Visual Identity Guidelines

CORROSION TECHNOLOGY SERVICES
“The Complete Solution Providers”
These visual identity guidelines are designed to help us present our logo and our image in a consistent way in all communication materials we need to produce.

These guidelines fully support our corporate and product and service brands, helping each to maintain its individual equity while aligning with the CTS corporate brand identity.

Please do not deviate from the graphic standards outlined in this guidelines. Our brand equity will not only remain powerful but will flourish and grow if it is presented consistently.

If you have any questions regarding the use of the CTS guidelines that are not addressed within this document, contact at:

Tel.: +971 6 533 2444
E-mail: enquiries@ctsmiddleeast.com
Welcome

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CORPORATE ORGANIZATION CHART
1. LOGO:

1.1 Our Logotype & Icon
1.2 Measurement Unit and Clearance Zone
1.3 Minimum Logo Size
1.4 Logo Constraints
1.5 Logo as a Watermark
1.6 Background Colors - Recommendations
1. Corrosion Technology Services LLC (CTS)

2. Pipeline Maintenance Limited

3. Wilson Walton Middle East Ltd (WWME)
1.2 Our Logotype & Icon

MEASUREMENT UNIT
The measurement unit here is equivalent to the height of the letter C, as presented by the X symbol.

CLEARANCE ZONE
As shown here, the logo should always have a minimum clearance zone surrounding it to ensure clarity on all printed materials. This will help in preventing any other elements from crowding the logo and altering its legibility.
1.3 Minimum Logo Size

The minimum size that CTS logo can be reproduced is 1.4cm wide. Resizing the logo to a size less than the above mentioned is prohibited, because it compromises the readability and impact of the mark.
The logo constraints and the various unacceptable logo applications detailed below must be considered when reproducing the logo.

**PROPORTION**

Never distort the logo to fit a particular layout. Never alter the scale of the logo.

**COLOUR**

No colours, other than those stipulated in the Corporate Identity Guidelines, should be used.

**BALANCE**

The logo has been designed for optimal appeal to the eye’s sense of balance. Do not compromise this balance by disregarding any of the elements.

**EFFECTS**

Never apply drop shadows, vignettes or any other effects that could cause confusion or make the logo illegible.

**LANGUAGE**

The logo has been designed in English.

**TYPOGRAPHY**

The only typefaces to be used are the specified corporate fonts.
LOGO AS WATERMARK — RECOMMENDATIONS

In the case when we use CTS logo as watermark on white paper — Transparency should be with opacity minimum 10%.

Example CTS logo with opacity 10%.
1.6 Background Colours

BACKGROUND COLOURS — RECOMMENDATIONS

If CTS logo on white background, other colors can go in the background colors such as black, variation of gray (Black color from 8% - 100%) and CTS corporate colours:

PANTON Pro.Blue PC
C:100 M:13 Y:1 K:3
R:0 G:152 B:214

PANTON 2738 PC
C:100 M:84 Y:0 K:2
R:19 G:70 B:155
2. **BRAND LANGUAGE:**

2.1 Typography
2.1 Typography

PRIMARY TYPOGRAPHY

The following variations are a must for body copy and address details in all modes of communication.

Arial is CTS’s official English typeface.

Arial is the only typeface that should be used for text that accompanies the logo. On the other hand, the variations of the Arial family shown on this page can be used for headlines, sub headlines, body copy and address details in advertising, brochures, stationery, literature and marketing collateral.

ARIAL FAMILY

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890=-?><

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890=-?><

Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890=-?><

AXT MANAL FAMILY

Regular

\[\text{ةٍتَّنَّالْضُرُصُّ مَيْلُبَاتُنِمُكْكَطْطُ زَذَّيْ لَا رَقْفُقُعُ هَخْحُ جَدٌّ} \]

Bold

\[\text{ةٍتَّنَّالْضُرُصُّ مَيْلُبَاتُنِمُكْكَطْطُ زَذَّيْ لَا رَقْفُقُعُ هَخْحُ جَدٌّ} \]

Black

\[\text{ةٍتَّنَّالْضُرُصُّ مَيْلُبَاتُنِمُكْكَطْطُ زَذَّيْ لَا رَقْفُقُعُ هَخْحُ جَدٌّ} \]
2.1 Typography

CG OMEGA FAMILY

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890=-?><

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890=-?><

Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890=-?><

Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890=-?><

SECONDARY TYPOGRAPHY

CG Omega can be used for advertisements, brochures and other communications when special characters and accents are needed.

