

CENTREPOINT IDENTIFIER GUIDELINE DRAFT 0.5

For review purpose only, not to be used in
final production.

CENTREPOINT PRIMARY BRAND IDENTIFIER

Centrepont primary identifier carries the spirit of the Centrepont Shopping mall. The centrally radiating circular arcs symbolizes the mall's central attractiveness, and the colors gives out a happy and positive vibe.

A centrepont primary brand identifier consists of a Ripple logomark and centrepont wordmark. The ripple consists of Arcs of 4 different colors - Centrepont Orange, Centrepont Purple, Centrepont Blue, and Centrepont Green, while the wordmark is of Centrepont Black.

Centrepont primary brand identifier is to be used in every platform as the first option where the identifier is needed.



THE BRAND IDENTIFIER COLORWAY

Centrepont identifiers have the colors which represent joy, inclusiveness, and positivity. The identifier colorway has an array of warm and cool colors - which symbolizes the diversity and excitement of the shopping mall.

All the different versions of the identifiers have a total of 6 different colors in them - named Centrepont Black, Centrepont White, Centrepont Orange, Centrepont Purple, Centrepont Blue, and Centrepont Green.

No other colors should be used in the identifiers at any scenarios, and the colors should strictly follow the codes and should never be changed.

CENTREPOINT BLACK

C0 M0 Y0 K100
R35 G32 B31
#231F20

PANTONE
COATED: 6 C
UNCOATED: 6 U

CENTREPOINT WHITE

C0 M0 Y0 K0
R255 G255 B255
#FFFFFF

CENTREPOINT ORANGE

C0 M87 Y71 K0
R239 G72 B74
#EF484A

PANTONE
COATED: 1787 C
UNCOATED: 032 U

CENTREPOINT PURPLE

C28 M95 Y0 K0
R183 G46 B145
#B72E91

PANTONE
COATED: 253 C
UNCOATED: PURPLE U

CENTREPOINT BLUE

C69 M14 Y0 K0
R42 G172 B226
#2AACE2

PANTONE
COATED: 2995 C
UNCOATED: 2985 U

CENTREPOINT GREEN

C77 M0 Y55 K0
R0 G182 B149
#00B695

PANTONE
COATED: 3265 C
UNCOATED: 3255 U

CENTREPOINT PRIMARY BRAND IDENTIFIER : COLORED VERSION AND INVERSE COLORED VERSION

Centrepont primary identifier comes in a colored version and an inverse colored version. The colored version is made to be used in lighter backgrounds and the inverse colored version is to be used in darker backgrounds. More detail of the logo usage can be found further into the guideline.



CENTREPOINT BLACK

CENTREPOINT WHITE

CENTREPOINT ORANGE

CENTREPOINT PURPLE

CENTREPOINT BLUE

CENTREPOINT GREEN

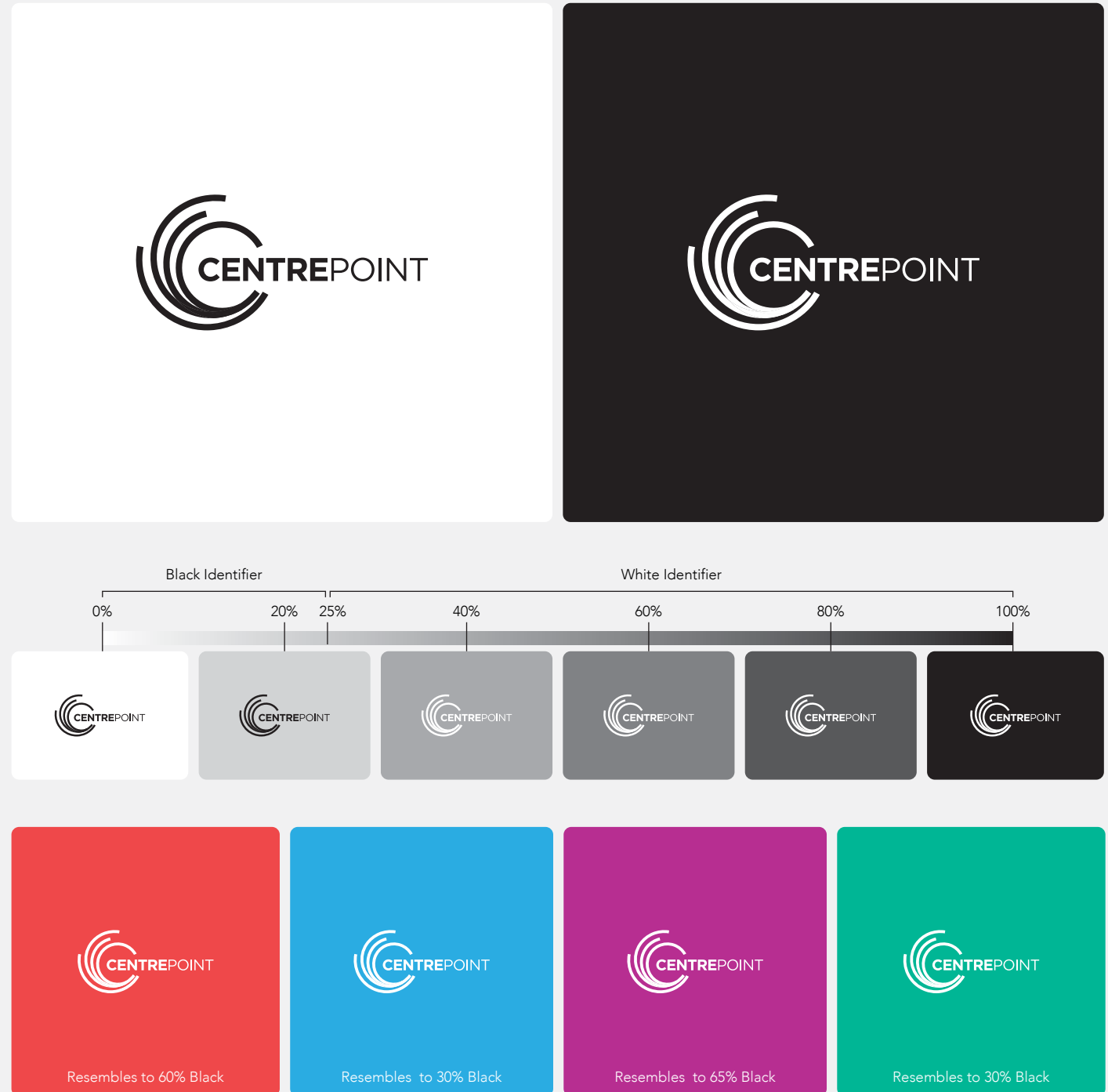
THE BRAND IDENTIFIER : SINGLE-COLORED VERSIONS

Centrepont primary identifier also comes in single colored versions. There are a total of 2 single colored versions.

The Centrepont Black Identifier and Centrepont White Identifiers to be used primarily where single color use is absolutely needed.

Centrepont Black Identifier should be used when the background color ranges from 0% to 40% black and Centrepont White Identifier should be used when the background is 40% to 100% black.

For solid primary brand color backgrounds, only Centrepont White identifier is always to be used always.



THE PRIMARY BRAND IDENTIFIER : CLEAR SPACE

The clear space around the identifier allows it to stand out from surrounding elements.

A clear space area around the identifier should always be left blank. No other elements (e.g. logos of other brands, text boxes) should be placed within this area.

For both Centrepont Primary Identifier and Bangla Primary Identifier, the clear space has to be calculated outside from the imaginary box drawn from the left edge of the Green arc to the right edge of the wordmark and from the top edge of the Purple arc to the bottom edge of the Green arc. The clear space all around this rectangle should have the extra width of $\frac{1}{2}$ of the height of the imaginary box.

Whenever possible, allow more clear space around the identifier than the minimum specified.



THE PRIMARY WORDMARK AND THE BANGLA WORDMARK

Centrepont Primary Wordmark and the Bangla Wordmark carries the accessible and elegant essence of the brand.

