



charles river  
analytics

Brand Guidelines

As a brand, we always strive to be clear, transparent, and understandable.

These guidelines provide standards for putting our brand to work across all applications. They will help maintain the brand integrity by providing direction for when, where, and how to use Charles River Analytics assets.

By following these practices correctly and consistently, we continue to protect and strengthen the Charles River Analytics presentation.

If you need further direction or can't find what you're looking for in this document, please contact our marketing department for assistance.







# Company

Charles River Analytics conducts leading-edge AI, robotics, and human-machine interface R&D and leverages that R&D to create custom solutions for your organization.

At Charles River Analytics, we come to work every day because we want to develop technology for the hardest human-machine teaming problems that impact critical operations and decision-making. In 1983, we began focusing on research that leads to results, initially working for the US government. We became an employee-owned company in 2012, setting the stage for the next generation of innovation, service, and growth. Today, we have nearly 200 employees who work on R&D and commercial programs that make a difference for a “who’s who” of government and industry.

We have a stellar track record developing successful solutions for Government and commercial clients across a diverse collection of markets—defense, intelligence, medical technology, training, transportation, space, and cyber security. Our success is based on our expertise with advanced algorithms, machine learning, autonomous systems, advanced human-system interfaces, and agile software and hardware engineering. Focused research can make a positive difference, and that is our goal on each project we undertake. Our customer-centric focus guides us towards problems that matter, while our passion for science and engineering drives us to find impactful, actionable solutions.



# Our voice is

- **Direct and Clear:** Our work is well researched, we take pride in presenting a strong analysis of our process and ideas in the clearest possible way.
- **Curious:** We are deeply interested in our work and tackle projects from wide variety of approaches.
- **Inspiring:** We invite our audience to explore with us, take risks, and come back transformed.

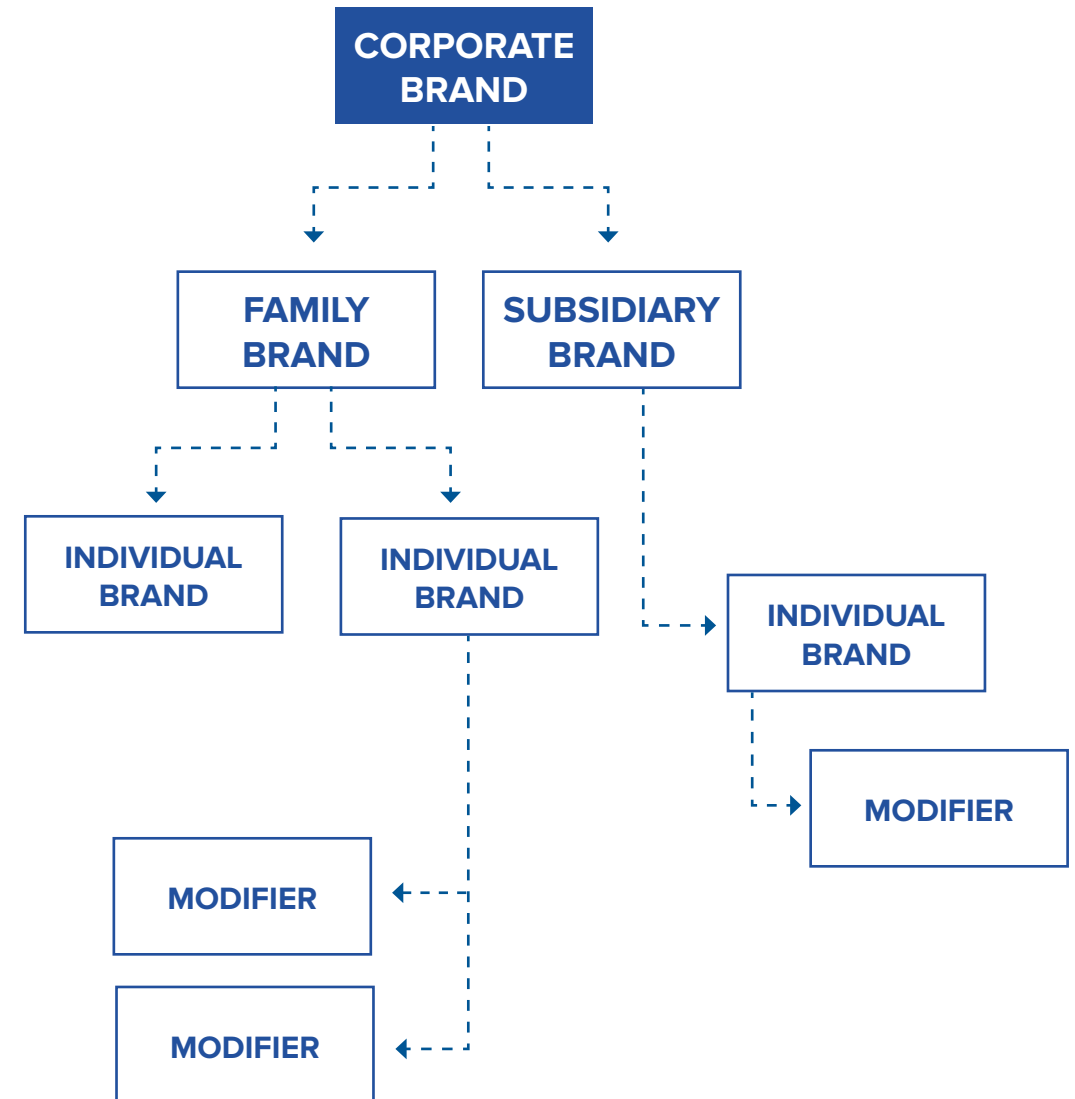
We adapt our tone to meet the needs of a particular audience, channel, or circumstance. In communication we strive to be relatable and friendly, while maintaining clarity and accuracy.



