Centric *visual identity* guideline

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Introduction

Centric’s visual identity shows what we stand for: progress that never stops. Reliable. Collaborative. Made for society.

This guideline helps you bring that identity to life. A clear expression of who we are and how we help organizations move forward. It offers direction and inspiration, ensuring every touchpoint looks confident, works consistently, and tells the right story. A story of technology that makes a real difference.

You’ll also find how we expect the visual identity to be applied. These examples and principles are meant as guidance and inspiration. Tools that help you build a strong and consistent brand. Use them to make confident, on-brand choices.

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Primary logo

Logo clear space



This diagram visualises the minimum clear space for the logo.

Primary logotypes





The full-color logo variations are
the preferred options in any layout.

Logotypes



When possible please use the full color version
with black wordmark on light backgrounds.



When possible please use the full color version
with white wordmark on dark backgrounds.



The full white version of the logo is only used on
the bright green background for legibility purpose.



The all black version of the logo is only
applied when colors can’t be used.

Logo don’ts

To protect the integrity of the Centric logo, it's important to use it consistently and correctly. The examples on this page highlight common misuse and incorrect applications. Avoid these treatments to ensure the logo remains recognizable, legible, and aligned with our visual identity.

Don’t use the Full color logo on the bright green background. The icon will be hard to see.

Don’t use the Full color logo on bright secondary colors.

Don’t use the Full color logo with black wordmark on dark background colors.

Don’t transform the logo into a perspective version.

Don’t use the all white logo when the full color version can be used.

Don’t use the all white logo on light backgrounds.

Don’t use the full black logo on bright color backgrounds.

Don’t add a drop-shadow to the logo.

Team building day 2026

Don’t create new lock-ups without approval.

Don’t recolor the logo.



Don’t place the logo on images where it becomes partially or fully invisible due to contrast.

Don’t use the logo as an image mask.

Typography

Typography

Inter and Noto Serif Display are the primary typefaces of the Centric visual identity.

Inter is a versatile and contemporary sans serif that works for both large titles and small body text. Its clean and timeless character ensures readability and consistency across all applications.

Noto Serif Display in the style *Semi Condensed - Medium Italic* is used to highlight key words in titles or to add a refined accent to supporting copy.

Download links are provided in the overview on the right.

Note:
Noto Serif Display is a broad font family with many styles. When downloading, open the ZIP file, go to the folder named static, and install only the following file:

NotoSerifDisplay_SemiCondensed-MediumItalic.ttf

Inter – Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890,.!?€@#%&

Download here https://fonts.google.com/specimen/Inter

Noto Serif Display – Semi Condensed Medium Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890,.!?€@#%&

Download here https://fonts.google.com/noto/specimen/Noto+Serif+Display

Technology *made for* public safety.

Headline: Inter – Medium
Kerning: Optical
Tracking: -25 (or -5% Letter spacing)
Leading: 100%

Headline higlight (apply once per headline):
Noto Serif Display – SemiCondensed Medium Italic

Kerning: Optical
Tracking: -10 (or -2% Letter spacing)
Leading: 100%

Technology made for public safety.

Secondary title / intro: Inter – Regular
Kerning: Optical
Tracking: -25 (or -5% Letter spacing)
Leading: 130%

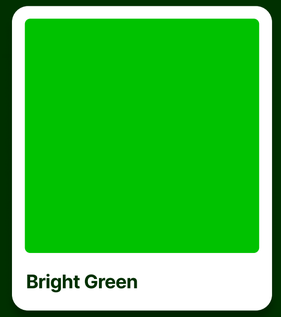
Paragraph heading
Lorem ipsum dolor sit amet. Eos autem similique aut totam vero eum perferendis tenetur sit unde voluptas aut asperiores quis. Sit alias beatae et dolorem mollitia in nemo consectetur a dolores reprehenderit qui corporis error est molestias veniam. Eum consequatur ipsam a nisi recusandae.

Paragraph heading
Lorem ipsum dolor sit amet. Eos autem similique aut totam vero eum perferendis tenetur sit unde voluptas aut asperiores quis. Sit alias beatae et dolorem mollitia in nemo consectetur a dolores reprehenderit qui corporis error est molestias veniam. Eum consequatur ipsam a nisi recusan.