The wordmarks without the ripples are to be used where there is already a strong presence of the Ripples with a secondary identifier in the communication. More detail on the wordmark usage can be found further into the guideline.

CENTREPOINT

সেন্টার পয়েন্ট

THE PRIMARY WORDMARK AND THE BANGLA WORDMARK : DIFFERENT COLOR VERSIONS

Centrepont primary wordmark and Bengali wordmark has 2 different color versions - Centrepont Black version and Centrepont White version.

The Black version and the white versions are to be used in all cases when the wordmark is being used. No other colored versions is to be used instead.

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CENTREPOINT

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সেন্টারপয়েন্ট

WORDMARK : CLEAR SPACE

The clear space around the wordmark allows it to stand out from surrounding elements.

A clear space area around the wordmark should always be left blank. No other elements (e.g. logos of other brands, text boxes) should be placed within this area.

For both Centrepont wordmarks, the clear space is proportional to the height of the wordmark.

Whenever possible, allow more clear space around the wordmark than the minimum specified.



CENTREPOINT PRIMARY IDENTIFYER : DOS AND DON'TS

The original identifier must not be altered at any situation.



CENTREPOINT PRIMARY TYPEFACE : AVENIR

Avenir font family is exceptionally legible and clear to read, making it highly versatile for use in headers and body text. It aligns closely with the Centrepoint brand personality.

Avenir is straightforward, allowing all our messages, from the enthusiastic to the practical, to be easily understood.

Four specific weights are to be used:

- Black
- Medium
- Roman
- Light

AVENIR BLACK

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 ~ ! @ \$ % ^ & * ()

AVENIR MEDIUM

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 ~ ! @ \$ % ^ & * ()

AVENIR ROMAN

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 ~ ! @ \$ % ^ & * ()

AVENIR LIGHT

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 ~ ! @ \$ % ^ & * ()

**CENTREPOINT
PRIMARY TYPEFACE :
AVENIR**

No more than three **sizes of font** should be used. For large headlines, use Black. Subheaders should be written in Medium, but headings should not.

Our norm for all correspondence is sentence **case**. Only use all-caps for titles, short headings, or subheadings, and never for entire paragraphs. Do not type in all lowercase letters.

Letter spacing and word spacing are both set to zero by default in Avenir. It's possible that the spacing will need to be altered in some circumstances. Ensure that the letters do not come into contact with one another.

Type might be positioned flush on one side or ragged on the other. **Justification** of Avenir is never acceptable. Widows, orphans, and lines that finish in hyphens should all be avoided.

Header

Font: Avenir Black
Size: 36-72+ pt
Leading: minimum 110%
Tracking: 0

Sub-header

Font: Avenir Medium
Size: 14-36 pt
Leading: minimum 120%
Tracking: 0

Body Text

Font: Avenir Light
Size: 8-14+ pt
Leading: minimum 120%
Tracking: 0

THIS IS A SAMPLE HEADER

This is a sample
sub-header. This is a
sample sub-header.

This is sample body text. This is sample body
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This is sample body text. This is sample body

CENTREPOINT BANGLA TYPEFACE : KONGSHO MJ

For all Bangla communications, Kongsho MJ is our Bangla type face.

Kongsho MJ is a simple and direct design that works well with our main typeface. This typeface has a good-looking appearance in both bold titles and streamlined paragraphs, making it a useful communication tool.

Letter spacing and word spacing are both set to zero by default in Kongsho MJ. It's possible that the spacing will need to be altered in some circumstances. Ensure that the letters do not come into contact with one another. Type should be positioned flush on one side or ragged on the other. Kongsho MJ should never be justified. Widows, orphans, and lines that finish in hyphens should all be avoided.

KONGSHO MJ REGULAR

অ আ ই ঈ উ ঊ ঋ ঌ ও ঔ
ক খ গ ঘ ঙ চ ছ জ ঝ ঞ ট ঠ ড ঢ ণ
ত থ দ ধ ন প ফ ব ভ ম য র ল শ ষ
স হ ড় ঢ় য় ং ঃ ঄
১ ২ ৩ ৪ ৫ ৬ ৭ ৮ ৯ ০

KONGSHO MJ BOLD

অ আ ই ঈ উ ঊ ঋ ঌ ও ঔ
ক খ গ ঘ ঙ চ ছ জ ঝ ঞ ট ঠ ড ঢ ণ
ত থ দ ধ ন প ফ ব ভ ম য র ল শ ষ
স হ ড় ঢ় য় ং ঃ ঄
১ ২ ৩ ৪ ৫ ৬ ৭ ৮ ৯ ০

CENTREPOINT BANGLA TYPEFACE : KONGSHO MJ

No more than two **sizes of font** should be used. For large headlines and subheaders, use Bold. Body texts should be written in Regular.

Letter spacing and word spacing are both set to zero by default in Kongscho MJ. It's possible that the spacing will need to be altered in some circumstances. Ensure that the letters do not come into contact with one another.

Type might be positioned flush on one side or ragged on the other. **Justification** of Kongscho MJ is never acceptable. Widows, orphans, and lines that finish in hyphens should all be avoided.

এটা একটা নমুনা শিরোনাম

এটা একটা নমুনা উপ শিরোনাম, এটা
একটা নমুনা উপ শিরোনাম

Header

Font: Kongscho MJ Bold
Size: 36-72+ pt
Leading: minimum 100%
Tracking: 0

Sub-header

Font: Kongscho MJ Regular
Size: 14-36 pt
Leading: minimum 110%
Tracking: 0

Body Text

Font: Kongscho MJ Regular
Size: 8-14+ pt
Leading: minimum 120%
Tracking: 0

[illegible]

SECONDARY COLORS: NEUTRALS

These are the greyscale colors to be used as secondary neutral palette.

CENTREPOINT STONE

C0 M0 Y0 K20
R209 G211 B212
#D1D3D4

CENTREPOINT GRAPHITE

C0 M0 Y0 K75
R99 G100 B102
#636466

CENTREPOINT SAND

C0 M0 Y0 K5
R241 G242 B242
#F1F2F2

CENTREPOINT CHARCOAL

C0 M0 Y0 K90
R65 G64 B66
#414042

SECONDARY COLORS : SOLIDS

Centrepoint is a Happy Place, and the colors from the secondary palette feels happy aswell. A vibrant array of colors ranging from warm to cold carries a positive and inclusive spirit.

These colors are to be used all across all types of communications for Centrepoint - prints or digital. The colors are not to be changed in any cases. Secondary identifiers also have colors picked from this palette.

C52 M0 Y13 K0
R112 G205 B221
#70CDDD

C99 M72 Y42 K32
R4 G62 B89
#043E59

C100 M95 Y5 K0
R43 G57 B144
#2B3990

C100 M100 Y26 K24
R39 G35 B97
#272361

C74 M98 Y1 K0
R103 G48 B143
#67308F

C35 M100 Y37 K11
R157 G31 B96
#9D1F60

C0 M82 Y0 K0
R239 G89 B159
#EF569F

C12 M100 Y49 K1
R212 G28 B92
#D41C5C

C0 M75 Y100 K0
R242 G101 B34
#F26522

C0 M35 Y87 K0
R251 G176 B60
#FBB03C

SECONDARY IDENTIFIER : THE RIPPLE

The secondary identifier is to be used to identify the brand in the absence of the primary identifier, or where the primary identifier is not prominent enough in the composition.

We call the secondary identifier: The Ripple!
The ripple is generated from the arcs of the primary identifier, but is used with a single color.

