BRAND BOOK
& style guide

01 About the Brand

Introduction & Mission Statement

History

Introduction & Mission

Cention was founded in late 1999, a pioneer in knowledge management applications for the industry.

The mission was to help companies migrate over from being pure call centers to becoming Contact centers, handling the online channels (Non-Voice). At a later years now these channels has become just as mainstream as voice, the mission is to streamline all channels into one workflow system and handle them in a uniform way, whether it's email, chat, social media requests or web-forms.

Cention Contact Center was released in its first version early 2000 and was one of the first products to give agents alternative answers provided to them automatically by using a self-learning knowledge base.

In August 2007, Cention finalized the acquisition of Askology AB, with patented technology researched and developed for over 15 years at the Swedish Royal Institute of Technology for matching language patterns (Natural Language Processing) making Cention one of the leaders in Automated Correspondence online.

Cention is today a key player on the market, working in global partnerships with many of the major voice providers.
Through Cention's extensive partner network, we have coverage in most European markets, the Americas and Asia.

Cention Group consist of:

Cention Group S/B: HQ, Global support & partnerships
Cention AB: EMEA Presales
Cention S/B: Production, Sales, Operations

Cention is trademarked in USA, EU, Malaysia and the Philippines.

COMPANY OVERVIEW

1999
Cention was founded in late 1999

2000
First Release

2007
Buyout of askology patented AI-technology

2013
Se-Asia

2019
Generation 5x

02 Graphic Layout

The Cention Colour Palette

The Cention Logo consists of a specific set of colors, blue and orange, that are specified on the right. These two colors are the Primary Color Palette of Cention. The Secondary Color Palette can be introduced when additional colors are needed for graphics, charts and call-outs, but it must not be used without the primary colors being dominant. The Cention Logo may not be recolored using the secondary palette.

RGB :	013246	F1B727	FFFFFF
CMYK:	C : 97.66 M : 72.27 Y : 48.83 K : 46.48	C : 9.77 M : 32.42 Y : 97.66 K : 0	C : 0 M : 0 Y : 0 K : 0
PANTONE:	PANTONE 547 C	PANTONE 7409 C	PANTONE 663 C

The Cention Logo

The Cention Logo consists of Avenir typeface. The Cention Logo must not be redesigned in any way. It must not be distorted or modified, and it must always be shown whole and never reproduced partially.

CENTION

CENTION

The Cention Logo Colors

The Cention Logo consists of black colour. Included are color specifications for two and four-color printing, web and digital display. The noted colours should always be used for the logo.

The Cention Logo is typically used over a white background and may be used reversed out of a blue or yellow background.

Additional standards for acceptable use are detailed in the following pages.

Primary Color Palette

CENTION

Logo Spacing

In order for the Cention Logo to be clearly legible in the context of surrounding graphics and information, the spacing rules must be followed.

No graphic element which is not part of the Cention Logo may be placed in the area "x" surrounding it. This area, also called the "area of isolation," is derived by using the Cention Logo's lowercase letter height "x" as a unit of measurement.

The grid surrounding the Cention Logo helps to visualize the distance and spacing protecting it in a layout for print or digital media.
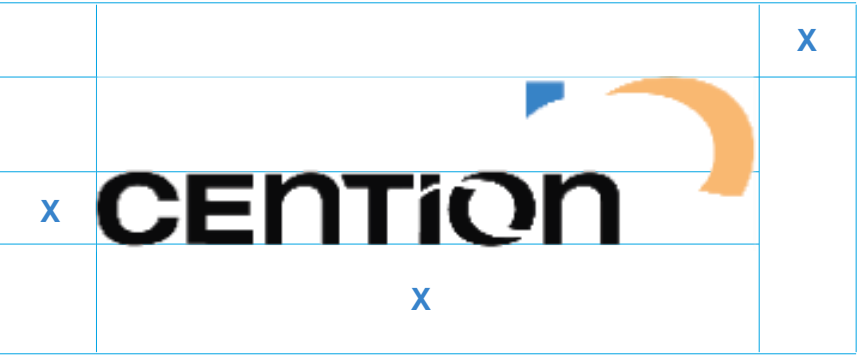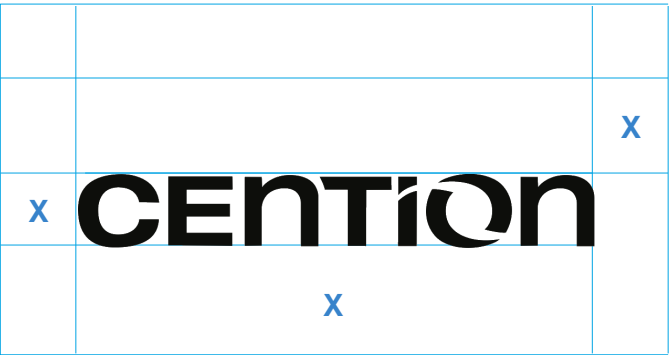
Spacing and isolation on white background