# Brand Hierarchy

Our corporate brand encompasses multiple family brands and spin-off companies. We adhere to an umbrella hierarchy for the development of family brands and the establishment of product awareness. When crafting marketing materials, we limit the display of brand relationships to a maximum of three levels. Occasionally, we might feature only the family brand alongside a single product.

- **Corporate Brand**  
Primary brand/name/logo, company name
- **Family Brand**  
“Umbrella Brand”, range of products
- **Individual Brand**  
Single product
- **Modifier**  
Lowest part of the brand, models, versions, etc.





# Hierarchy examples

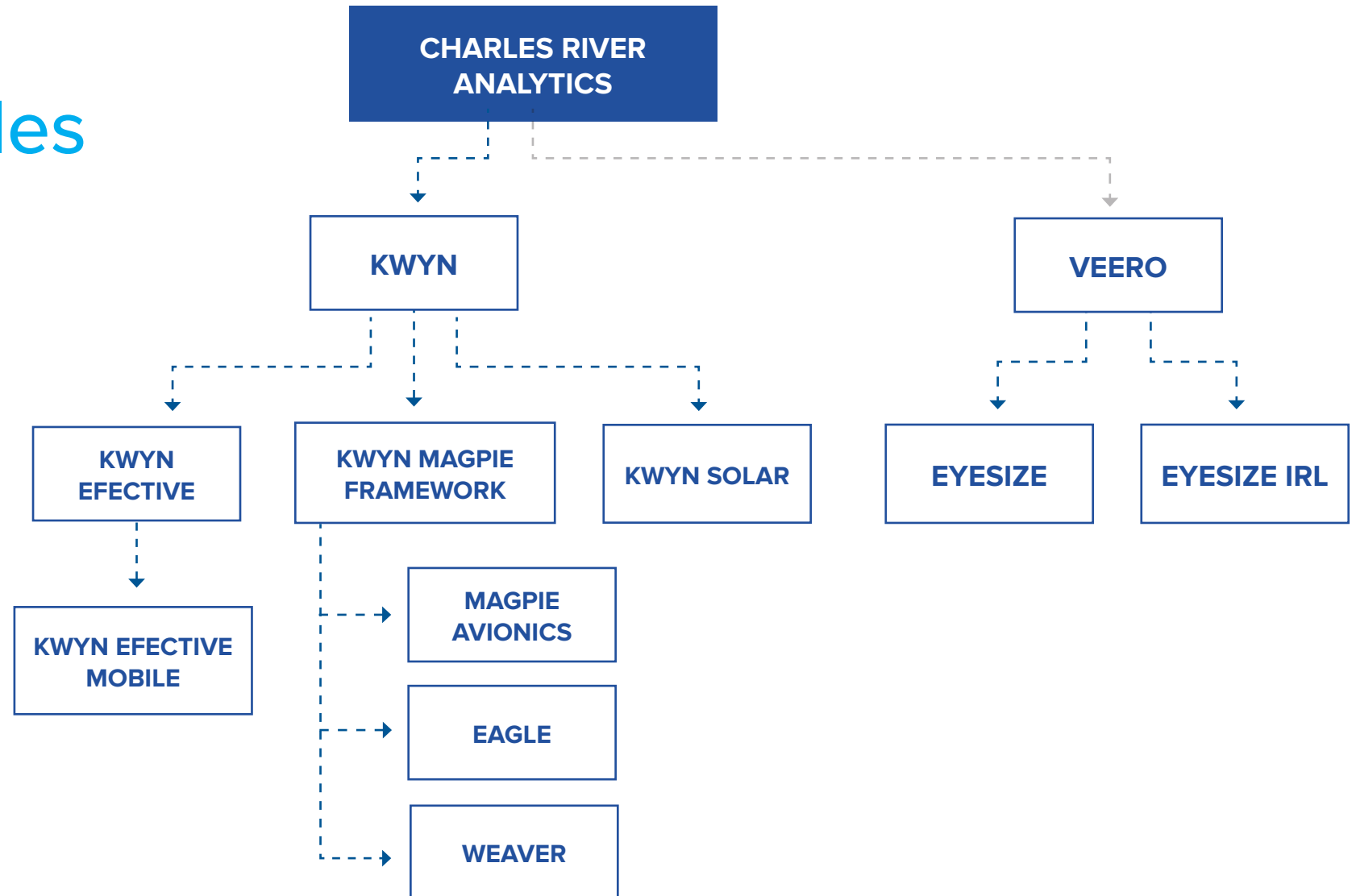
Here are a few examples of brand hierarchies at Charles River.

## KWYN

(a family of brands) The CRA branding is included on high-level marketing materials, but is shown smaller.

## Veero

(a subsidiary brand and spin-off company) The CRA branding is not included on most marketing materials.





# Logo Usage

## Logo with icon usage

Our primary logo is a horizontal lockup that includes our icon. Please use this orientation whenever possible. For situations that require a vertical orientation, use the square logo. It can also be formatted to a circle.

The icon has layered messaging representing the internal development process which goes into project work. It's main hexagonal shape has a network of dotted lines moving within to form the letter C. The network lines appear to break off at the end of the C curve, which conveys the many vessels and products our company launches.



Primary logo icon



Secondary logo icon



Square logo icon



Social icon





## Text logo usage

Our plain text logo is a secondary option. This element should only be used when our primary logo is not a good fit. We deploy this simpler version of the logo due to very specific or small sizing requirements.

To be impactful, our logo needs clear space that no other element (explicit or implicit) can cross, no matter what the application. We use the following space guide as a minimum measure to give our logo the room it needs.

Primary logo



Secondary logo



Square logo



## Branded family logos

Charles River is the parent company of several brand families. To indicate the relationship between these brands, we use specific subsidiary labeled logos.

KWYN functions as a distinct brand entity within the overarching structure of Charles River Analytics' house of brands. When showcasing KWYN products, we strategically position the KWYN trademark tag above the existing logo, serving as a visual testament to the interconnected brand relationship. This approach not only reinforces brand recognition but also ensures clarity for our consumers in identifying the origin and quality of KWYN offerings.