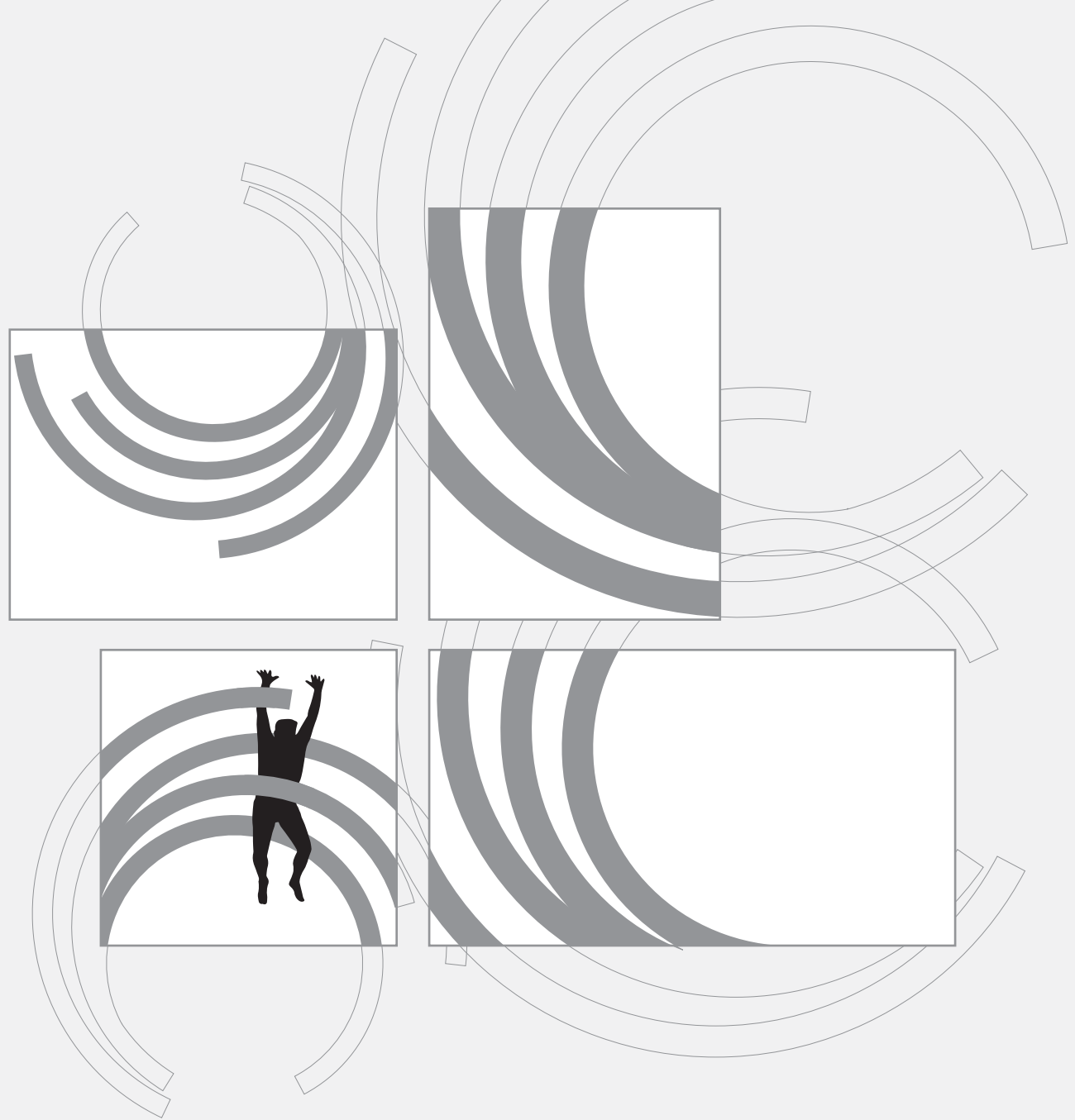
The ripple has a gradual expansion clockwise - which represents growth with time. This direction is never to be altered.



SECONDARY IDENTIFIER USAGE GUIDELINE

Secondary identifier is to be used as a cropped out version of the ripple, showcasing the essence of fluid movement and centrality.

No colors outside the brand colorway is to be used on the secondary identifier.



SECONDARY IDENTIFIER USAGE GUIDELINE

Secondary identifier cropping and color
combination samples on a A3/ A4/ A5
communication frame



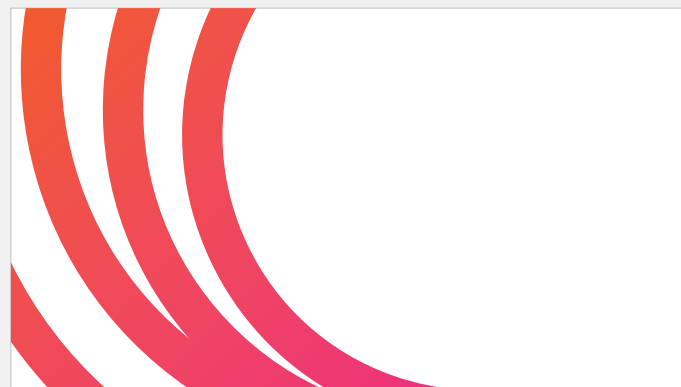
SECONDARY IDENTIFIER USAGE GUIDELINE

Secondary identifier cropping and color
combination samples on a 4:3
communication frame



SECONDARY IDENTIFIER USAGE GUIDELINE

Secondary identifier cropping and color
combination samples on a 16:9
communication frame



SECONDARY IDENTIFIER USAGE GUIDELINE

Secondary identifier cropping and color
combination samples on a 1:1
communication frame



SECONDARY IDENTIFIER USAGE GUIDELINE

The identifier may interact with the communication object whenever possible by going behind parts of the object to create an effect of depth.

But the order of depth of the rings in the Ripple must be maintained in the shown way. The outermost ring is to be perceived as the frontmost layer, the second ring as next to that and so on.

A diagram illustrating the depth of a ripple effect. It consists of four concentric, semi-circular rings. The outermost ring is labeled '1' and 'Front'. The next ring inward is labeled '2'. The third ring is labeled '3'. The innermost ring is labeled '4' and 'Back'. The rings are numbered 1, 2, 3, and 4 from outermost to innermost.

A diagram showing a dark gray rectangular bar positioned in front of the ripple effect, partially obscuring the outermost ring (Ring 1).

Sequence 1

A diagram showing a dark gray rectangular bar positioned in front of the ripple effect, partially obscuring the outermost ring (Ring 1).

Sequence 2

A diagram showing a dark gray rectangular bar positioned in front of the ripple effect, partially obscuring the outermost ring (Ring 1).

Sequence 3

A diagram showing a dark gray rectangular bar positioned in front of the ripple effect, partially obscuring the outermost ring (Ring 1).

Sequence 4

SECONDARY IDENTIFIER USAGE GUIDELINE

Sample usage of the secondary identifier



**SHOPPING
REDEFINED**

An international standard shopping mall
inside Shahjalal International Airport, Dhaka
awaiting your footsteps.



CENTREPOINT
BY UNITED GROUP

☎ 09612 700 400 ✉ centrepoint@united.com.bd

SECONDARY IDENTIFIER USAGE GUIDELINE

Sample usage of the secondary identifier



STEP INTO
A NEW REALM



FOR FURTHER QUERIES

09612 700 400
centrepont@united.com.bd

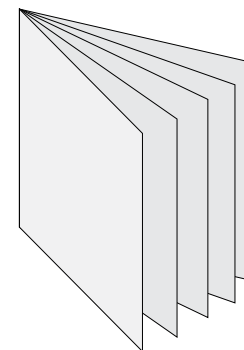
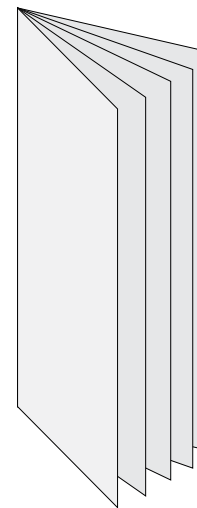
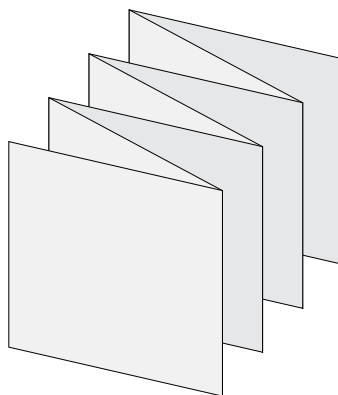
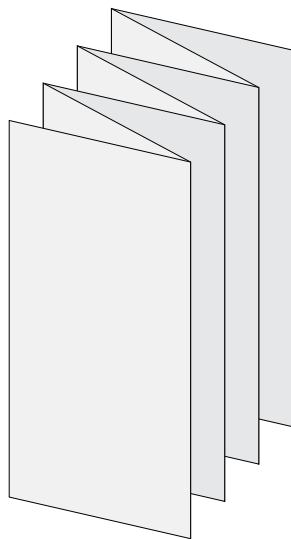
CENTREPOINT FLYER/LEAFLET :

