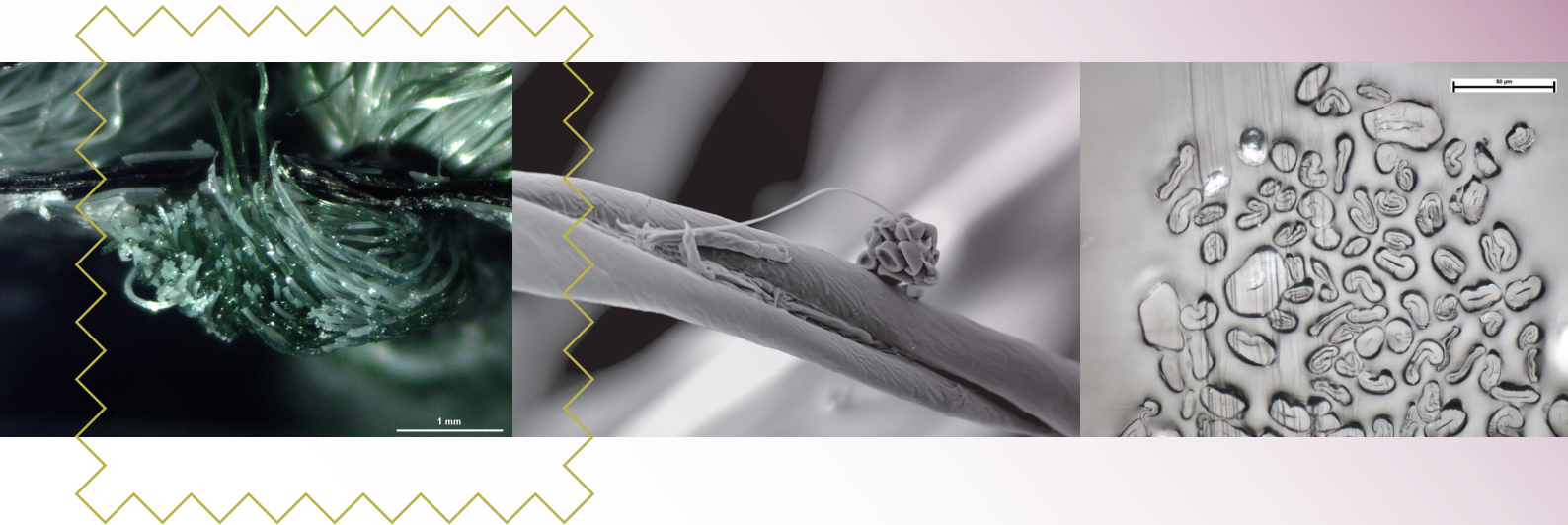
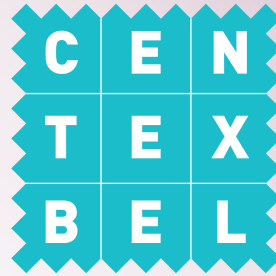
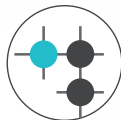




CORPORATE IDENTITY MANUAL



CREATE



CONNECT

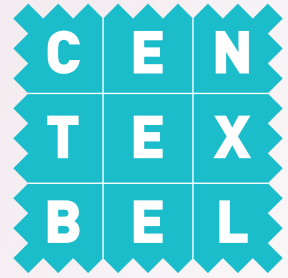


SOLVE



INSPIRE

Building a Strong and unique Centexbel Brand.



Our corporate identity is more than just a visual style—it represents the emotional connection that unites all stakeholders. It sets expectations for quality, consistency, and professionalism, adding value that goes beyond our products and services.

The Corporate Identity Manual (CIM) plays a key role in reinforcing Centexbel's brand. It ensures that our image remains unique, strong, and consistent across all communication channels—internally and externally.

Whether you're part of the Centexbel team or collaborating with us from outside the organisation, the CIM is your guide to applying our corporate identity effectively in all communication efforts.

Thank you for contributing to the continued development and recognition of Centexbel's image. Together, we build a brand that reflects excellence and trust.

ONLY USE THE LOGOS
YOU CAN DOWNLOAD ON:

<https://www.centexbel.be/en/downloads>

NAME: type "logos"

TYPE: select "corporate identity"

Logo Color Codes

The Centexbel logo is a core element of our visual identity. Its colors are not just aesthetic choices—they carry meaning, evoke recognition, and reflect the values and professionalism of our organisation. Using the correct colors consistently across all communication materials ensures:

- 1. **Brand Recognition:** The specific colors of the Centexbel logo are instantly recognizable to our stakeholders. Consistent use reinforces familiarity and trust, making our brand easily identifiable in a crowded visual landscape.
- 2. **Professionalism and Credibility:** Correct color usage signals attention to detail and respect for brand guidelines. It shows that we care about how Centexbel is perceived, both internally and externally, and that we maintain high standards in all aspects of our communication.
- 3. **Visual Consistency Across Media:** Whether in print, digital, or promotional materials, consistent color application ensures that the Centexbel brand looks unified and polished. This avoids confusion and maintains a coherent visual experience for all audiences.