In KWYN's marketing materials, the primary CRA branding is featured at the top of high-level marketing content, to maintain visibility. This approach ensures that the relationship between KWYN and Charles River Analytics is effectively conveyed while allowing KWYN's unique identity to shine.

There are some cases where the CRA branding is left off entirely, but that is only when absolutely necessary.

### Charles River and branded family pairing

charles river  
analytics



### Branded family logos presented without Charles River branding





## Subsidiary logos

Charles River is also the parent company of subsidiary brands. To indicate the relationship between these brands, we use specific subsidiary labeled logos.

For example, Veero is a subsidiary of Charles River, in which Charles River holds the majority ownership. Therefore, including Veero's logo in marketing materials is not deceptive or misleading. However, it's important not to refer to Veero as a "wholly-owned subsidiary" or manipulate the text to make it appear as if Veero is the parent company.

When using co-branded logos, it's necessary to exercise caution and ensure they are associated with the correct products. Our main concern is to not be deceptive or misleading to consumers. When deciding whether to label something as Veero, Charles River, or both, it's crucial to make it clear to consumers where the product originates from.

Primary subsidiary logo example



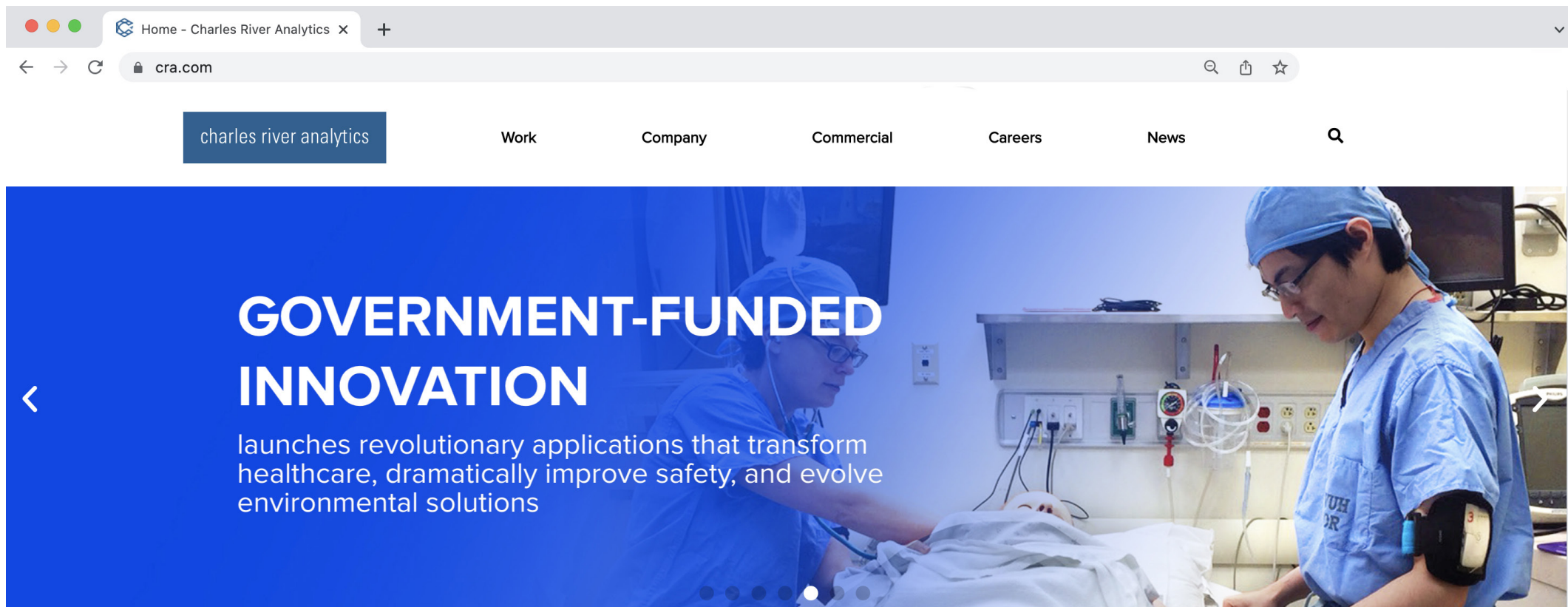
White subsidiary logo example



# Favicon usage

Our favicon design is slightly different from the logo icon; this is because the dotted lines in the icon do not show up properly at a 16x16 pixel size. Only use this favicon style for extremely small scales.

