



PRESS ADS TEMPLATES

The following pages help ensure all members are working together to communicate the CARGUS brand with a consistent image and voice. It includes directions on how to create press advertisements and advertising.

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JULY 2K21

design **SEVER** pl



01

LOGO ON SHIELD

CARGUS logo is made up of two elements: the symbol - orange shield and the word CARGUS which we call our logotype.

Both of these elements have been specially designed to look just right, so please don't recreate or retyped them yourself. We have created master artworks of the logo for you to use.

CLEAR SPACE

A is equal to the height of the horizontal stripes in the symbol.



FILES PATH

CG LOGO / CG LOGO OGB

03

OUR SYMBOL

The symbol can be used alone (without logotype) e.g. as a embroidered badge, on tabs, zipper or as an applications icon.

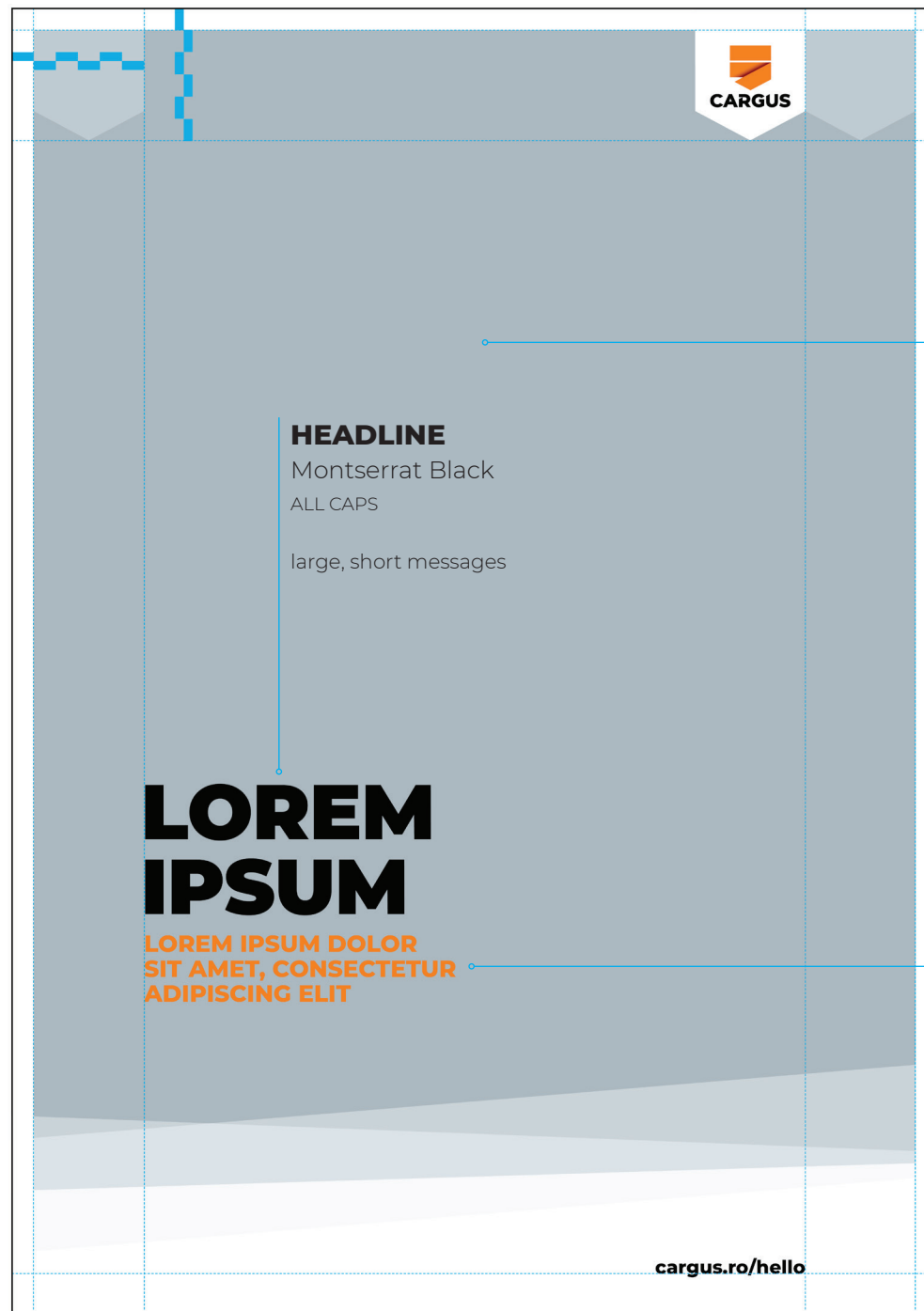
The symbol can only appear in the orange gradient, orange, black or white.