Flyer or leaflet used for Brand communication can be two types:

- Arcadian Folded
- Binded Booklet

The proportion can be varied between:

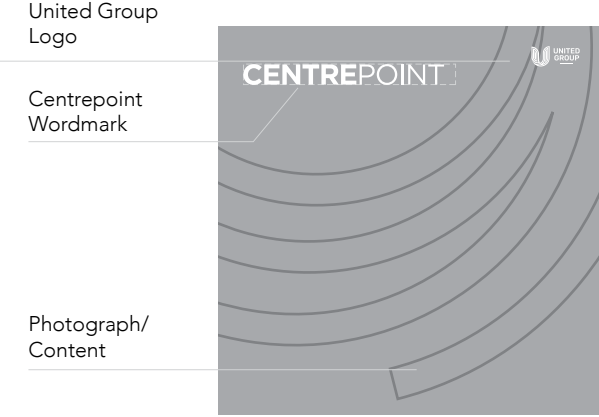
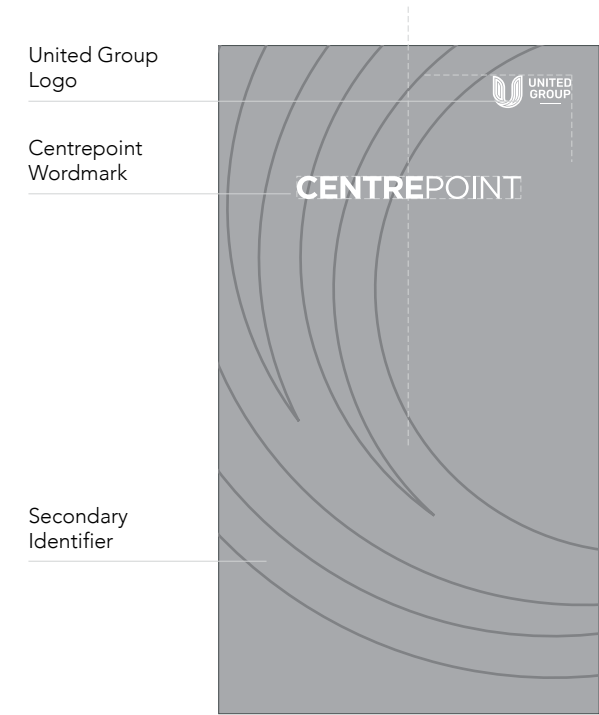
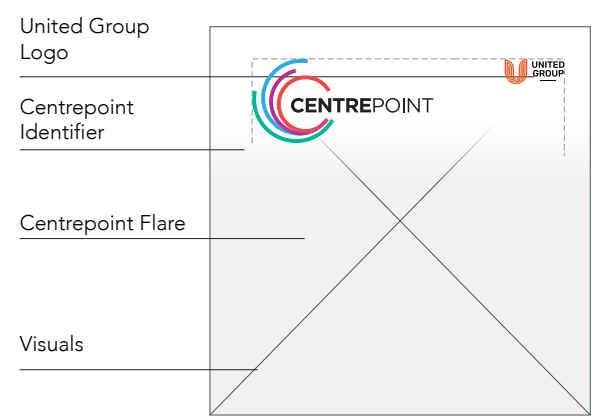
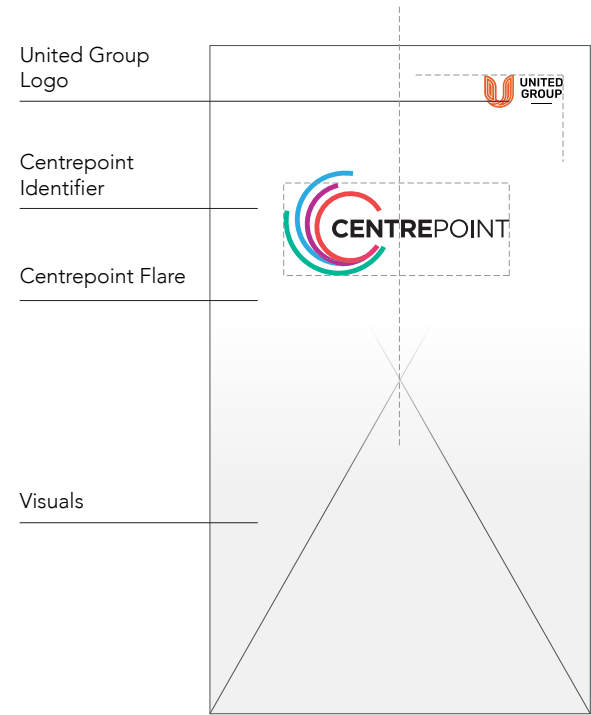
- 4" x 7"
- 6" x 6" (Square)
- 5.83" x 8.27" (A5)



CENTREPOINT FLYER/LEAFLET : COVERS

Flyer or leaflet used for Brand communication can be two types -

- Arcadian Folded
- Binded Booklet



CENTREPOINT FLYER/LEAFLET : COVERS

Flyer or leaflet used for Brand
communication can be two types -
- Arcadian Folded
- Binded Booklet