Font for CORROSION TECHNOLOGY SERVICES is CG Omega Bold.

Font for “The Complete Solution Providers” is CG Omega Regular.
3. COLOR PALETTE:

3.1 Pantone Colours / CMYK / RGB
Shown here are the CTS corporate colours. No other colours should be used when reproducing the logo.

The Pantone reference colours and their CMYK equivalents are an aid for any adaptations, whether on outdoor media, print media, online advertising, etc.

**SUPPORTING COLOUR PALETTE**

For logos:
“Certified Management Systems for Quality and NSE”
4. STATIONARY TEMPLATES:

4.1 Letterhead
   4.1.1 Letterhead for CTS Companies

4.2 Envelopes
   4.2.1 Envelopes for CTS Companies

4.3 Business Card
   4.3.1 Business Card for CTS Companies

4.4 A4 Folder
   4.4.1 A4 Folder for CTS Companies
4.1 Letterhead

- CTS logo should be aligned to the center with the page.
- Text box for Certified Management Systems should be aligned to the center of 3 SGS logos. Font is Arial Narrow Italic, size is 7 pt.
- 3 SGS logos and Certified Management Systems should be aligned to the center with the page.
- Light Blue line: stroke 1.5pt weight
- Address text box should be aligned to the center of the envelope. Font is Arial Regular, size is 8 pt. For Head Office and Operation Office font Arial Bold, size is 8 pt.
- Website address text box should be aligned to the center with the page. Font is Arial Regular, size is 9 pt.
4.1.1 Letterhead for CTS Companies

Address text box should be aligned to the center with the page. Font is Arial Regular, size is 6.5 pt. In cases where the address line is too long, it should be set at 7.5 - 7 pt.

Other Group Offices text box should be aligned to the center with the page. Font is Arial Bold, size is 6.5 pt.

Address text box should be aligned to the center with the page. Font is Arial Regular, size is 6 pt.

Text box for Certified Management Systems should be aligned to the center of 3 SGS logos. Font is Arial Narrow Italic, size is 7 pt.

Light Blue line: stroke 1.5pt weight

Light Grey line should be aligned to the center with the page.
4.1.1 Letterhead for CTS Companies
4.2 Envelopes

DL Envelope

Light Blue line: stroke 1.5pt weight
Should be aligned to the center of the envelope.

Light Grey line should be aligned to the center of the envelope.

Address text box should be aligned to the center of the envelope. Font is Arial Regular, size is 8 pt. Set the leading is 12 pt.

Head Office:
UAE - Abu Dhabi, P.O. Box – 46611, Tel +971 2 6346990, Fax: +971 2 6322238, Email: enquiries@cts-middleeast.com

Operation Office:
UAE - Sharjah, P.O Box 23025, Tel: +971 6 533 2644, Fax: +971 6 533 0938, Email: enquiries@cts-middleeast.com

www.cts-middleeast.com

Text box for Certified Management Systems should be aligned to the center of 3 SGS logos. Font is Arial Narrow Italic, size is 6.27 pt.

All these elements should be aligned to the center of the envelope.

Address text box should be aligned to the center of the envelope. Font is Arial Regular, size is 9 pt.
4.2 Envelopes

A5 Envelope

Flap 35 mm

10 mm

36.7 mm

26 mm

51 mm

228 mm

142 mm

162 mm

17.4 mm

28.9 mm

31.6 mm

10 mm

CTS logo should be aligned to the center of the envelope.

Address text box should be aligned to the center of the envelope. Font is Arial Regular, size is 9 pt.

Text box for Certified Management Systems should be aligned to the center of 3 SGS logos. Font is Arial Narrow Italic, size is 6.27 pt. All these elements should be aligned to the center of the envelope.

Address text box should be aligned to the center of the envelope. Font is Arial Regular, size is 7 pt.

CT logo should be aligned to the center of the envelope.

Address text box should be aligned to the center of the envelope. Font is Arial Regular, size is 12 pt. Set the leading is 18 pt.

Light Blue line: stroke 1.5pt weight Should be aligned to the center of the envelope.

Light Grey line should be aligned to the center of the envelope.

1 Text box for Certified Management Systems should be aligned to the center of 3 SGS logos. Font is Arial Narrow Italic, size is 6.27 pt. All these elements should be aligned to the center of the envelope.

Address text box should be aligned to the center of the envelope. Font is Arial Regular, size is 9 pt.
4.2 Envelopes

A5 Envelope
4.2 Envelopes

A4 Envelope

CTS logo should be aligned to the center of the envelope.