Logo Sizing

In order for the Cention Logo to maintain its integrity and visibility, it should not be reproduced smaller than the recommended size.
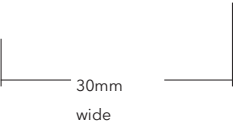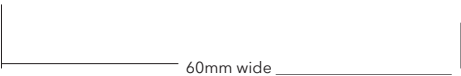
Cention Logo Minimum Size in Print

CENTION

25mm
wide

To maintain legibility in print, the Cention Logo should never appear smaller than 25mm wide.

Cention Logo Typical Sizes in Print

CENTION

30mm
wide

CENTION

60mm wide

Typical sizes for good legibilty of the Cention Logo are shown above. The Cention Logo can be used larger than this, keeping in mind good layout principles and use of the area of isolation grid.

Minimum Web/Digital Resolution

CENTION
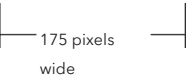
175 pixels
wide

To maintain legibility in digital media, the Cention Logo and tagline should never be used smaller than 175 pixels wide. This includes website usage, email signatures, and online and mobile apps.

Care should be taken with raster images and formats (JPEG, PNG, GIF) to ensure they are sized properly and do not appear blurry or pixelated when in use.

Acceptable Cention Logo Use

The following are examples of acceptable Cention Logo usage in conjunction with color fields and photographic imagery.

These are the only acceptable colors and variations unless otherwise specified in this manual.

If you have a special case, contact the Cention Global Marketing Lead for authorization info@cention.com

.01 Logo colour on white

.02 Reversed white corporate blue

.03 Reversed white corporate green

.04 Corporate colors on 10% or less screen of black.

.05 Solid black on white can be used only in one-colour print applications such as newspapers.

.06 Reversed white on black or very dark background can be used only in one-colour print applications such as newspapers.

.01 Colour logo on a very light photographic background with less than 20% ink coverage.

.02 Reversed over dark photo.

.03 Reversed over approved photo blue tint.

.04 Reversed over approved photo yellow tint.

Unacceptable Cention Logo Use

This page illustrates a series of changes to the Cention Logo which are not allowed in any way.

01 The Cention Logo must not be distorted, and a shadow cannot be applied. Its shape must always be maintained and the ratio between elements must not be modified.

02 The Cention Logo must not be used over any non-approved coloured backgrounds, or photographic backgrounds that do not provide adequate contrast.

03 The Cention Logo must never be recoloured or screened back in an illegible manner that infringes on its clear space.

Special Effects

Special effects cannot be applied to the Cention Logo such as drop shadows, 3D effects, Photoshop beveling or embossing, posterization, distortion or recoloring that does not conform to the identity standards.

Unacceptable Usage

Following are unacceptable uses of the Cention logo:

• Manufacturing, selling or giving away merchandise items bearing the Cention logo without permission from Cention Marketing Lead.

Registering any trademark, domain name, or other name that is confusingly similar to the Cention trademark. This includes digital channels such as Twitter and Facebook feeds.

.01 Do not distort the Cention Logo by compressing horizontally, vertically or applying a shadow.

.02 Do not use the Cention Logo on any low-contrast photographic or non-approved coloured backgrounds.

.03 Do not recolour, screen back or crop the Cention logo improperly. Be careful tha the colours remain true to the standards.

Cention Typography

Primary Typeface

The primary typeface chosen to convey the Cention identity is Avenir, which is the preferred typeface on all Cention materials.

To create a clean, cohesive appearance, the use of no more than two different typeface families in a document is recommended. This includes design elements such as callouts and photo captions.

This primary typeface is available in three weights: light, roman and bold. For every weight an italic version is also available.

