

Brand tutorial kit - ideas

colt
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1. COLT BRAND UNIVERSE



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Welcome to COLT BRAND UNIVERSE

Colt's success and growth is marked by innovation and its 43000km network. To ensure further growth and prosperity, we need to understand the Colt Brand and reflect it correctly, consistently and in the right tone of voice every time.

Start on a smart and fast journey to the Colt Brand Universe that will take you further in understanding Colt's brand mission, vision, values and its unique selling proposition.

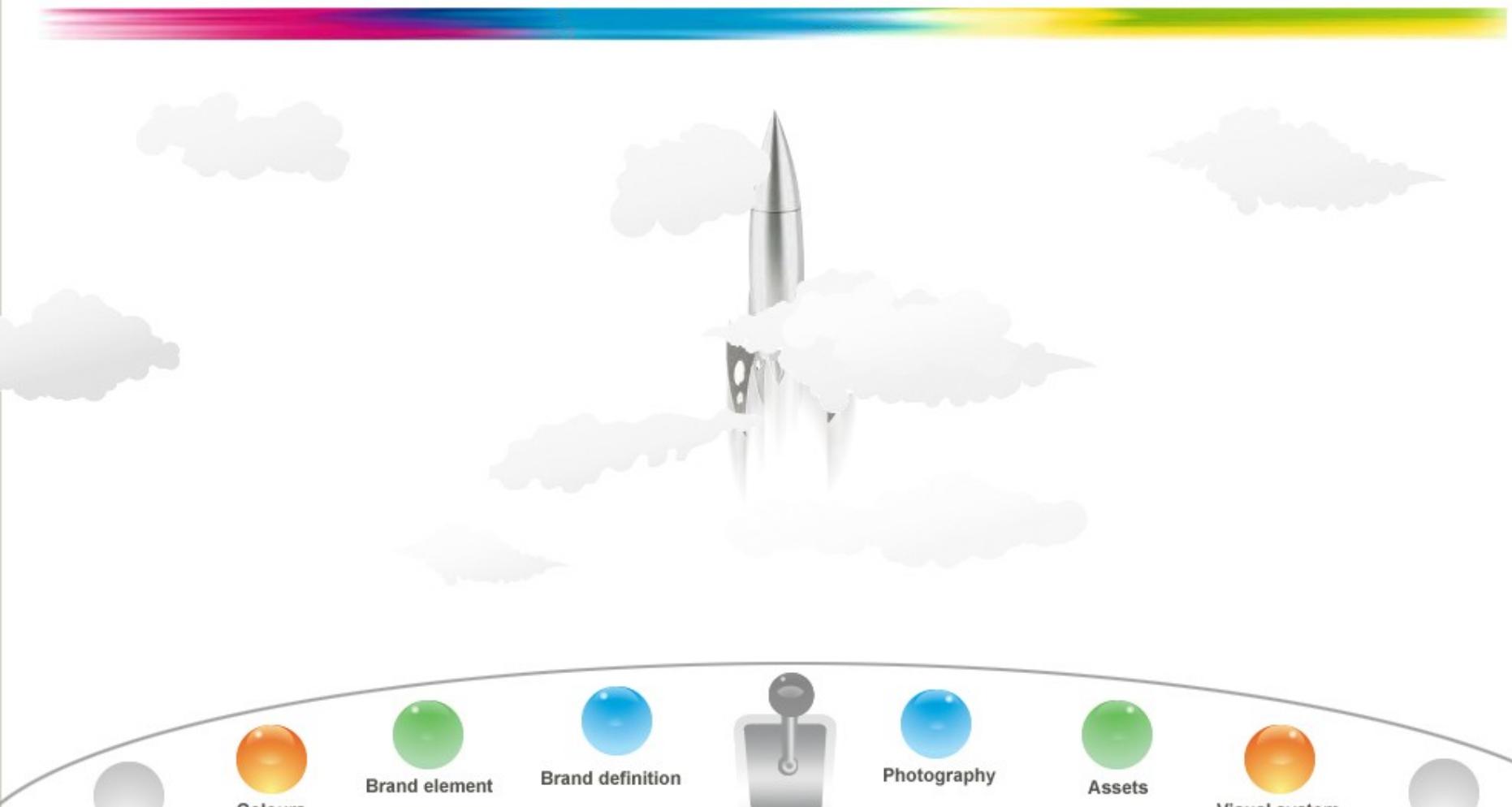
So, pull the lever and embark on your voyage.