Paragraph Heading: Inter – Bold
Kerning: Optical
Tracking: -10 (or -2% Letter spacing)
Leading: 150%

Body Copy: Inter – Regular
Kerning: Optical
Tracking: -10 (or -2% Letter spacing)
Leading: 150%

Colors



Bright Green

Centric color palette

Dark Green
HEX: #003000
RGB: 0–48–0
CMYK: 85–20–100–70
PMS: 2411 C

Bright Green
HEX: #00C200
RGB: 0–194–0
CMYK: 80–0–100–0
PMS: 2271 C

Off-white
HEX: #FAFAF0
RGB: 250–250–240
CMYK: 2–1–5–0
PMS: 9043 C

Soft Green
HEX: #B9D7C3
RGB: 185–215–195
CMYK: 25–0–20–0
PMS: 621 C

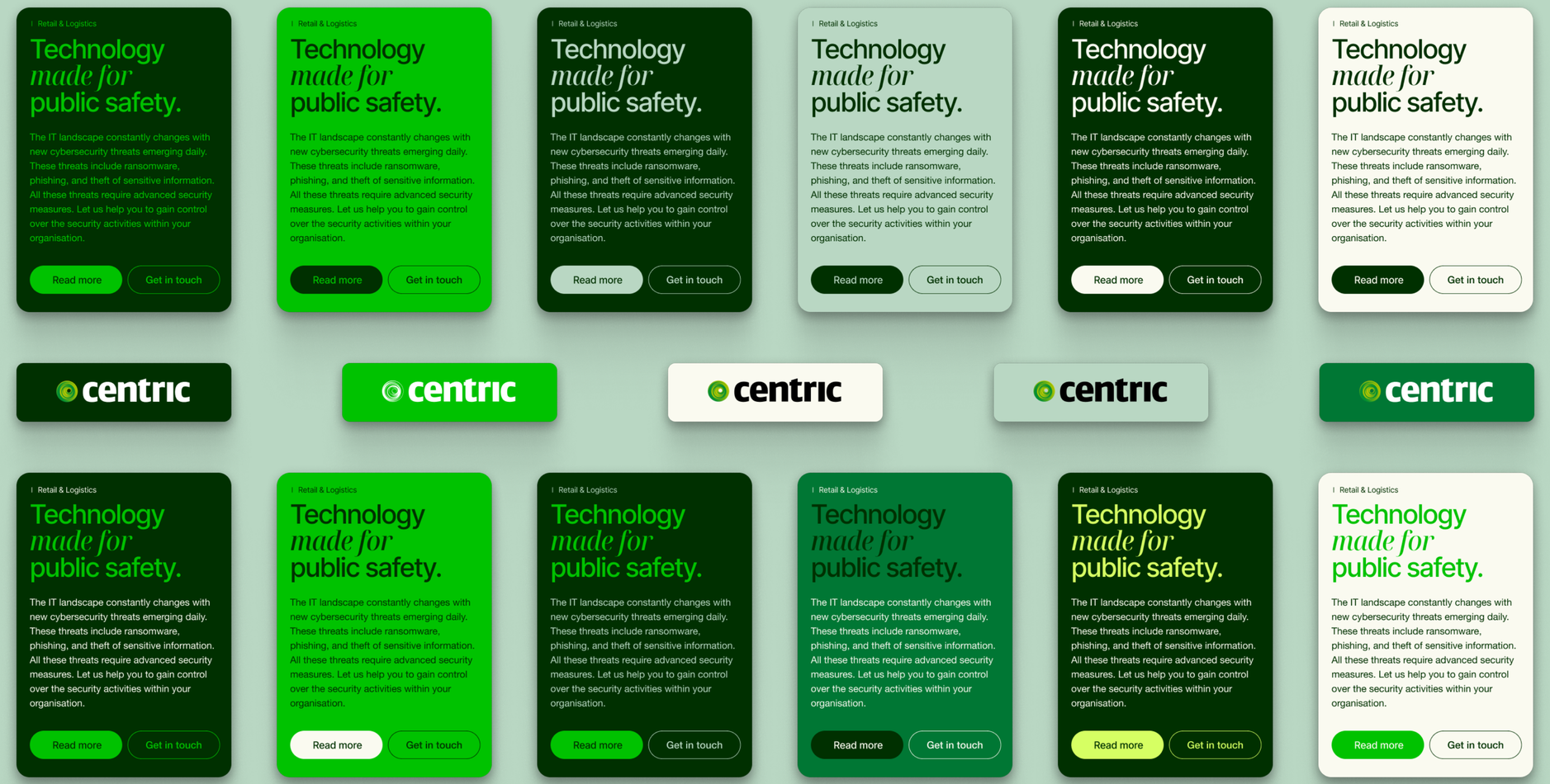
Bright Lemon
HEX: #D6FF63
RGB: 214–255–99
CMYK: 20–0–70–0
PMS: 372 C

Classic Centric Green
HEX: #007734
RGB: 0–119–52
CMYK: 100–30–100–0
PMS: 349 C

Our colours define the brand’s primary look and feel.
They make us stand out, unique and recognisable.