Avenir Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()

Aa

Avenir Light Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&()*

Aa

Avenir Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()

Aa

Avenir Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&()*

Aa

Avenir Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()

Aa

Avenir Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()

Aa

Cention Typography

Secondary Typeface

Avenir is the preferred typeface on all Cention materials. When Avenir is not available, the secondary typeface chosen to convey the Cention identity is the typeface Calibri.

This typeface is available in two different weights: regular and bold. All the weights are available in italic.

It is advisable to use this font in online and electronic media. This font has been chosen as a secondary typeface because it is clearly legible, both on printed and digital materials, and because it is a default font available on most devices.

Calibri

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()

Aa

Calibri Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()*

Aa

Calibri Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()**

Aa

Calibri Bold Italic

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()***

Aa

Cention Tagline

The tagline, which appears consistently on the cover of all Cention brochures, was chosen when Cention first launched in 1999 to clarify the following:

01 Cention is a product and software for contact centers, which does not appear in the spelled-out acronym of "One platform for all Communications."

02 The international scope of Cention.

ONE PLATFORM
For all communications

ONE PLATFORM
for all communications

Tagline Fonts

The "One Platform" portion of the tagline is set in Avenir Light, all caps.
The "For all communications" portion of the tagline is set in Avenir, all caps.
It is acceptable to set the tagline in either brand color, Cention Blue or Cention Orange, or white when reversed out of either brand color.

Justification and Line Length

The Cention tagline is set left justified. When space is limited the tagline can be stacked, as demonstrated above.

Translations

The tagline has been translated into several languages, with slight alterations to ensure the meaning is conveyed well:

Swedish   **Philippines:**

Special Applications

When used as a single line of text the tagline is set in Avenir Roman, all caps.

ONE PLATFORM FOR ALL COMMUNICATIONS

Cention Imagery

When choosing photographic images to represent Cention, always keep the following in mind:

Images that represents contact center, communication channels, omnichannel etc.

03 Marketing Resources

Advertising

General Print Advertising

Templates for both vertically and horizontally - formatted advertisements have been developed (see examples). These templates can be adjusted to any proportion to suit each use case.

Never attempt to recreate an advertising template.

COMPANY TIMELINE

.01 Vertical

COMPANY TIMELINE

.02 Horizontal

Advertising

Electronic Kiosks

A marketing campaign has been created for electronic kiosks, which are displayed as Cention materials.

The following examples show some samplings.

CENTION

It is not really what we put in it,
it is what the customer gets out of it.

www.cention.com

CENTION

Upgrade your
Contact Center beyond channels.

www.cention.com

CENTION

Need a solution ?
We Cracked the Code.

www.cention.com

CENTION

We are united by our passion towards solving
Contact Center's biggest challenges.

www.cention.com

CENTION

Ask a CTO

Cracking Contact Center's
biggest problems.

We have it all.
One Platform for all Communication.

www.cention.com

When
"we've always done it that way"
just won't do, there's Cention.

www.cention.com

Advertising

Google Display Ads

A Google Display Ad campaign can be customized at the country level.

Google Display Ads can be used for retargeting campaigns, specific landing page, the ads will appear on any sites that he/she may visit that are part of the Google Display Network (90% of all websites). Frequency of retargeting and length of the campaign can be carefully controlled.

Google AdWords

Google AdWords campaigns have been developed based on certain topics, including contact center, contact center software, customer experience (CX), Cention contact center, omnichannel, and integrations. Keywords have been rigorously analyzed for performance.

Campaigns can be designed at the global or country level, at virtually any level of investment, and are available in English and Swedish.

MEDIUM RECTANGLE
300px (w) x 250px (h)

Cention is a solution.

for connecting with customers.

anywhere in the world.

Find out how today.

Find out how today.
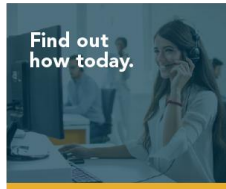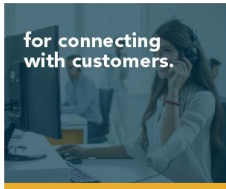
LARGE RECTANGLE
336px (w) x 280px (h)

Cention is a solution.
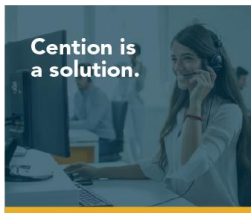
SQUARE
250px (w) x 250px (h)

Cention is a solution.

