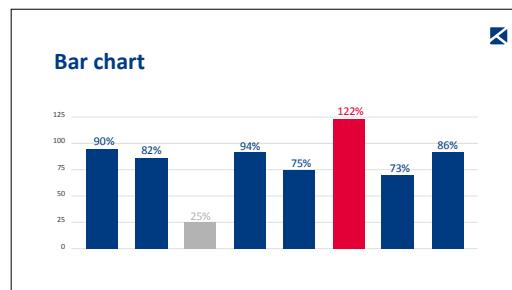


**Consectetur adipiscing elit  
vestibulum sapien quis**

Consectetur adipiscing elit. Suspendisse vestibulum sapien quis orci convallis bibendum. Phasellus eget elit consequat, imperdiet nunc eget, lacinia enim. Etiam ac nisi vehicula, interdum nunc vitae, interdum nulla. Duis laoreet vestibulum ex non viverra.

**Consectetur adipiscing elit  
vestibulum sapien quis**

- SkanstesBusiness Centre
- Spice Office
- Narbuto5 Business Residence
- Rinktinedistrict
- Liivalaiamixed use development
- KalasadamaOffice building
- Spice and Panorama
- Energy efficiency in Spice and Sõpruseärimaja



**Table**

	2011	2012	2013	2014
A	2011	2012	2013	2014
B	2011	2012	2013	X
C	2011	X	2013	2014
D	2011	2012	2013	2014
E	2011	2012	2013	2014



## Flag

The Kapitel flag is blue, with white logo.

The proportions of the flag can change depending on standard sizes applied.

For adding a contrast, a flag with white background can be used.

Only the original flag design files should be used for production.



POST	FLAG (CM)
6m	165 x 105
7m	181 x 115
8m	212 x 135
9m	236 x 150
10m	259 x 165
11m	288 x 183
12m	314 x 200

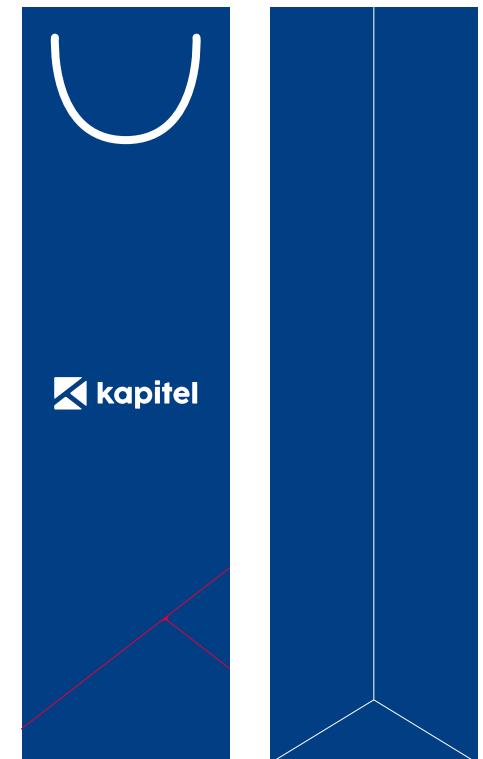
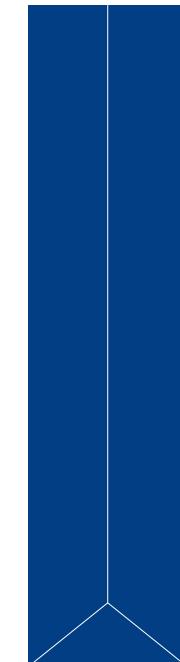


## Gift bags

Maxi satin 170g coloured in Kapitel blue, covered with non-gloss laminate. Red graphic element is made with red foil. Bag handles are white.



**BASIC BAG**  
240x350 / depth 100mm

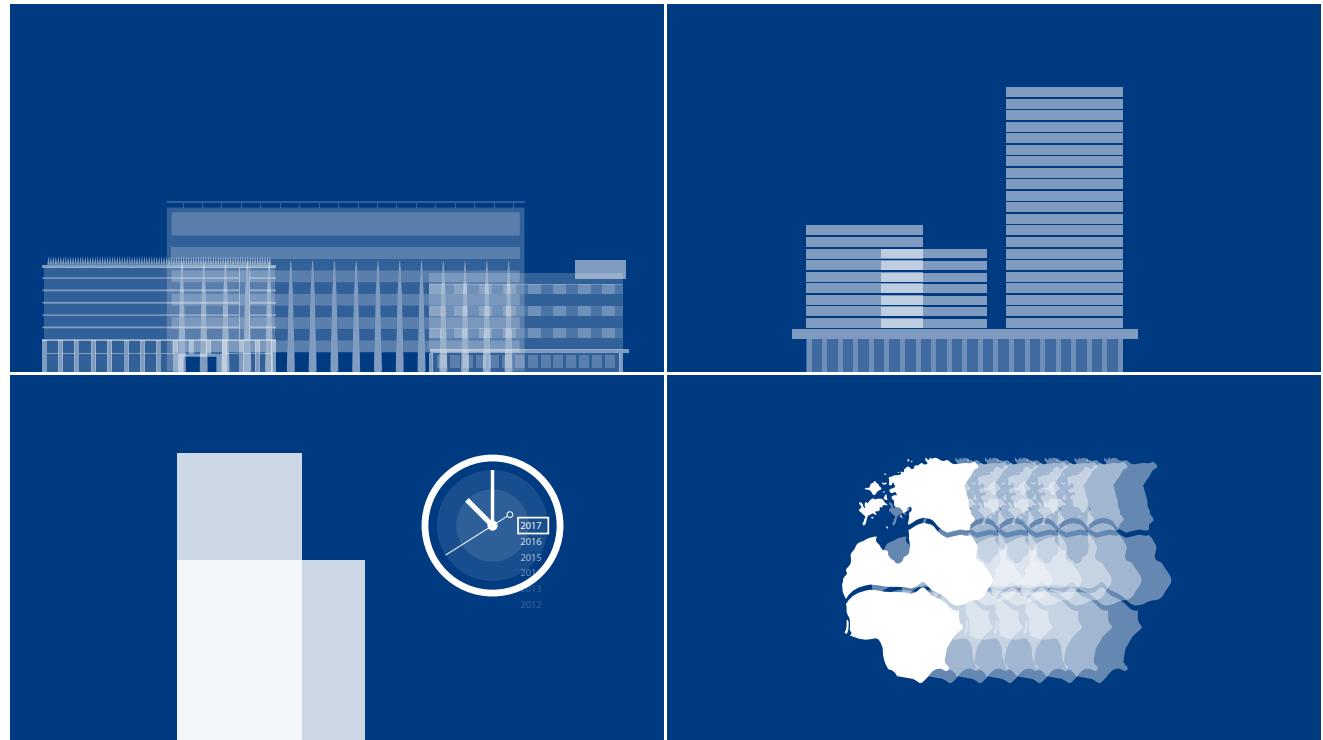


**WINE BOX BAG**  
110x400 / depth 110mm

# Graphics & imagery

## Illustrations

Different Kapitel design, video, and advertising applications may use simple geometric silhouette illustrations. Transparency is used to add depth.



## Images

Kapitel believes in putting people first. This belief should be applied throughout the identity.

The images should feature people interacting with the environment whenever possible.

The Kapitel gradient can be used to apply a warm filter on images to mimic a more emotionally pleasing lighting condition.





Visual identity version 1  
Brand Manual 2017