The palette is built around our signature greens, supported by neutral tones that bring balance, clarity and flexibility.

Color combinations



It’s possible to use two types of color combinations:

- **Duo-Tone:** Two colors per layout (Top example).
- **Tri-tone:** Three colors per layout (Bottom example).

Centric visual identity assets

Brand elements

The Swirl

Progress is a continuous cycle. An ongoing process that keeps evolving and building upon itself. The swirl captures this idea. It is a flexible brand element that brings movement and energy to the identity.

It adds depth, movement and a dynamic expression, whether used in animation or as a static element.

Swirl graphics

Full shapes



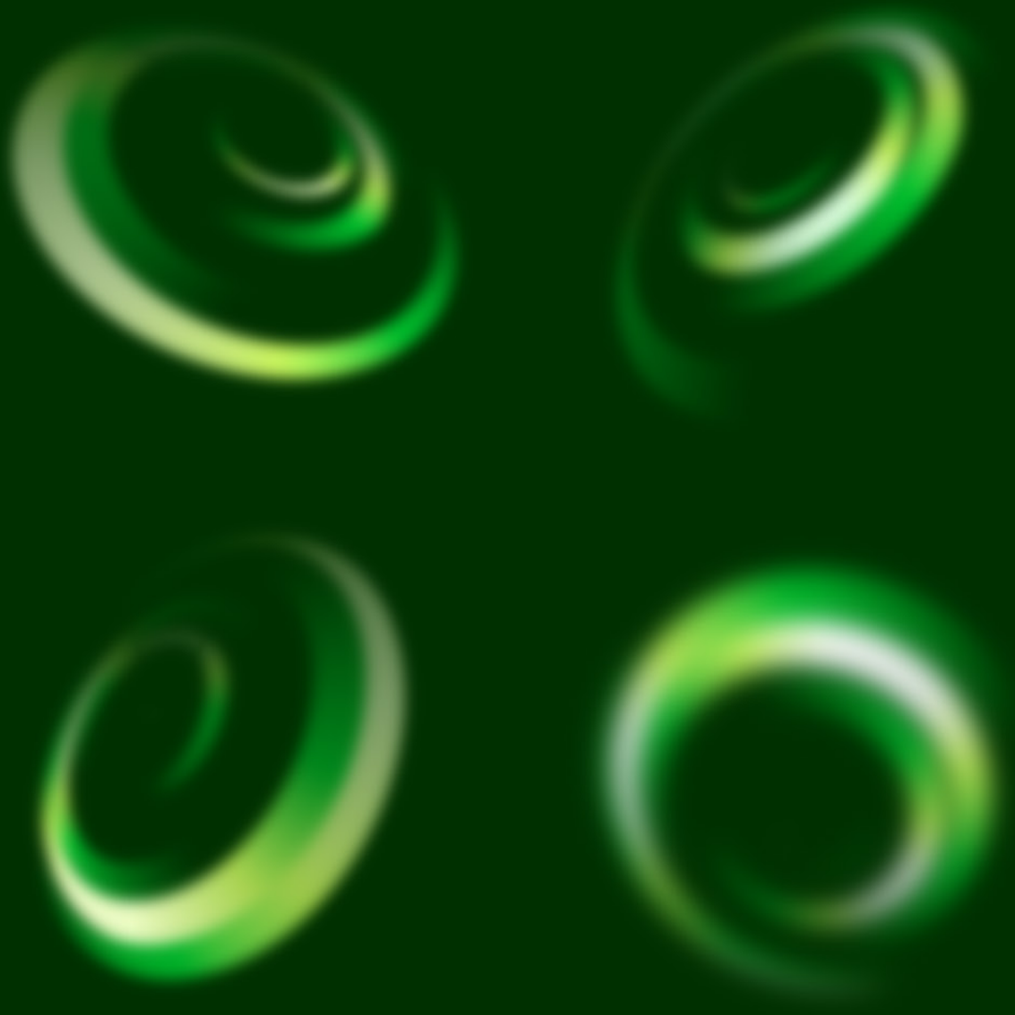




Swirl graphics can be applied over full-color backgrounds or positioned in the corners of imagery to create subtle depth and motion. They can interact with photography or layouts without overpowering the content.