SMALL SQUARE
200px (w) x 200px (h)

Cention is a solution.
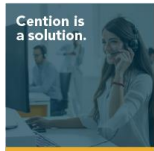
HALF PAGE
300px (w) x 600px (h)

Cention is a solution.

WIDE SKYSCAPPER
160px (w) x 600px (h)

Cention is a solution.

SKYSCAPPER
120px (w) x 600px (h)

Cention is a solution.

MAIN BANNER
468px (w) x 60px (h)

Cention is a solution.

LARGE MOBILE
320px (w) x 100px (h)

Cention is a solution.

MOBILE
320px (w) x 50px (h)

Cention is a solution.
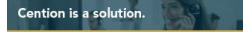
LEADERBOARD
728px (w) x 90px (h)

Cention is a solution.

Banners

Standing Banner

Following are examples using the template for standing banners (also called "standees" or "pull-up banners") that bring attention to Cention Brand.

At least two banners must be produced in each target country. The banners can be translated into other languages as well.

Backdrops

Repeating Pattern Backdrops

Backdrops provide an opportunity for greater media coverage during various types of events.

When space or line-of-sight is at a premium a backdrop with a repeating logo pattern ensures the greatest visibility.

The standard repeating backdrop consists of the Cention Logo.

These backdrops can also bring attention to the relationship between Cention and a partner.
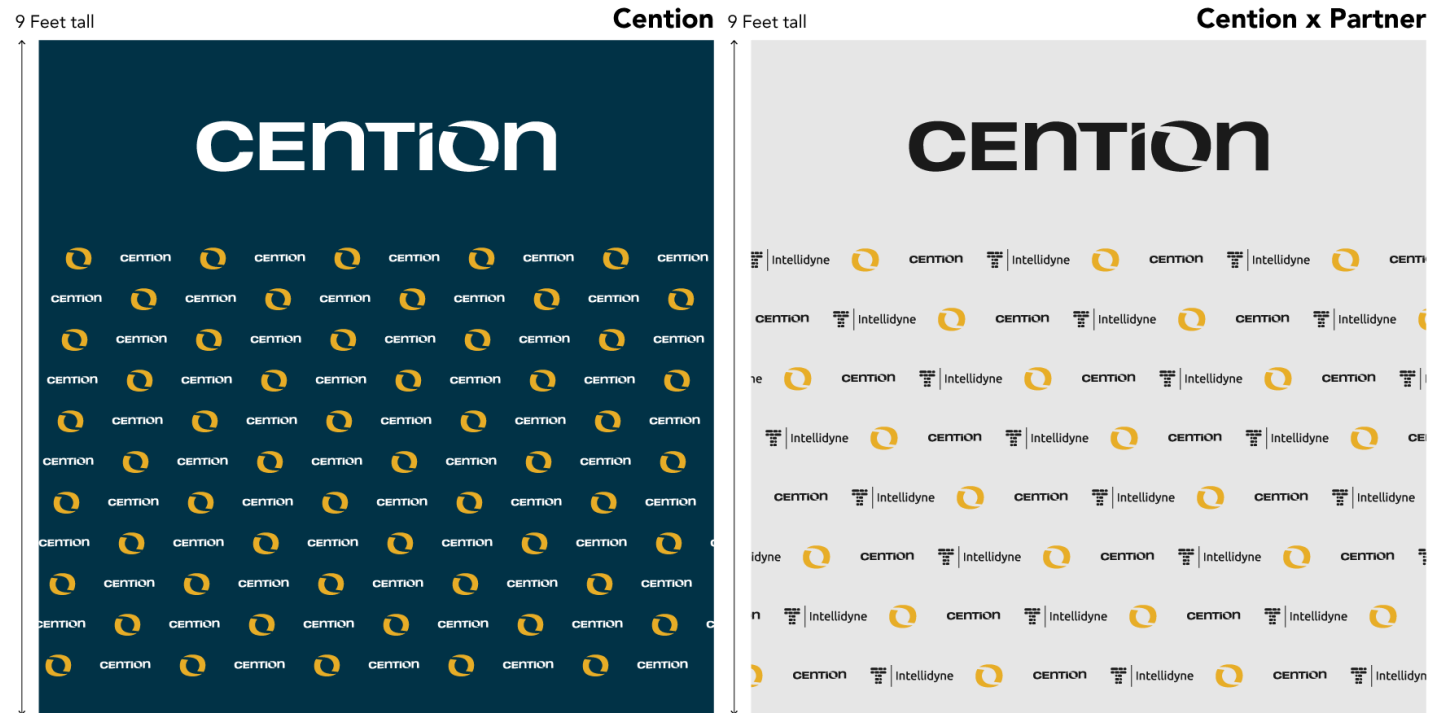
Booth Display

Artwork has been created for a booth that can be altered to suit different dimensions depending on conference requirements. The graphics bring strong attention to the brand.