PULL



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Typography



Colours



Brand element



Brand definition



Click on a planet to visit »



Assets



Visual system



FAQs

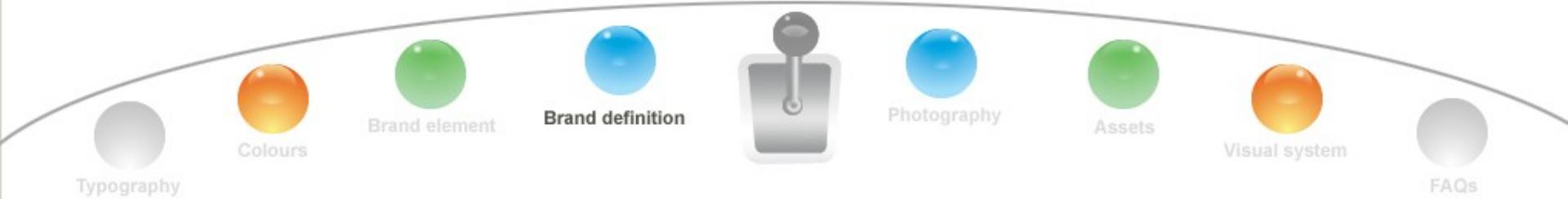


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Brand definition

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Brand definition

Our Mission

To be Europe's leading information delivery platform, providing organisations with:

- Best-in-class customer experience, and
- Integrated computing and network services that make a difference to their businesses.



Typography



Colours



Brand element



Brand definition



Photography



Assets



Visual system



FAQs



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Great! You've finished your exploration of planet Typography.

Answer this simple question and refuel your spaceship to go further.

Which of the following is a Colt Brand personality co-ordinate?

- Vivid
- Accelerating
- Humorous
- Powerful

Submit



Colours



Brand element



Brand definition



Photography



Assets



Visual system





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Congratulations!

You are now ready to explore the Colt Brand Universe further.

Choose your planet.

Typography



Colours



Brand element



Brand definition



Photography



Assets



Visual system



FAQs

2. COLT BRAND LANGUAGE

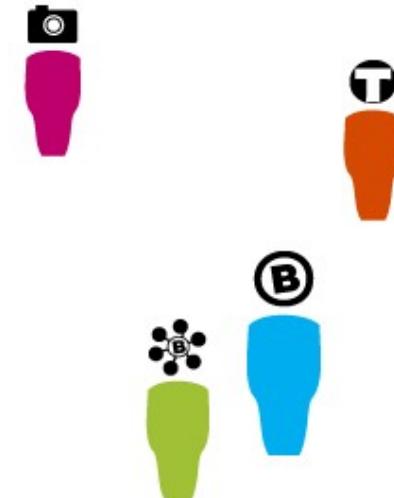
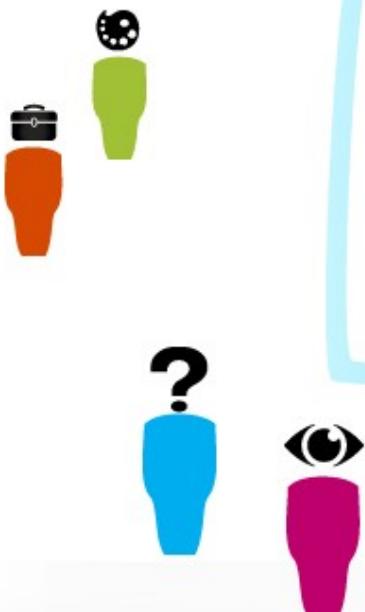


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SPEAK COLT

Colt's success and growth is marked by innovation and its 43000km network. To ensure further growth and prosperity, we need to understand the Colt Brand and ensure that we speak consistently and in the right tone of voice every time.

Meet the **Colt Brand language experts** and learn how to express the Colt Brand in visual, textual and other applicable forms, effectively.



CAN YOU SPEAK COLT?





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Brand definition



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BRAND DEFINITION

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[Our Vision](#) | [Our Mission](#) | [Our Values](#) | [Brand Personality](#)



CAN YOU SPEAK COLT?





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Our Mission

Duis in diam erat. Aenean a magna mauris, vitae malesuada enim. Nullam porttitor massa sapien, in tempor est. Nam a dui libero, et malesuada arcu.

Quisque eu mollis magna. Donec facilisis,

Nulla eget mattis varius, ipsum odio hendrerit lorem. Nullam in laoreet odio. Integer nec felis ac purus accumsan ultrices.

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Brand definition



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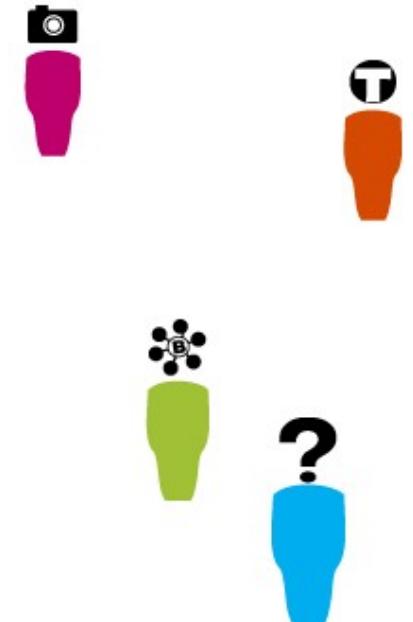


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Test your Colt Language Quotient by answering these simple questions.