Maintain enough contrast for clarity and legibility, and ensure the swirl supports the overall composition rather than becoming its focal point.

Note:
Only one swirl should be used per layout.

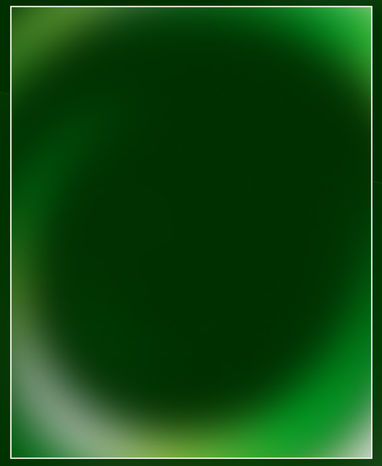


Swirl graphics

Swirl application examples (cropping).









A collection of examples for inspiration

Design examples

Advertisements

Leaflets & flyers



Give customers insight into their orders and inventory, and allow them to place new orders themselves. For existing users of Plan&Go TMS and In&Out WMS, we have developed a new Centric Logistics Portal (CLP). The current CLP no longer meets today's requirements in terms of security and UI/UX. In addition, the current portal requires significant maintenance, as it runs within your own IT environment.

The current version of the CLP will no longer be supported after December 31, 2024, and will reach End Of Service (EOS). This means that from January 1, 2025, no further updates, upgrades, or support will be provided for the version of the portal running in your own IT environment.

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Benefits

By migrating to the new CLP, you and your customers connected to the portal will benefit from three key advantages:

1. **Hosted**
   The new solution is fully cloud-based on Microsoft Azure. This means the application no longer runs on a dedicated on-premise web service. You are therefore fully relieved of management and hosting responsibilities.
2. **Secure**
   The new CLP is future-proof and meets the latest security standards.
3. **Modern UX/UI**
   The UX and UI have been improved using the latest technologies and are accessible through a browser. The existing functionalities remain the same, ensuring a familiar experience for end users.

Functionality

Below are the functionalities of the new CLP, listed by category:

General

- Retrieve reports.
- User management and authorization.
- Set user-specific language.
- Export data from a table to Excel or PDF.

Plan&Go TMS

- Create transport orders, check status, upload and download documents.
- Download invoices.

In&Out WMS

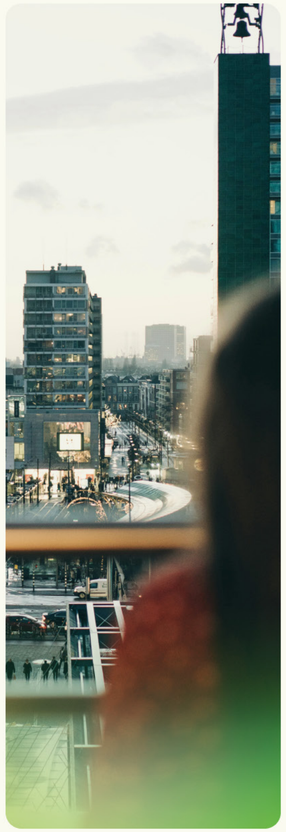
- Create inbound orders, check status, upload and download documents.
- View stock levels and stock movements per item, batch, or carrier.
- Download invoices.
- Create outbound orders, check status, upload and download documents.

Preconditions for migration

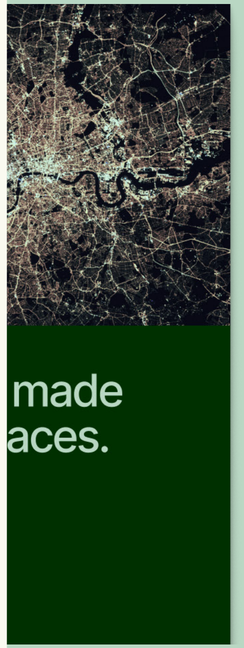
To migrate to the new CLP, version 2024.1.01 of Plan&Go TMS or In&Out WMS must be installed.