16x16 pixels



# Color Palette

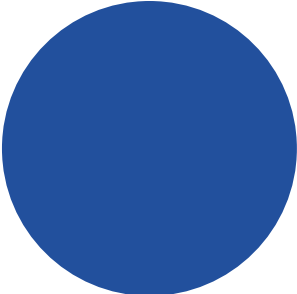
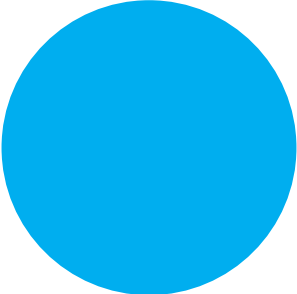
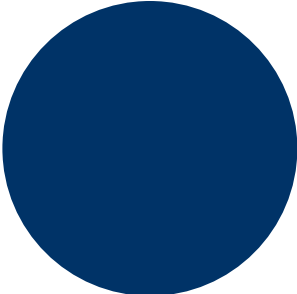
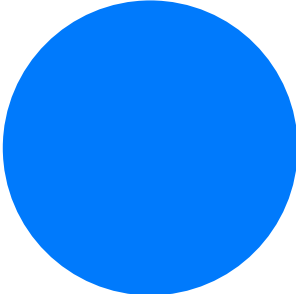


# Primary Color Palette

Our corporate color system allows for the dynamic expression of a forward looking Charles River Analytics.

The palette is bright, bold, and succinct, to help us feel fresh and modern. By using our color palette with intention, we keep things light, balance negative space, and use additional color as an accent.

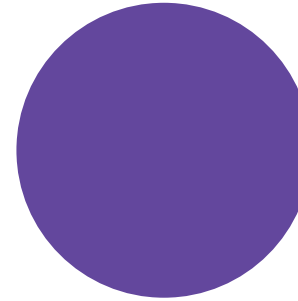
\* When using these colors, always type in these color codes. Do not eyedrop colors from this document! Colors have been calibrated for web and print and may not be consistent with the color swatch here.

			
PANTONE 19-4150 TCX	PANTONE 2925C	PANTONE 648C	PANTONE 285C
C 95	C 100	C 100	C 78
M 78	M 00	M 62	M 53
Y 04	Y 00	Y 00	Y 00
K 00	K 00	K 52	K 00
R 34	R 00	R 00	R 00
G 80	G 174	G 52	G 122
B 157	B 239	B 104	B 252
HEX/HTML 007A9D	HEX/HTML 00AEEF	HEX/HTML 003468	HEX/HTML 007AFC

## Secondary Color Palette

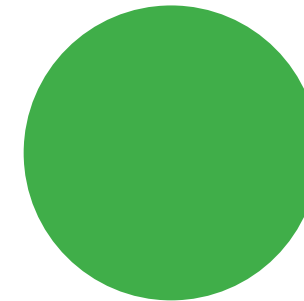
The accent palette is comprised of bright and simple hues derived from basic primary colors. Keep in mind that it should be used sparingly and in small quantities in relation to the primary palette.

Be sure to provide enough contrast when using text on these colors. White text on light backgrounds is hard to see.



