PARTNER BRAND GUIDE

CATALINA

Color Palette

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Primary Color Palette

PMS 533C

HEX# 1f2b44

R 31   C 91
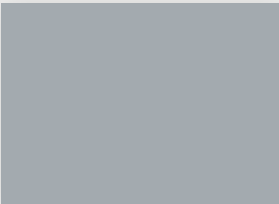G 43   M 80
B 58   Y 46
          K 47

PMS 2955C

HEX# 003968

R 0   C 100
G 57   M 52
B 104   Y 0
          K 58

PMS 429C

HEX# a3aaaf

R 163   C 38
G 170   M 27
B 175   Y 26
          K 0

PMS 124C

HEX# ebab21

R 235   C 7
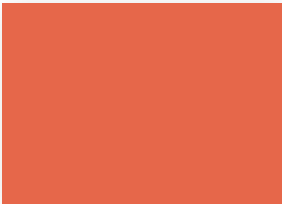G 171   M 35
B 33   Y 100
          K 0

PMS 5493C

HEX# 7fa9b8

R 127   C 51
G 169   M 15
B 184   Y 20
          K 3

PMS 646C

HEX# 5e8bbf
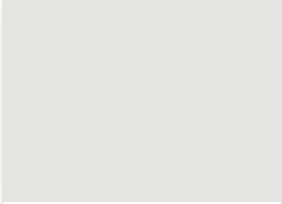
R 94   C 65
G 139   M 34
B 191   Y 2
          K 1

Accent Color

This additional color should be used only as an accent and should be **no more than 20% of the color palette** on any one page.

For example, use to emphasize type, icons or color blocks.

PMS 7416C

HEX# e6674a

R 230   C 5
G 103   M 74
B 74   Y 75
          K 0

Background Color

Use this color to add definition and separation on a busy PPT page without being visually over-powering.

This color may also be used at less than 100% if desired.

10% Black

HEX# e4e4e3

R 228   C 0
G 228   M 0
B 227   Y 0
          K 10

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Fonts

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Primary Brand Font: Gotham

Gotham is Catalina's primary font and should be used to official Catalina brand materials.
The primary weights to use within the Gotham font family are BOOK, **BOLD** and **BLACK**.

Gotham Book

Use Gotham Book for body copy. In cases where type is reversed and under 12pt, using Gotham Medium is advised.

Gotham Bold

Use Gotham Bold for headlines, subheads and type within copy that needs to be emphasized.

Gotham Black

Gotham Black can be used in cases where a short phrase, number stat or % is being called out as a key take-away.

GOTHAM BOLD or BLACK IN ALL CAPS

Gotham Bold/Black can be used in ALL CAPS to emphasize or differentiate type where space is limited or a point needs to stand out when content is dense.

CATALINA

Default Digital Font (for PPT): Arial

Since Gotham may not be available on every machine, program or platform, a default font is necessary.
When creating PPT presentations use the font Arial — in the same ways as outlined for Gotham. This will ensure brand consistency and avoid font conflicts when sharing presentations with clients.

Arial Regular

Use Arial Regular for body copy.

Arial Bold

Use Arial Bold for headlines, subheads and type within copy that needs to be emphasized.

Arial Black

Gotham Black can be used in cases where a short phrase, number stat or % is being called out as a key take-away.

ARIAL BOLD or BLACK IN ALL CAPS

Arial Bold/Black can be used in ALL CAPS to emphasize or differentiate type where space is limited or a point needs to stand out when content is dense.

CATALINA

The Catalina Logo is the cornerstone of our brand and should not be altered in any way. Our official tagline is "PRECISION THAT POWERS PERFORMANCE". The tagline may not be altered in any way or separated from the logo and reconfigured. The logo WITH tagline can be used in the following ways:

In original BLUE/GREY on white or light background that does not interfere with legibility

In darker BLUE when a bolder color is

> 1.5"

Logo must be 1.5" or larger for use with tagline.

Reversed out to WHITE when placed on darker background

The logo WITHOUT tagline can be used in the following ways:

In darker BLUE PMS 533

In medium BLUE PMS 2955C

Reversed to WHITE

The logo may **NEVER** be used in any of the other corporate colors

Catalina has many partner relationships and instances when the logos of both companies are show together. In these situations an effort is made for both logos to appear seperate but with equal visual significance. Below are some examples.

Please contact
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directly with any questions.

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