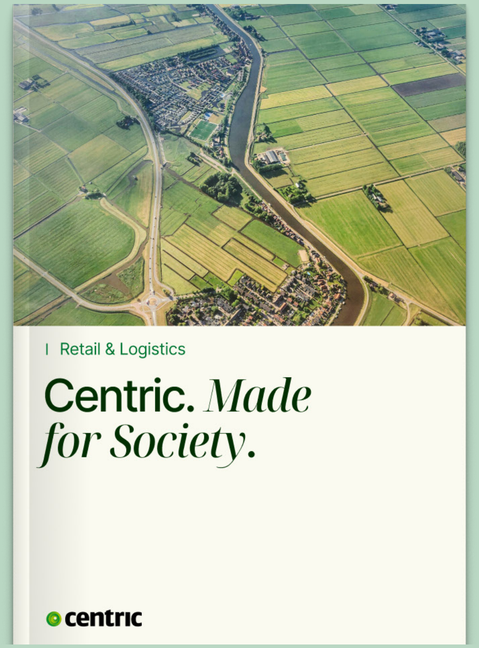
Interested?
If you are interested or would like more information, please contact:
Bert Meijer, Account Manager Centric Transport Solutions bert.meijer@centric.eu

We'd be happy to discuss a suitable migration path with you.

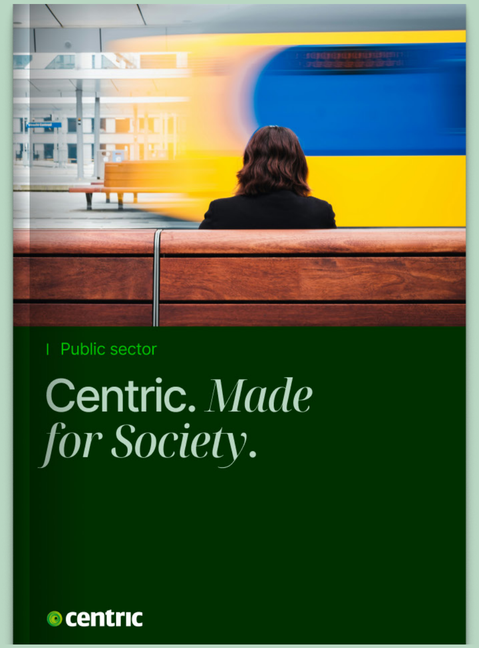


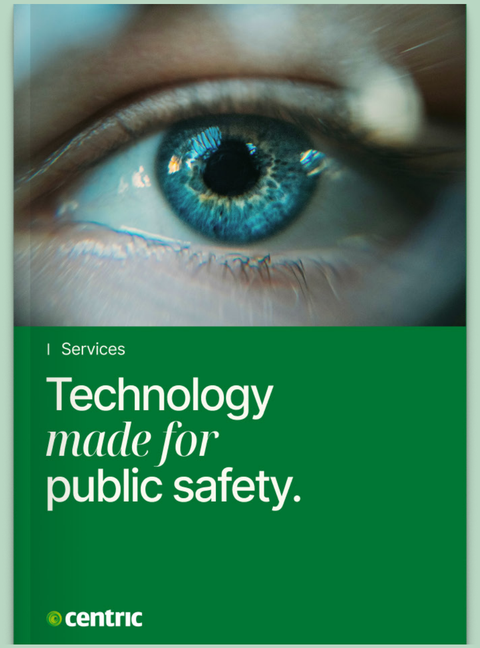
Brochures

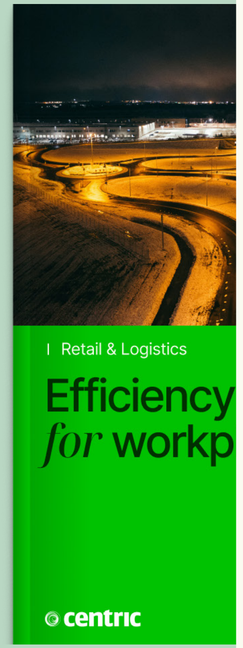

made
aces.