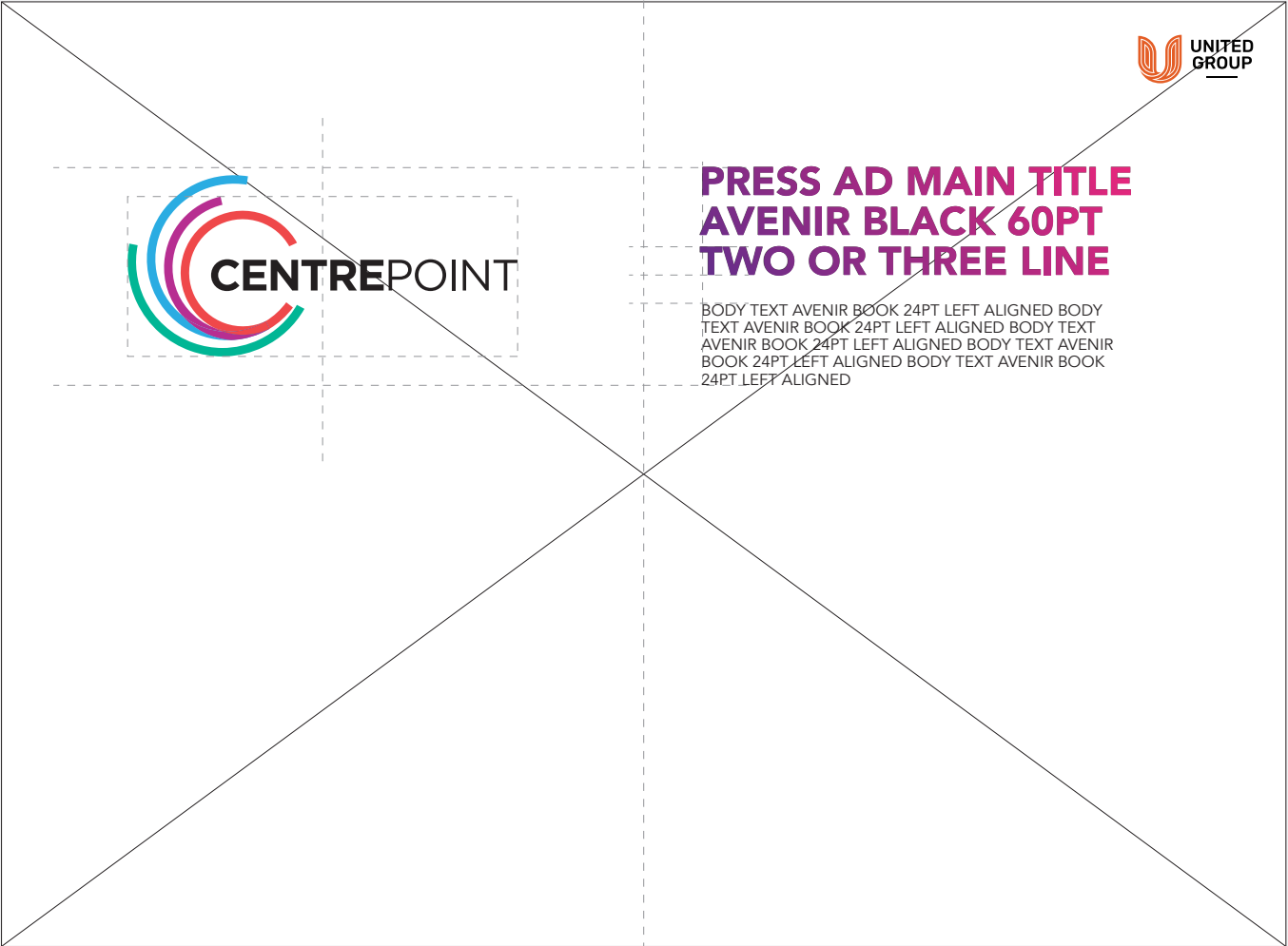


CENTREPOINT FLYER/LEAFLET :

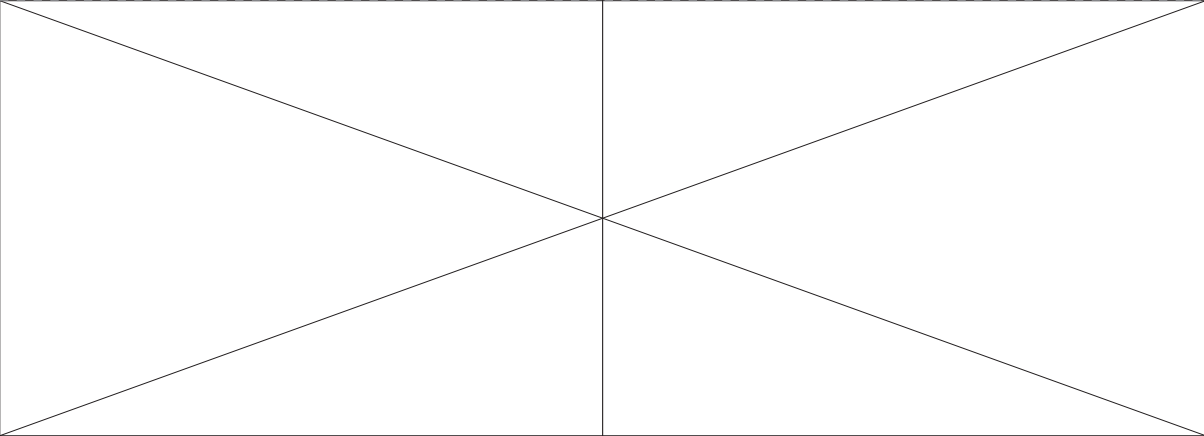
Leaflet page samples



PRESS AD
TEMPLATES :
CENTREFOLD 2-PAGE



PRESS AD
TEMPLATES :
CENTREFOLD 2-PAGE

 CENTREPOINT BODY TEXT AVENIR BOOK 24PT RIGHT ALIGNED BODY TEXT AVENIR BOOK 24PT RIGHT ALIGNED BODY TEXT AVENIR BOOK 24PT RIGHT ALIGNED BODY TEXT AVENIR BOOK 24PT RIGHT ALIGNED BODY TEXT AVENIR BOOK 24PT RIGHT ALIGNED	 UNITED GROUP PRESS AD MAIN TITLE AVENIR BLACK 60PT TWO OR THREE LINE
	

**PRESS AD
TEMPLATES :
CENTREFOLD 2-PAGE**



**PRESS AD MAIN TITLE
AVENIR BLACK 60PT
TWO OR THREE LINE**

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AVENIR BOOK 24PT CENTRE ALIGNED BODY TEXT
AVENIR BOOK 24PT CENTRE ALIGNED



PRESS AD
TEMPLATES :
FULL PAGE





**PRESS AD MAIN TITLE
AVENIR BLACK 48PT
TWO OR THREE LINE**

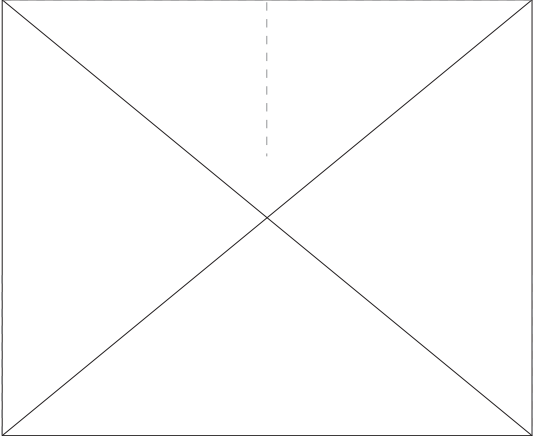
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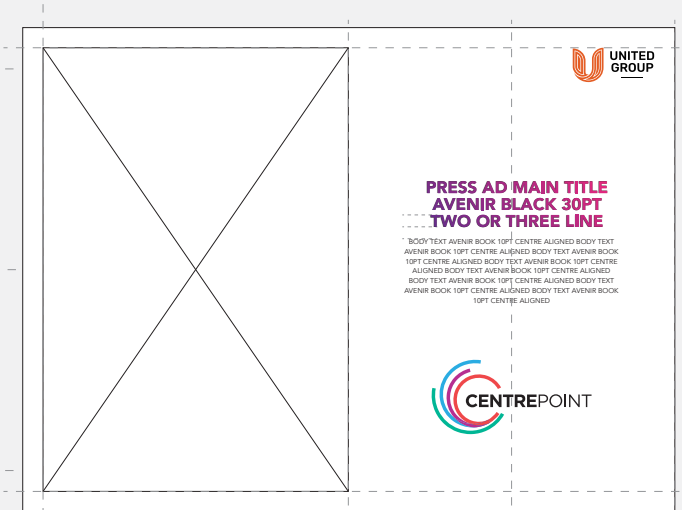
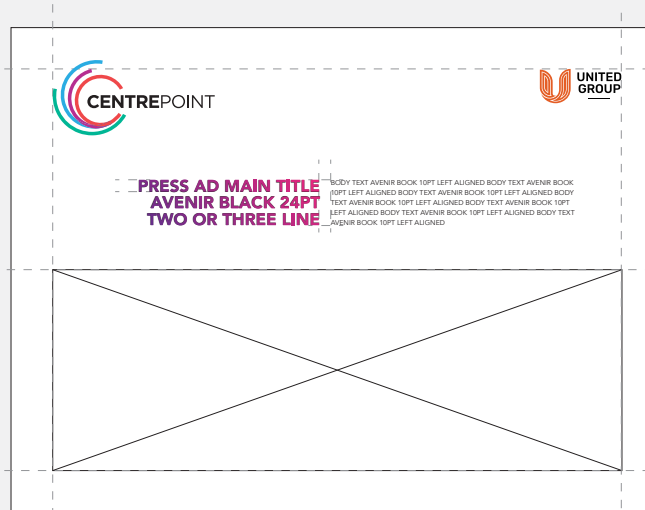
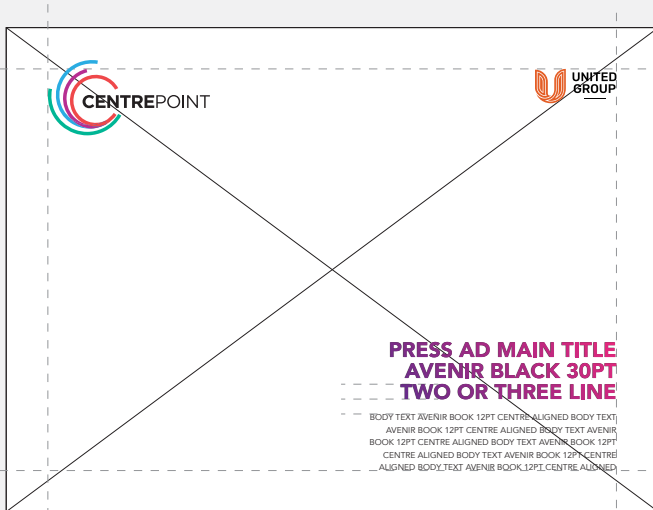
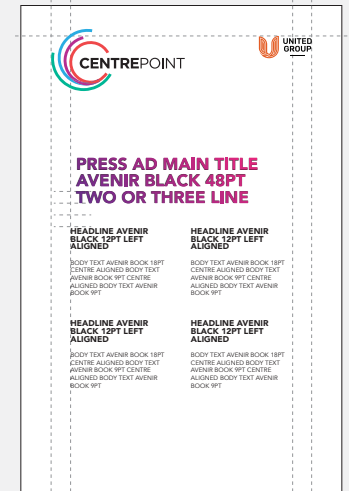
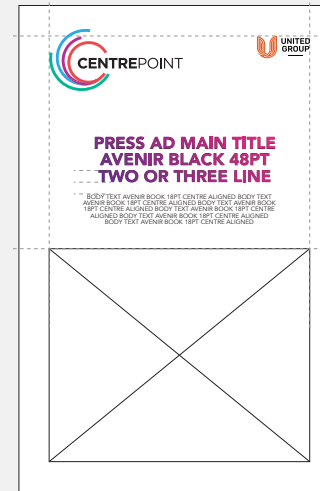
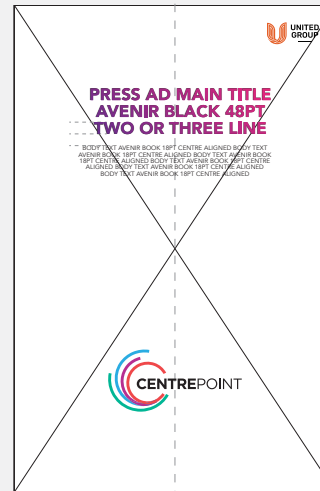