Partner logos and the website are also included on the booth display if need to.

Brochure

The Cention brochure is a document that should be printed for hand-out purposes and displayed digitally within the Brochure section on the Cention website. The brochure can be translated into the respective language and customized on the following pages:

Brochure

(continued)

WE ARE
GLOBAL

9   10

**COMPANY
TIMELINE**

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Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui

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TRANSPARENCY

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7   8

**COMPANY
TIMELINE**

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• olore magna aliquam erat volutpat ore magna .
• gnis aliquam erat volutpat. Ut wisi enim ad minim ven

INSIGHTS

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USER INTERFACE

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel

INSIGHTS

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"Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut"
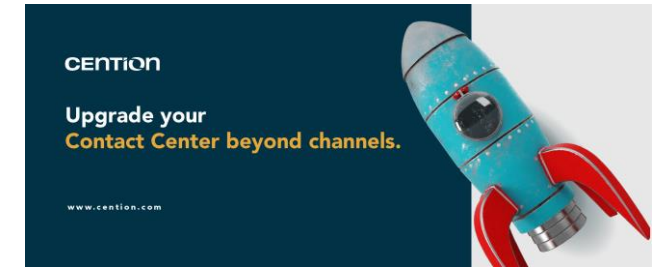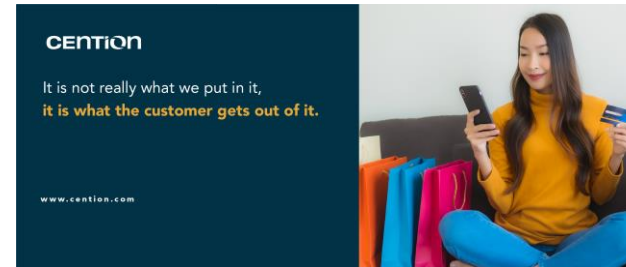
-CENTION

2   3

Corporate Gifts

It is recommended that corporate gifts be extended that reflect the sophisticated quality of the Cention brand.

Corporate gifts in the form of a branded notebook have been created that provide background information, the software and standard, and the purpose of the program, on pages that are stitched into the front, middle, and back of each notebook.

The notebook is a classic black, with the Cention Logo appearing on the front cover and the Cention Logo on the back cover.
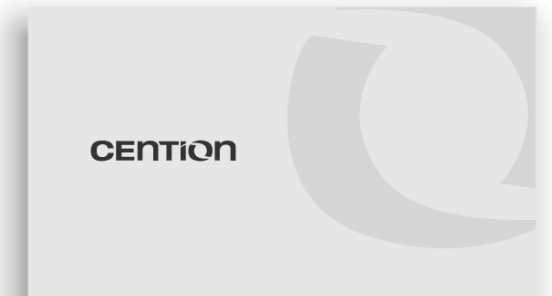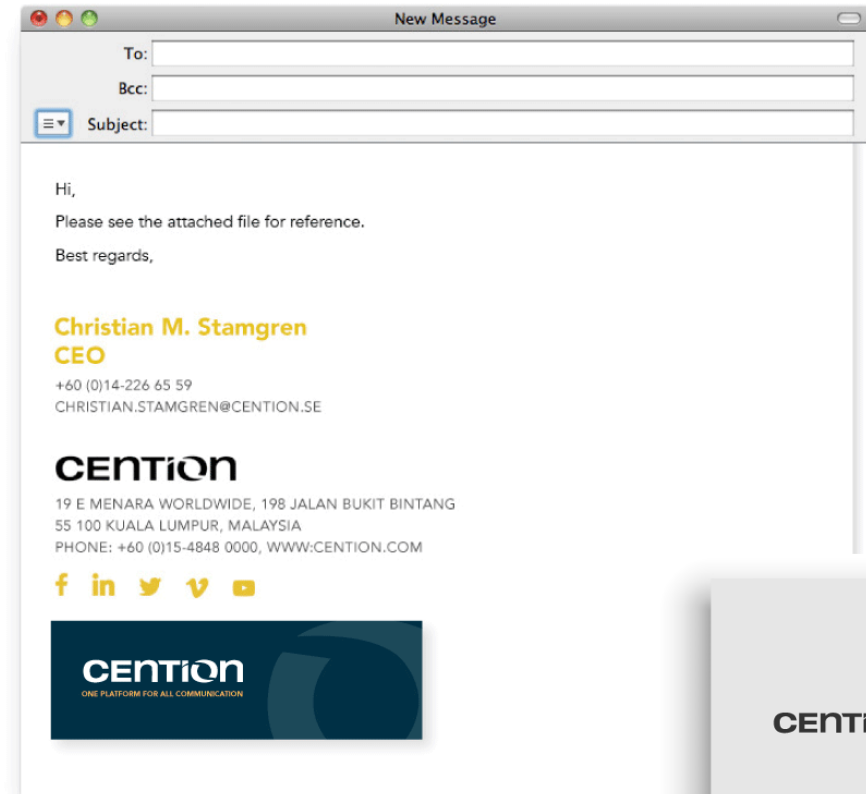
Cention Employees