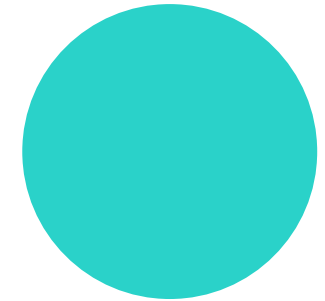
PANTONE  
2090 C

CMYK 78 89 00 00  
RGB 102 56 182  
HEX 6638B6



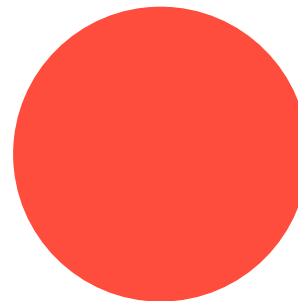
PANTONE  
7481 C

CMYK 75 05 100 00  
RGB 65 173 73  
HEX 15B515



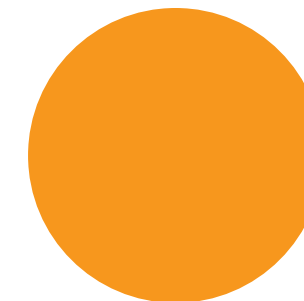
PANTONE  
3252 C

CMYK 64 00 30 00  
RGB 42 210 201  
HEX 2AD2C9



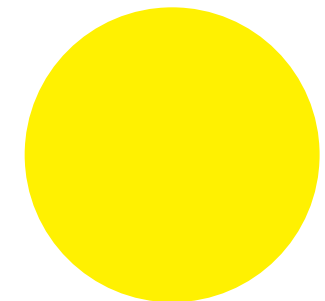
PANTONE  
172 C

CMYK 00 84 77 00  
RGB 255 77 61  
HEX ff4d3d



PANTONE  
2021 C

CMYK 00 48 97 00  
RGB 248 151 33  
HEX F89721

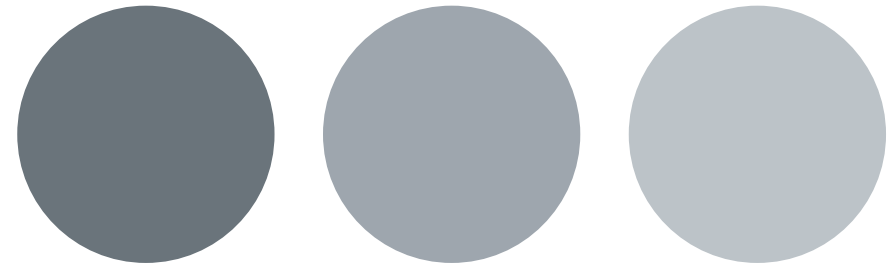


PANTONE  
100C

CMYK 00 00 100 00  
RGB 255 242 00  
HEX fff200

## Gray Values

Three main gray values, and black, are used in the secondary palette. However, if you need to use more (or a different shade) choose from the PMS Cool Gray family, of which there are 10 values, or a transparency percentage of one of these values.





# Typography

# Primary Typeface

## Proxima Nova

The primary display typeface, Proxima Nova, uses similar foundation letter forms as our Charles River Analytics logo, giving our communications a striking yet friendly feel.

Because of its size, it's best to save this typeface for headlines, subheads, pull-quotes, and other large-type situations. Proxima Nova is also used for all public-facing print and digital executions.

### PRIMARY TYPEFACE WEIGHTS OF PROXIMA NOVA

Aa

#### **Proxima Nova Regular**

Charles River Analytic's Primary Typeface

Aa

#### **Proxima Nova Bold**

Used in headlines and body copy callouts

Aa

#### **Proxima Nova Light**

Not to be used smaller than 10pt.

### ACCENT TYPEFACE WEIGHTS FOR LIMITED USE

Aa

Extra Bold

Aa

Black

## CRA Logo Typeface

### Univers

Our logo was created with the display typeface  
Univers Light Condensed.

Because Univers has such tight lettering, this typeface  
should only be used to create logo elements and should  
never be used to fill body copy.

#### PRIMARY TYPEFACE WEIGHTS OF UNIVERS

Aa

##### **Univers Light Condensed**

Charles River Analytic's Logo Typeface

Aa

##### **Univers Condensed Bold**

Used for large logo elements

Aa

##### **Univers Condensed**

Used for large logo elements

# Photography





# Photography Style

Charles River Analytics imagery is never overly bright, is composed candidly, and is photographed from an observer's point-of-view. There's an authenticity as the photographs reflects the nuances of life.