Address text box should be aligned to the center of the envelope. Font is Arial Regular, size is 14 pt. Set the leading is 18 pt.

Website address text box should be aligned to the center of the envelope. Font is Arial Regular, size is 7 pt.

Address text box should be aligned to the center of the envelope. Font is Arial Regular, size is 8 pt. For Head Office and Operation Office font Arial Bold, size is 8 pt.

Text box for Certified Management Systems should be aligned to the center of 3 SGS logos. Font is Arial Narrow Italic, size is 6.27 pt. All these elements should be aligned to the center of the envelope.

Light Blue line: stroke 1.5pt weight
Should be aligned to the center of the envelope.

Light Grey line should be aligned to the center of the envelope.

Address text box should be aligned to the center of the envelope. Font is Arial Bold, size is 8 pt.

Website address text box should be aligned to the center of the envelope. Font is Arial Regular, size is 7 pt.

Website address text box should be aligned to the center of the envelope. Font is Arial Regular, size is 7 pt.
4.2 Envelopes

A4 Envelope

To: [Legal Business Name]
Address Line One
Address Line Two
City, State 00000 Country
4.2.1 Envelopes for CTS Companies

DL Envelope

- **Flap 30 mm**
- **10 mm**
- **35 mm**
- **25 mm**
- **3 mm**
- **12 mm**
- **110 mm**
- **190 mm**
- **220 mm**

**Light Blue line:** stroke 1.5pt weight
- Should be aligned to the center of the envelope.

**Light Grey line:**
- Should be aligned to the center of the envelope.

**Name of CTS's Company:**
- Capital font is CG Omega Bold, size is 8 pt.

**To:**
- Legal Business Name
- Address Line One
- Address Line Two
- City, State 00000 Country

**Website address text box:**
- Font is Arial Regular, size is 9 pt.

**Address text box:**
- Should be aligned to the center of the envelope.
- Font is Arial Regular, size is 7.5 pt.

**Text box for Certified Management Systems:**
- Should be aligned to the center of 3 SGS logos.
- Font is Arial Narrow Italic, size is 6.27 pt.
- All these elements should be aligned to the center of the envelope.
4.2.1 Envelopes for CTS Companies

DL Envelope

LEGAL BUSINESS NAME OF COMPANY

To: Legal Business Name
Address Line One
Address Line Two
City, State 00000 Country

www.cts-middleeast.com

- Certified Management System for Quality and ISO

www.cts-middleeast.com
4.2.1 Envelopes for CTS Companies

A5 Envelope

Flap 35 mm

10 mm

25.6 mm

36 mm

Name of CTS's Company should be aligned to the center of the envelope. Capital font is CG Omega Bold, size is 10 pt.

Light Blue line: stroke 1.5pt weight Should be aligned to the center of the envelope.

Address text box should be aligned to the center of the envelope. Font is Arial Regular, size is 9 pt.

Website address text box should be aligned to the center of the envelope. Font is Arial Regular, size is 9 pt.

Text box for Certified Management Systems should be aligned to the center of 3 SGS logos. Font is Arial Narrow Italic, size is 6.27 pt. All these elements should be aligned to the center of the envelope.

Address text box should be aligned to the center of the envelope. Font is Arial Regular, size is 9 pt.

Address text box should be aligned to the center of the envelope. Font is Arial Regular, size is 9 pt.
4.2.1 Envelopes for CTS Companies

A5 Envelope

To: Legal Business Name
Address Line One
Address Line Two
City, State 02000 Country

www.cts-middleeast.com
4.2.1 Envelopes for CTS Companies

A4 Envelope

Name of CTS's Company should be aligned to the center of the envelope. Capital font is CQ Omega Bold, size is 10 pt.

Address text box should be aligned to the center of the envelope. Font is Arial Regular, size is 14 pt. Set the leading is 18 pt.

Website address text box should be aligned to the center of the envelope. Font is Arial Regular, size is 7 pt.

Text box for Certified Management Systems should be aligned to the center of 3 SGS logos. Font is Arial Narrow Italic, size is 6.27 pt. All these elements should be aligned to the center of the envelope.
4.2.1 Envelopes for CTS Companies

A4 Envelope

To: Legal Business Name
Address Line One
Address Line Two
City, State 00000 Country

www.cts-midibeast.com
4.3 Business Card

Address text box should be left aligned. Font is Arial Narrow, size is 7 pt. Set the leading is 9 pt.