Cention Email Signature & Business Card

Email signatures are one of the most important digital assets of any brand, as there are more impressions than almost any other medium due to the sheer volume of communications. For this reason, it is essential that the Cention Team is in full compliance with the email templates that are available to them.

Ideally, your title in your email signature should indicate your role on the Cention Team. The website, Twitter handle, and LinkedIn profile for the brand should all appear within your signature, along with the Cention Logo.

Do not add any other discretionary information or images to your email signature, so there is consistency in our communications, and we provide clarity for the Cention brand.

New Message

To:

Bcc:

Subject:

Hi,

Please see the attached file for reference.

Best regards,

Christian M. Stamgren
CEO

+60 (0)14-226 65 59
CHRISTIAN.STAMGREN@CENTION.SE

CENTION

19 E MENARA WORLDWIDE, 198 JALAN BUKIT BINTANG
55 100 KUALA LUMPUR, MALAYSIA
PHONE: +60 (0)15-4848 0000, WWW:CENTION.COM

CENTION
ONE PLATFORM FOR ALL COMMUNICATION

CENTION

Christian M. Stamgren
Chief Executive Officer

+60 (0)14-226 65 59
christian.stamgren@cention.com

CENTION SDN BHD, 19 E MENARA WORLDWIDE, 198 JALAN BUKIT BINTANG
55 100 KUALA LUMPUR, MALAYSIA, PHONE: +60 (0)15-4848 0000, WWW.CENTION.COM

04 Sales & Promotion

Presentations

Presentations

There is only one authorized Cention Marketing Presentation, which is continuously refreshed and is available for downloading in English, and Swedish. This is the presentation that is provided in training to Cention staff and Cention Partners or future clients. Any other presentation that is given on Cention that does not conform must first be approved by the Cention Global Marketing Lead at info@cention.com. Other presentations will be developed in the future for different target audiences.

COMPANY OVERVIEW

1999	2000	2007	2013	2019
Cention was founded in late 1999	First Release	Buyout of askology patented AI-technology	Se-Asia	Generation 5x

Cention Contact Center is a beautifully simple system for tracking, prioritizing, and solving customer's errands, handling issues and digital communication as a SaaS cloud solution.

CENTION   PG01
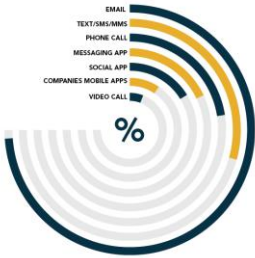
THE PRODUCT INTERFACE

Cention has managed the daunting task to handle rich-text over the online medias. A superior errand handling system with a great report engine and follow-up facilities. Easy intergrations with basically any system that has an API.

ERRANDS   STATISTICS   COLLABORATIONS

PAINS FOR THE INDUSTRY

- Data Silos, segments company data
- Different system. Learning Curve.
- Different Channels, different systems, different answers.
- No 360-degree overview or the customers.
- Issues get left behind falls between Chairs
- Bad customer experience (CX) means less bussiness

CUSTOMER COMMUNICATION CHANNELS

EMAIL
TEXT/SMS/MMS
PHONE CALL
MESSAGING APP
SOCIAL APP
COMPANIES MOBILE APPS
VIDEO CALL

%

CENTION   PG02

Thank you ☺