



CAPABILITI PRESTO

Identity Refresh



CAPABILITI

Original Brand



Text Book

- Learning
- Education

Cursor Arrow

- Electronic
- Efficient
- Productive
- Simple

ORIGINAL CAPABILITI LOGO

Brand Refresh 1



Arrow Pointer

- Application
- Administrator



Hand Pointer

- Online
- Web-enabled
- Client

ORIGINAL CAPABILITY LOGO REFRESH

Brand Refresh 2



CAPABILITI LMS LOGO

Brand History

LMS

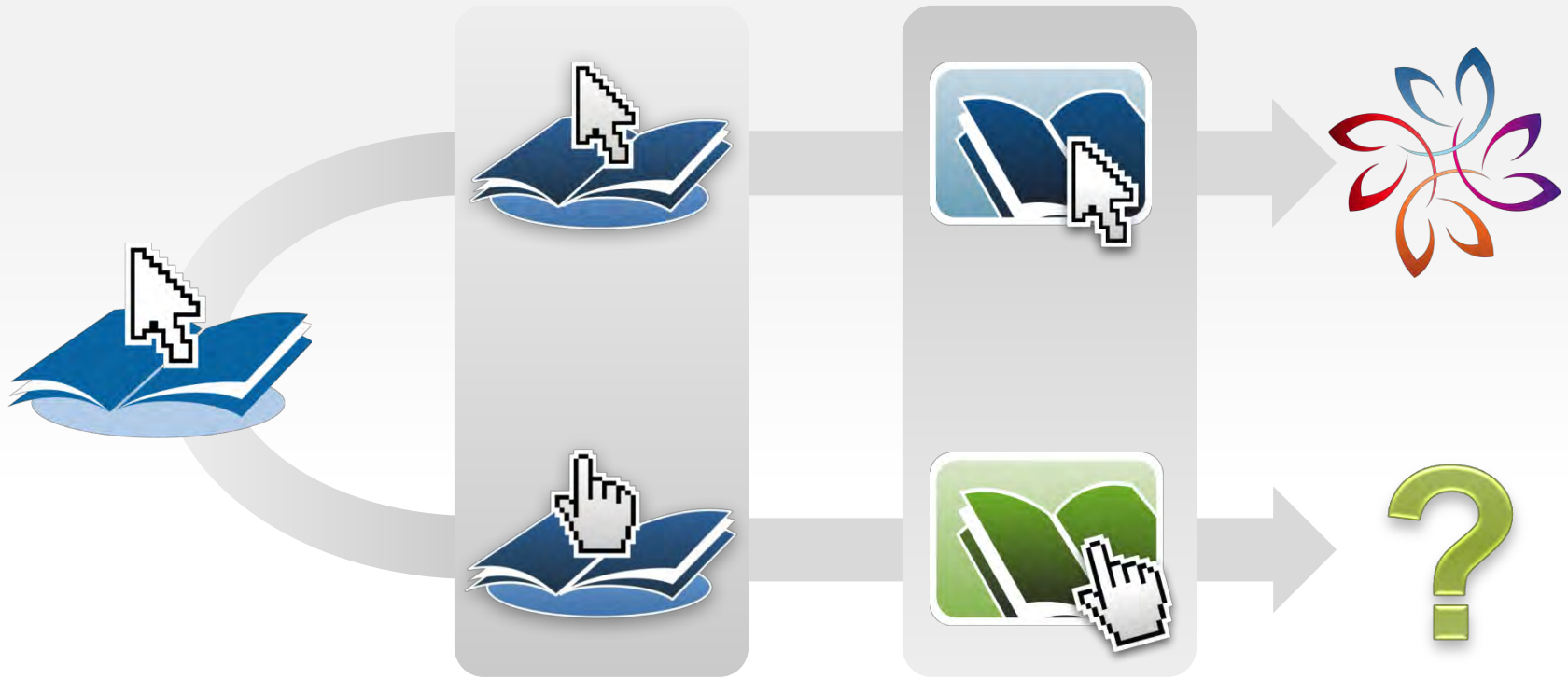
Performance



ClientView

e-Learning

CAPABILITI SUITE LOGO 2009



CAPABILITÀ PRESTO

Brand Development

CAPABILITI PRESTO

Colour Palette

- Green
- Nurturing
- Friendly



#91CD2A



#76A421



#587D1A



#446114



#2E430E



#DDDDDD



#999999



#333333



#000000

CAPABILITI PRESTO

Typeface

Typeface: **Sansation**

Creator: **Bernd Montag**

Licence: **Freeware**

Presto

CAPABILITI PRESTO

Typeface Modifications

- To create unique brand

Presto



Sharp spurs on selected letters

Presto



Tighter letter spacing

CAPABILITI PRESTO

Logotype Concept Specifications

- Inclusion of Capabiliti brand

The logo features the word "Capabiliti" in a white, sans-serif font, oriented vertically within a red rectangular border. To the right of this, the word "Presto" is written in a large, bold, dark green, sans-serif font. The two words are positioned to appear as a single unit.

Capabiliti Presto

Capabiliti
Presto

Capabiliti
Presto

Capabiliti
Presto

CAPABILITI PRESTO

Logotype Concept 001



CAPABILITI PRESTO

Logo Concept 001



CAPABILITI PRESTO

Logo Concept 001a



CAPABILITI PRESTO

Logo Concept 002



CAPABILITI PRESTO

Logo Concept 003



Capabiliti **Presto**

CAPABILITI PRESTO

Logo Concept 004



CAPABILITI PRESTO

Logo Concept 005



CAPABILITI PRESTO

Selected Logo