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TWO OR THREE LINE**

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CENTRE ALIGNED



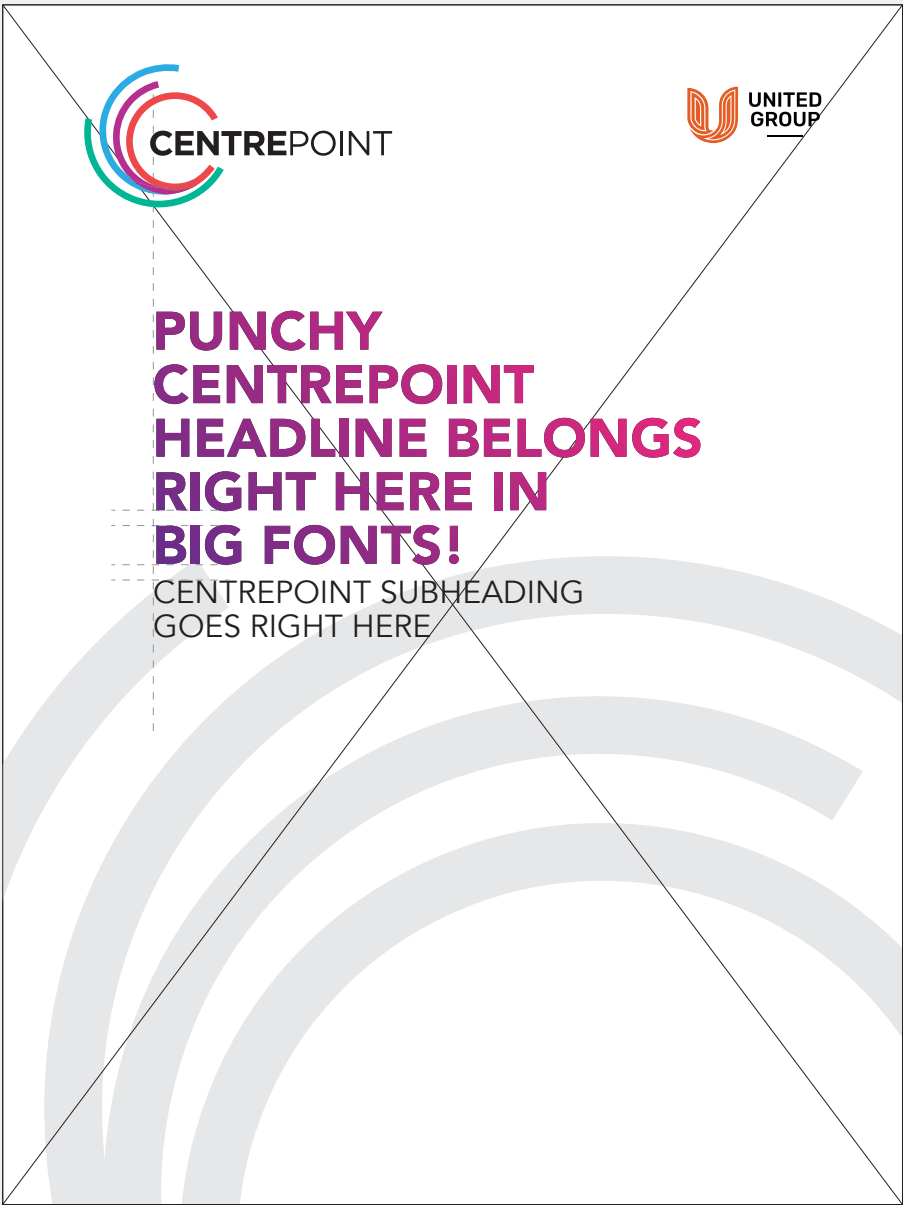
PRESS AD TEMPLATES : QUARTER PAGE AND HALF PAGE



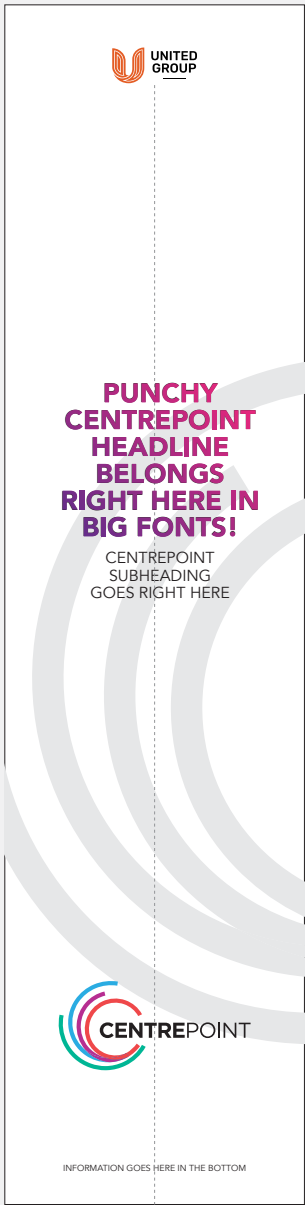
BANNER TEMPLATES



2 : 5 (x-banner)