EXACT COLOR CODES TO BE USED FOR THE LOGO:



HEX

RGB

CMYK

#1abccb

26-188-203

70-1-22-0



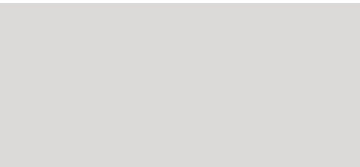
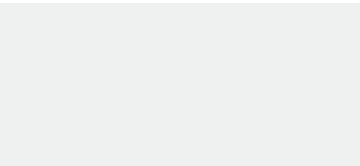
#444444

68-68-68

67-60-59-44



Additional colors

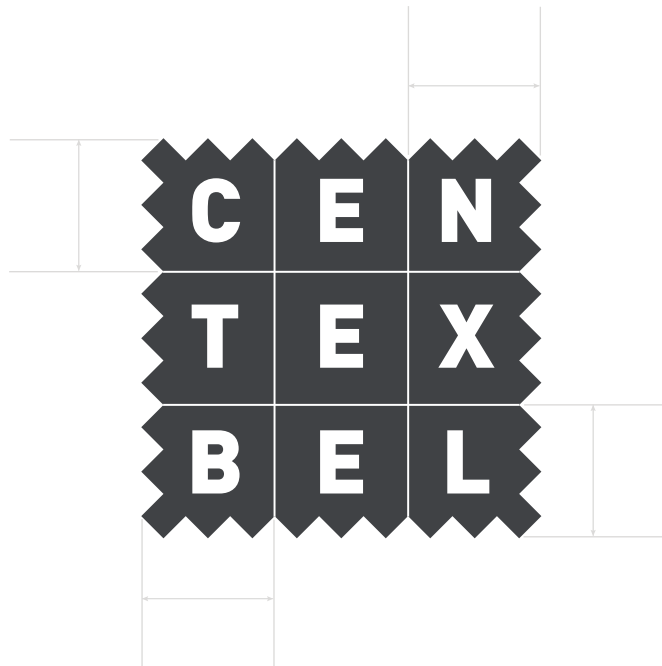
	HEX	RGB	CMYK
	#661040	102-19-64	47-99-47-40
	#C4B339	190-179-57	27-23-95-0
	#dadada	218-218-218	13-10-11-0
	#eeeeee	238-238-238	5-4-4-0

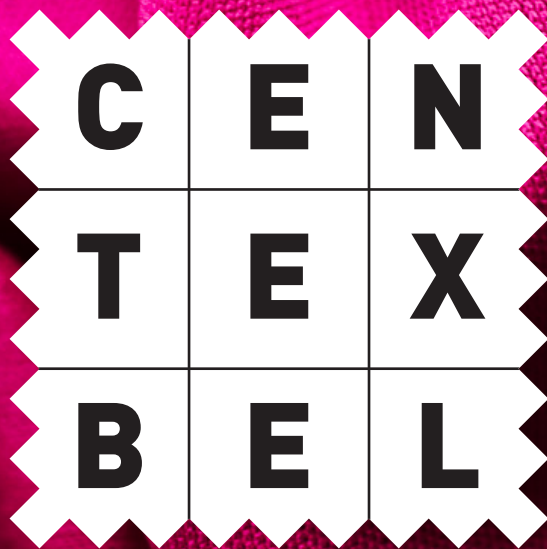
Correct logo display

SHAPE = SQUARE (1:1 RATO)

To maintain brand consistency, the Centexbel logo must always be displayed in a perfect square format, preserving a 1:1 aspect ratio. The distinctive zigzag edge symbolizes a textile sample cut with professional fabric shears, reinforcing the logo's strong visual link to the textile industry.

CLEAR SPACE SURROUNDING THE LOGO = 1/3 OF LOGO ON EACH SIDE

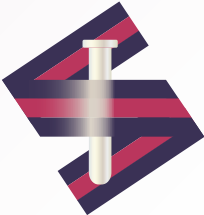




USE OF THE ALTERNATIVE LOGO (BLACK LETTERING ON WHITE BACKGROUND)

The white logo with black lettering may only be used when the standard logo versions do not provide sufficient contrast with the background or when the background colors clash with the official brand hues. This alternative is intended to preserve legibility and visual integrity in exceptional cases where the standard logo would be compromised.

Logos Centexbel Divisions

	HEX	RGB	CMYK	
	#1abccb	26-188-203	70-1-22-0	
	#444444	68-68-68	67-60-59-44	
	white	white	white	
	HEX	RGB	CMYK	
	#3d3356	63-51-86	81-84-39-32	
	#ba375d	186-56-94	23-92-49-5	

TYPEFACES

PRINTED MATTER

Roboto condensed (Adobe font)
regular, italic and bold

ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄÖ
abcdefghijklmnopqrstuvwxyzåäö
123456789.,;:"()!?

ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄÖ
abcdefghijklmnopqrstuvwxyzåäö
123456789.,;:"()!?

ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄÖ
abcdefghijklmnopqrstuvwxyzåäö
123456789.,;:"()!?

DESKTOP USE

Calibri (Microsoft)
regular, italic and bold:

ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄÖ
abcdefghijklmnopqrstuvwxyzåäö
123456789.,;:"()!?

ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄÖ
abcdefghijklmnopqrstuvwxyzåäö
123456789.,;:"()!?

ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄÖ
abcdefghijklmnopqrstuvwxyzåäö
123456789.,;:"()!?

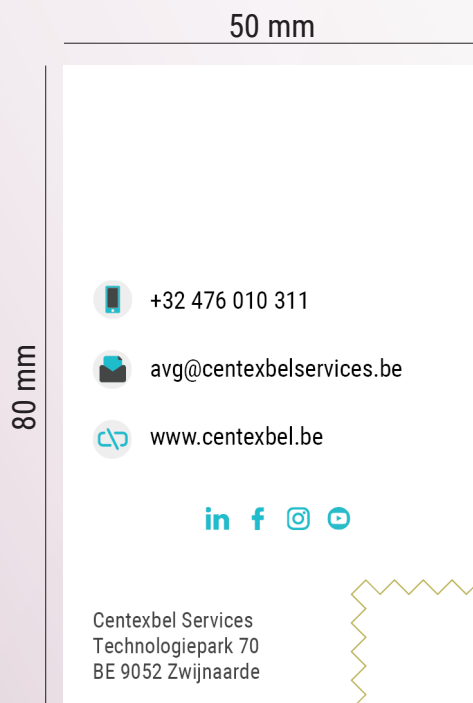
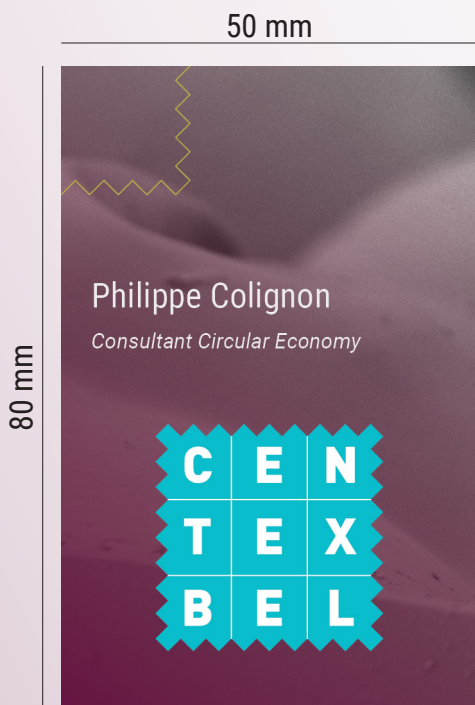
Segoe UI (Microsoft)
regular, italic and bold:

ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄÖ
abcdefghijklmnopqrstuvwxyzåäö
123456789.,;:"()!?

ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄÖ
abcdefghijklmnopqrstuvwxyzåäö
123456789.,;:"()!?

ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄÖ
abcdefghijklmnopqrstuvwxyzåäö
123456789.,;:"()!?

BUSINESS CARDS



50 mm

80 mm



50 mm

80 mm

 +32 491 151 458

 wgm.vkc.be

 www.centexbel.be

Centexbel-VKC
Etienne Sabbelaan 49
BE 8500 Kortrijk

50 mm

80 mm



50 mm

80 mm

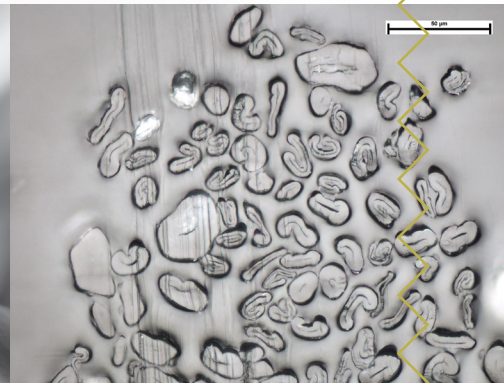
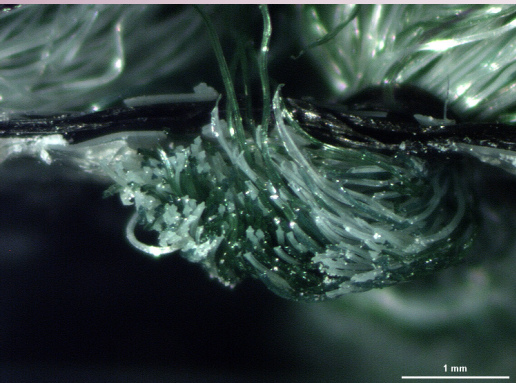
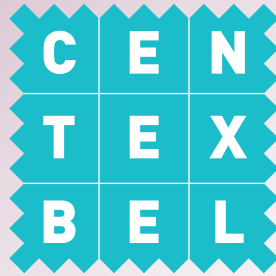


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