In the Colt webpage shown, which of the experts will have an objection?

The screenshot shows the Colt website homepage. At the top, there's a navigation bar with links for 'Customer & partner login', 'Register', 'Commerce', and 'United Kingdom - English'. Below the navigation is a search bar and a 'Login' button. The main content area features a large banner for the 'Colt 2011 CIO Cloud Survey' with a blurred background image of a city skyline at night. To the right of the banner is a 'Contact us' sidebar with options like 'Talk to us', 'Chat online to do it experts', 'Request a call back', 'Email us', and a phone number '+44 (0) 20 7389 9000'. Below the banner, there are three main news cards: 'My Colt' (with a picture of a tunnel), 'Our Customers' (with a picture of two men), and 'News' (with a picture of a globe). The 'News' card includes a link to 'Colt Group E&A recognition and appointments of non-executive Directors'. The 'Our Customers' card includes a link to 'Find out how Colt has helped its customers to align their IT and business needs'. The 'News' card includes a link to 'Colt announces new shared capital to support its growth into Europe'. The 'IPv6' card includes a link to 'Colt contributes to the world's IPv6 migration'.

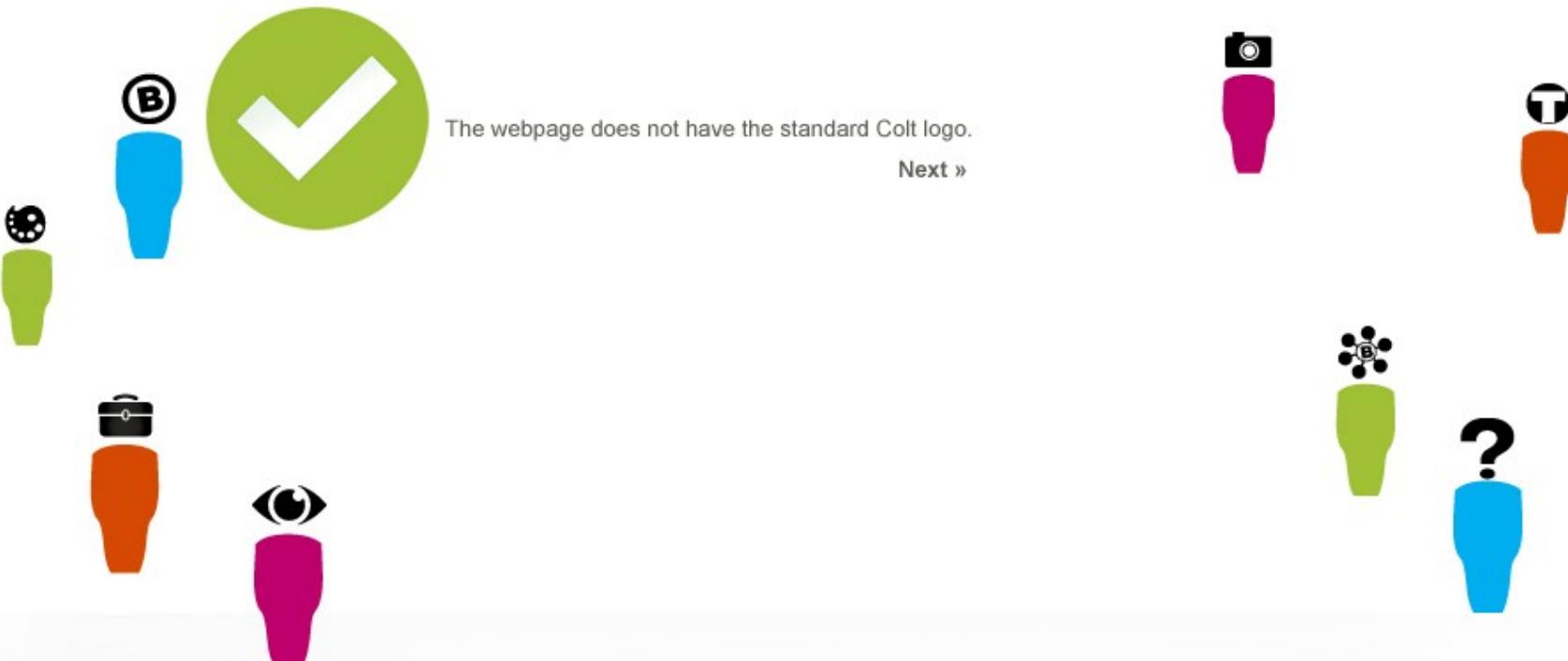


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The webpage does not have the standard Colt logo.

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CAN YOU SPEAK COLT?