3 : 4



1 : 4

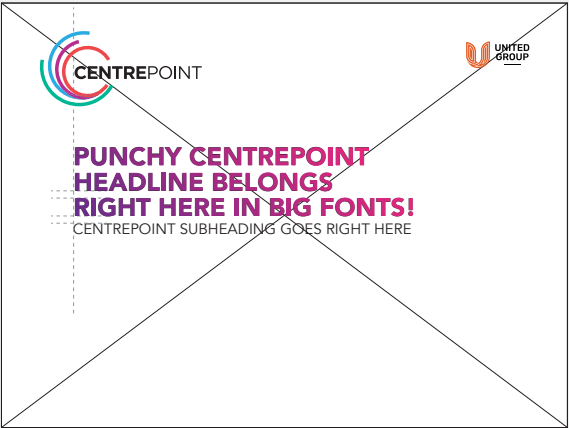
BANNER TEMPLATES



2 : 1



16 : 9



4 : 3



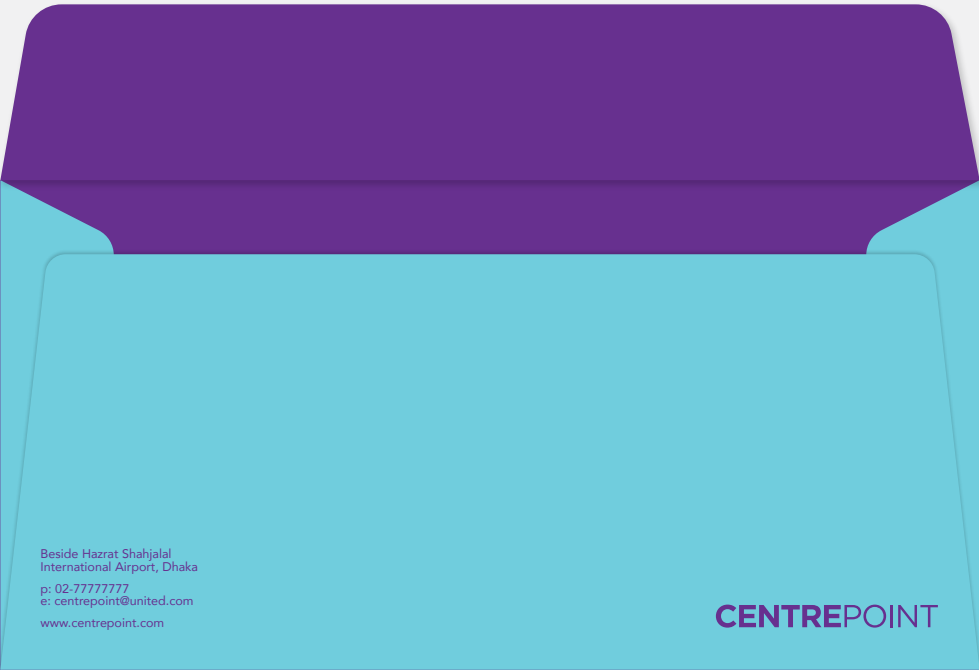
3 : 1

CENTREPOINT STATIONARIES : FOLDER

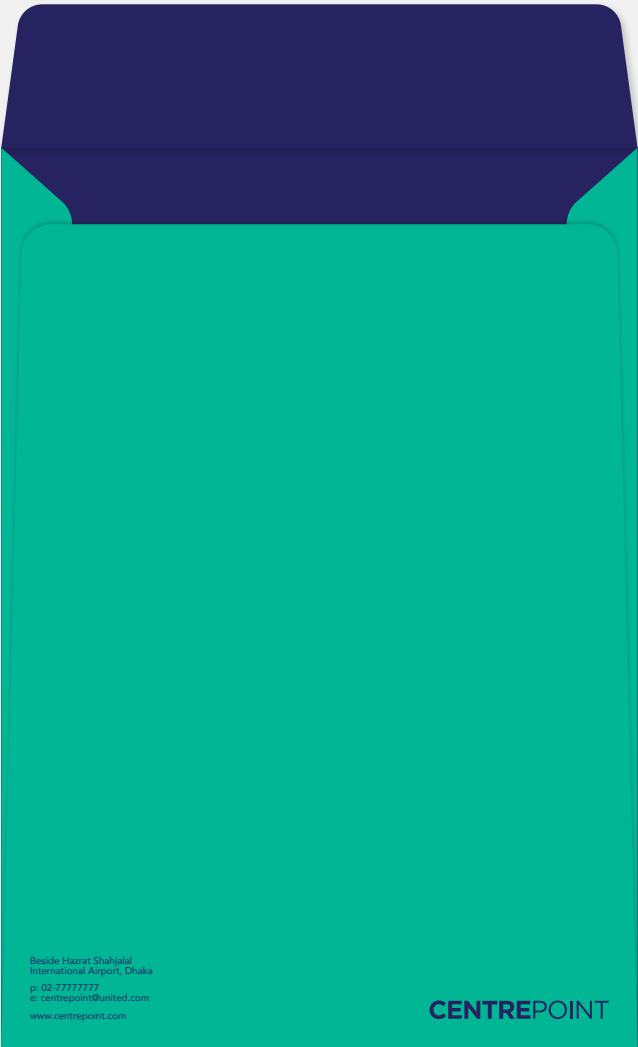
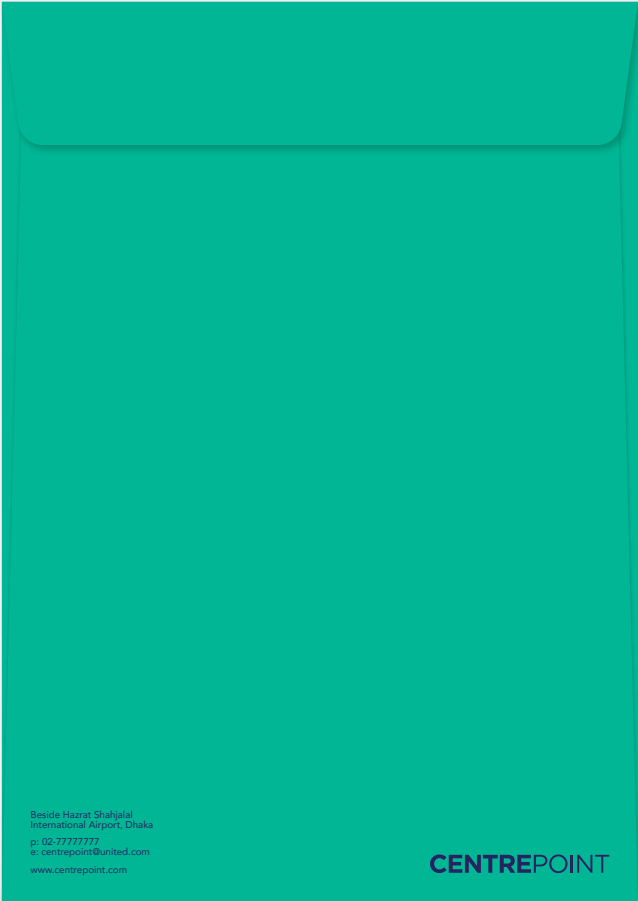
Folder size : 220mm x 305mm