Light Grey line should be aligned to the center with the business card.

CTS logo should be aligned to the center with the business card.

Head Office:
UAE - Abu Dhabi, P.O. Box - 45811, Tel +971 2 6346990, Fax: +971 2 6322238

Operation Office:
UAE - Sharjah, P.O Box 23525, Tel: +971 6 533 2444, Fax: +971 6 533 0938

Cars logo should be aligned to the center with the business card.

Text box for Certified Management Systems should be aligned to the center of 3 SGS logos. Font is Arial Narrow Italic, size is 4 pt.

Address text box should be aligned to the center with the business card. Font is Arial Narrow, size is 7.5 pt. For Head Office and Operation Office font Arial Bold, size is 7 pt.
4.3.1 Business Card for CTS Companies

This sample will be for people who wants to add their qualification on the business cards.
4.3.1 Business Card for CTS Companies

First Last name
Designation

E-mail: enquiries@cts-middleeast.com

Address, P.O. Box, Tel., Mob.

First Last name
Qualification
Designation

E-mail: enquiries@cts-middleeast.com

Address, P.O. Box, Tel., Mob.
3 SGS logos and Certified Management Systems should be aligned to the center with the back cover.

Text box for Certified Management Systems should be aligned to the center of 3 SGS logos. Font is Arial Narrow Italic, size is 7 pt.

Address text box should be aligned to the center of the envelope. Font is Arial Regular, size is 8 pt. For Head Office and Operation Office font Arial Bold, size is 8 pt.

Website address text box should be aligned to the center with the page. Font is Arial Regular, size is 10 pt.

CTS logo should be aligned to the center with the front cover.

Light Blue line: stroke 1.5pt weight

Capacity: 6 mm
4.4.1 A4 Folder for CTS Companies

- Website address text box should be aligned to the center with the page. Font is Arial Regular, size is 10 pt.
- Address line text should be centered.
- Name of CTS's Company should be aligned to the center of the front cover. Capital font is CG Omega Bold, size is 18 pt.
- CTS logo should be aligned to the center with the front cover.
- Light Blue line: stroke 1.5pt weight.
5. ADVERTISING GRIDS:

5.1 Portrait System
5.2 Landscape System
Shown here are the portrait advertising system examples:
Shown here are the landscape advertising system examples:
6. CONTACT INFORMATION
1. Corrosion Technology Services Middle East LLC (CTSME)
P.O Box 23525
Sharjah - UAE
Tel: +971 6 533 2444
Fax: +971 6 533 0938
Email: enquiries@cts-middleeast.com

2. Wilson Walton Middle East Ltd (WWME)
P.O Box 23525
Sharjah - UAE
Tel: +971 6 533 2444
Fax: +971 6 533 0938
Email: enquiries@cts-middleeast.com

3. Corrosion Technology Services LLC (CTS)
P.O. Box – 46611
Abu Dhabi – UAE
Tel: +971 2 6346990
Fax: +971 2 6322238
Email: enquiries@cts-middleeast.com

4. Corrpro Arabia Cathodic Protection Company Ltd. (CACP)

5. Corrpro Arabia Ground Electrode Manufacturing Company Ltd. (CAGEMCO)
P.O. Box 32444
Al-Khobar 31952 - Kingdom of Saudi Arabia
Tel: +966 3 812 3774
Fax: +966 6 812 3771
Email: ksa@cts-middleeast.com

6. Corrosion & Technical Services Co. WLL (CATS)
P.O. Box 26152
Manama - Bahrain
Tel: +973 830 499
Fax: +973 830 470
Email: bahrain@cts-middleeast.com

7. Corrosion Technology services
Doha, Qatar

8. Corrosion Technology Services India (Pvt) Ltd
E-110, 1st Floor, Crystal Plaza
New Link Road, Andheri (West)
Mumbai – 400053, India
Tel: +91 22 26733421 / 26732965 / 6
Fax: +91 22 26733420
Email: india@cts-middleeast.com

9. Corrosion Technology Services India (Pvt) Ltd
332-A, Ill Floor
Arcot Road, Vadapalani
Chennai – 600 026, India
Tel: +91 44 23726000
Fax: +91-44-23727000
Email: India@cts-middleeast.com

10. Pipeline Maintenance Limited
11 & 12 Merlin Park, Mildenhall
Suffolk, IP28 7RD
United Kingdom
Tel: +44 1638 711955
Fax: +44 1638 711953
Email: sales@pipelinemaintenance.co.uk