Any image selected should be able to be placed in this frame and feel like it belongs.





# Photography Do's & Don'ts



## What's right with this image?

- Scenario looks real
- They genuinely seem to be conversing
- It's a moment captured in time



## What's wrong with this image?

- Scenario looks fake
- Overly staged
- Flat lighting



## What's right with this image?

- Sense of being part of the motion
- Format is unexpected for this type of image
- Colors are vibrant and dynamic



## What's wrong with this image?

- Strange gradient color saturation fading through image
- Helicopter angle is awkward making it difficult to understand the context and setting

# Photography Do's & Don'ts



## What's right with this image?

- Scenario looks real
- They genuinely appear to be working
- Lighting is dynamic and appropriate for the context



## What's wrong with this image?

- Scenario has no context
- Image is clearly stock
- Does not reference real interface design; looks silly



## What's right with this image?

- Placement of subject is involved and interesting
- Candid framing
- Sense of being part of the shot



## What's wrong with this image?

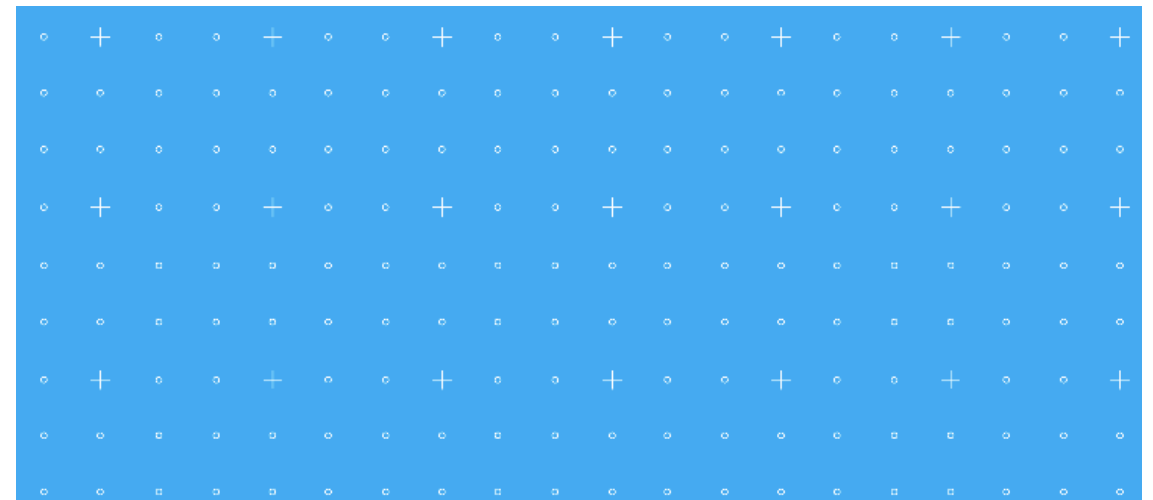
- Scenario has no context
- Image is clearly stock
- Does not reference real interface design



# Patterning and Motifs

# The Grid

The Grid is an abstraction of engineering graph paper. This pattern can add interest and texture to large areas, as well as add a layer of motion and depth to an execution.



# Polygon building blocks

The polygon building blocks pattern is a representation of how concepts are developed. Each polygon can be seen as a basic unit from which our projects are built up.

In 3D computer graphics, polygonal modeling is an approach for modeling objects by representing or approximating their surfaces using polygon meshes. Polygonal modeling is well suited to scanline rendering and is therefore the method of choice for real-time computer graphics.

## Strategic Usage

- Overuse of this element is not recommended.
- This background element should only be used strategically, in instances where including a patterning element appears to be a requirement for visual balance.
- Photographic backgrounds with gradient color fields should always be considered first.



# Iconography

## Iconography

Our icon design is focused on a flat design and minimalistic approach. Our icons are clean and have crisp, often sharp edges with a flat two-dimensional graphic layout.

\*Do not use drop shadows with our icons.







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analytics

## **Brand Guidelines**

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