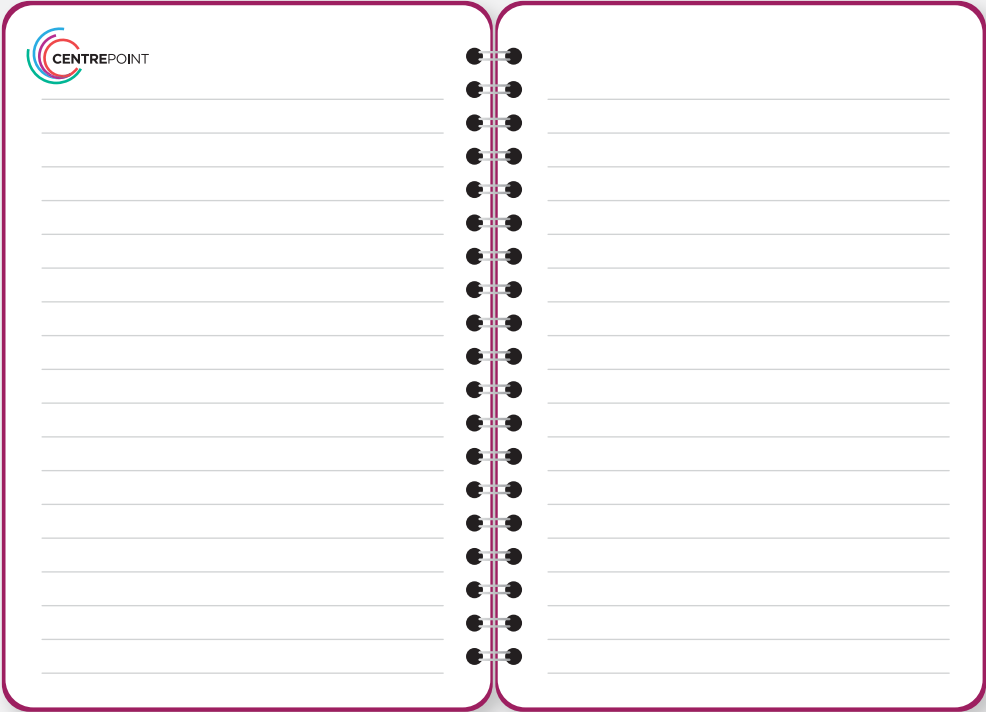
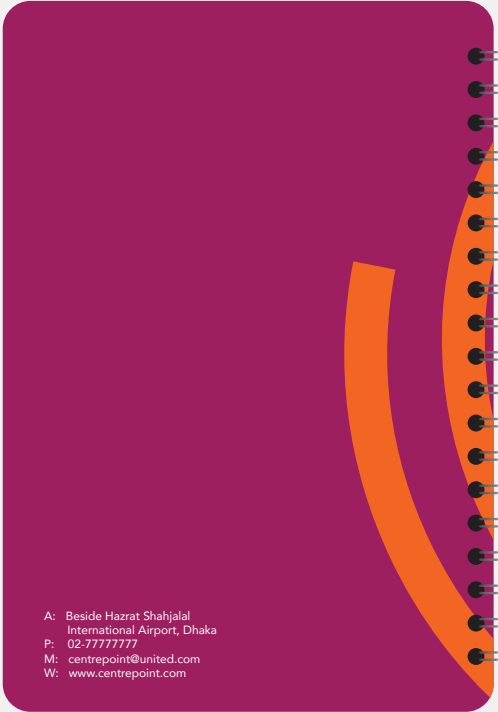
CENTREPOINT
STATIONARIES :
ENVELOPES



CENTREPOINT
STATIONARIES :
ENVELOPES



CENTREPOINT
STATIONARIES :
NOTEBOOK

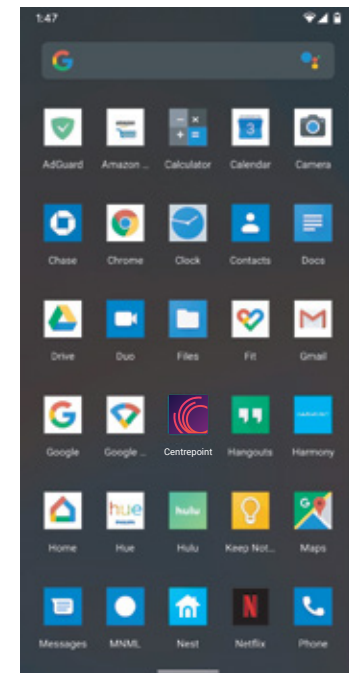
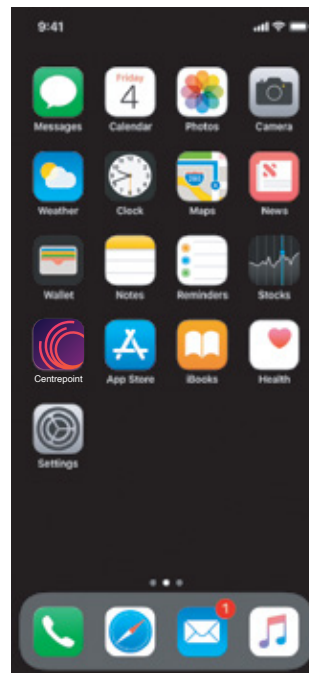
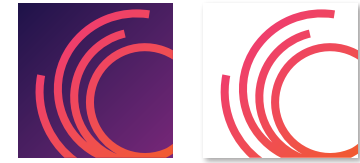
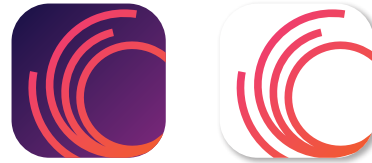


CENTREPOINT
STATIONARIES :
BUSINESS CARDS

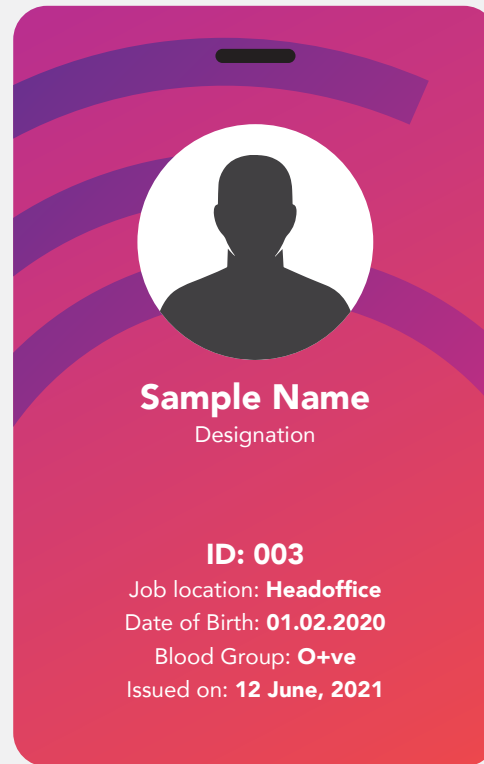


CENTREPOINT APP ICONS: IOS & ANDROID

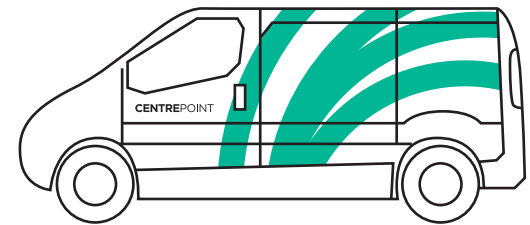
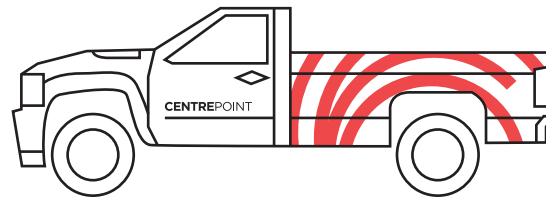
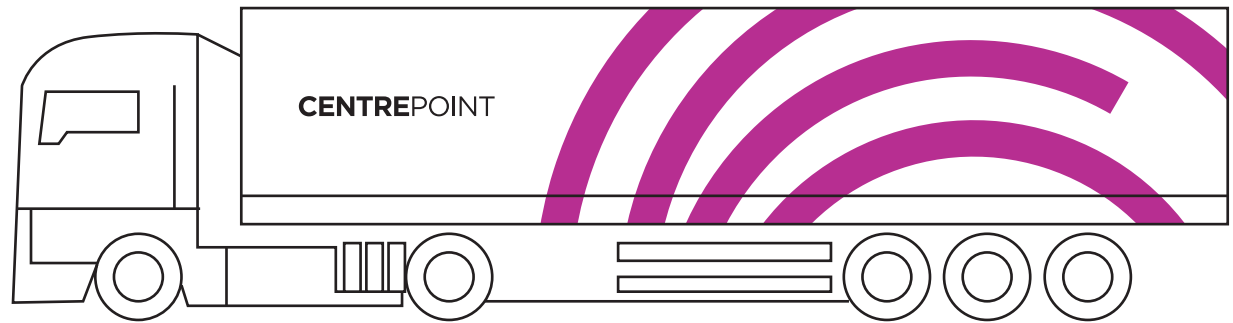
Centrepont app icons are consisted of the cropped secondary identifier. This makes the icon compact and eyecatchy among the other icons.



CENTREPOINT ID CARDS



CENTREPOINT VEHICLE BRANDING : EXAMPLES



CENTREPOINT FENCING BRANDING : EXAMPLES



CENTREPOINT UNIFORMS



Sample Tshirt: Security



Sample Tshirt: General



Sample Tshirt: Volunteer



Sample Tshirt: Executive