The symbol cannot be rotated, twisted, embellished, manipulated or have any additional visual effects added to the artwork.

Never redraw! Always use the provided symbol files.

FILES PATH

CG SYMBOL



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FILES PATH

 CG SYMBOL



cargus.ro/hello

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FILES PATH



CG SYMBOL



LOREM IPSUM

LOREM IPSUM DOLOR SIT AMET, CONSECTETUR
ADIPISCING ELIT

cargus.ro/hello

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FILES PATH

CG SYMBOL



IMAGE

SUBTITLE

Montserrat
Extra Bold
ALL CAPS

important
informations

LOREM IPSUM

LOREM IPSUM DOLOR SIT AMET, CONSECTETUR
ADIPISCING ELIT

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer eget metus in urna sodales ornare. Sed ullamcorper cursus ligula vel hendrerit. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos. Duis non fringilla turpis, ac euismod diam. Donec mattis tellus sit amet tortor interdum efficitur. Nunc vel metus odio. Integer non felis malesuada, tincidunt urna et, tincidunt orci. Fusce suscipit, odio id rutrum auctor, magna leo feugiat lorem, et luctus risus nisi eget ligula. Maecenas et massa

maximus, rutrum libero vel, varius nulla. Sed sed consequat turpis. Maecenas semper facilisis diam, quis egestas nisl suscipit sit amet. Aenean elementum vel metus ut dictum. Vivamus quis lectus varius, congue diam eget, egestas diam. Praesent eget arcu in felis aliquam hendrerit a vitae neque. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia curae; Maecenas pulvinar tincidunt tincidunt.

BODY
COPY

Montserrat
Light

text on white
background

cargus.ro/hello

03

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FILES PATH

 CG SYMBOL



LOREM IPSUM

LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPISCING ELIT

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer eget metus in urna sodales ornare. Sed ullamcorper cursus ligula vel hendrerit. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos. Duis non fringilla turpis, ac euismod diam. Donec mattis tellus sit amet tortor interdum efficitur. Nunc vel metus odio. Integer non felis malesuada, tincidunt urna et, tincidunt orci. Fusce suscipit, odio id rutrum auctor, magna leo feugiat lorem, et luctus risus nisi eget ligula. Maecenas et massa

maximus, rutrum libero vel, varius nulla. Sed sed consequat turpis. Maecenas semper facilisis diam, quis egestas nisl suscipit sit amet. Aenean elementum vel metus ut dictum. Vivamus quis lectus varius, congue diam eget, egestas diam. Praesent eget arcu in felis aliquam hendrerit a vitae neque. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia curae; Maecenas pulvinar tincidunt tincidunt.

cargus.ro/hello

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 CG SYMBOL



08

TYPEFACES & TYPOGRAPHY

The corporate typeface is Montserrat.

Montserrat family fonts are approved for corporate and advertising communications.

This is a clean, contemporary type family that reflects the modern and sophisticated nature of the CARGUS brand.

FILES PATH

 FONTS.GOOGLE.COM

COPY
on white
background

COPY / COPY TITLE
on orange, colorful
background

COPY
citations

SUB-HEADLINES
important
informations

HEADLINES & TITLES
large, short
messages

MONTSERRAT LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789.,:!"\$%&/()=?

MONTSERRAT REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789.,:!"\$%&/()=?

MONTSERRAT ITALIC

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789.,:!"\$%&/()=?*

MONTSERRAT SEMI BOLD

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789.,:!"\$%&/()=?**

MONTSERRAT EXTRA BOLD

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789.,:!"\$%&/()=?**