Retail & Logistics
Centric. Made for Society.
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Services
Efficiency made for workplaces.
centric


Public sector
Centric. Made for Society.
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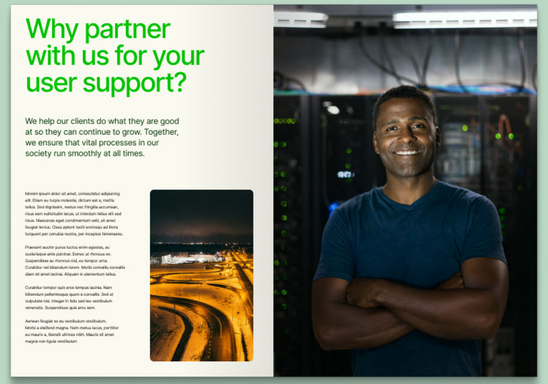

Services
Technology made for public safety.
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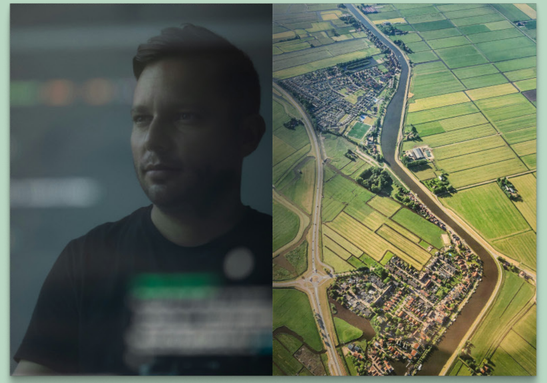

Retail & Logistics
Efficiency for workp
centric

Brochure spreads

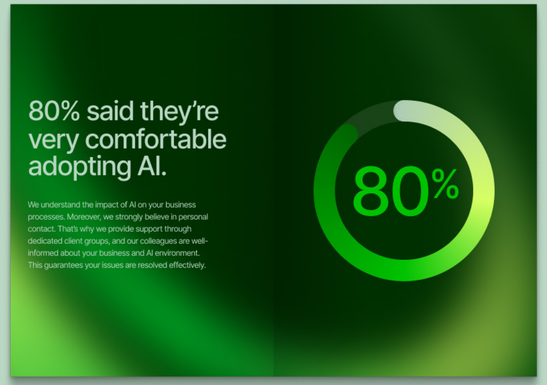
























A collection of images for inspiration

Photography

Our view on society.

Our photography is real: grounded, Dutch, unfiltered. No polished settings, no staged perfection. We capture **what actually happens** and **the effect our solutions have.**

We work **candid** and **in-situation.** People are engaged in their work, with each other, or with the technology itself. **No camera contact, no posing.** The camera observes rather than directs.

We look for **surprising viewpoints** and **functional angles:** handheld, from a point of view, along objects, or through movement. Images feel as if you are standing on the work floor yourself. That makes them credible.

We avoid the obvious: we prefer an unexpected composition over a perfect one. Real interaction over a staged moment. This is how we show what truly matters:

impact in everyday use.

A collection of images for inspiration

People

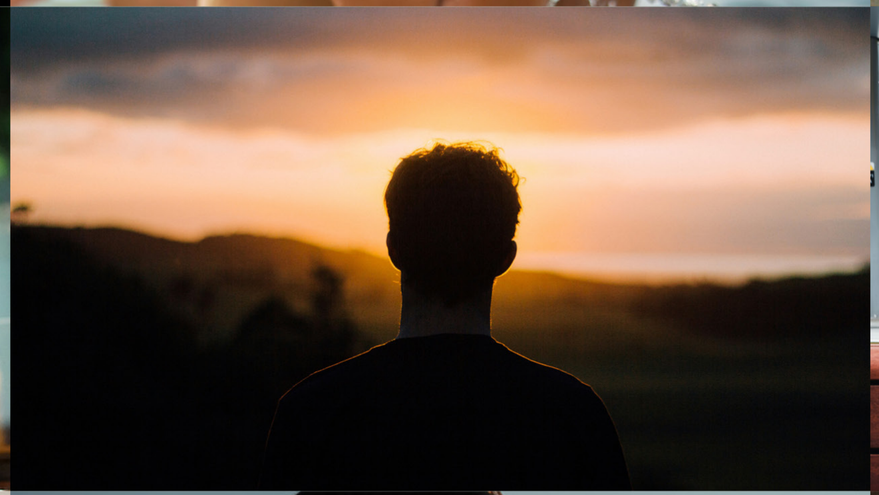
Centric is about people, so we use human and authentic photography. Real snapshots from daily life.

We capture natural moments and movement, avoiding posed or staged situations.

Centric plays a role in the lives of citizens, colleagues, and professionals.
Our photography reflects that everyday reality.







Utrecht Centraal




A collection of images for inspiration

Industry

We show the world we work in and the places where we make an impact. When highlighting industries, initiatives, or business units, the imagery becomes broader in scale.

We focus on real environments and the difference we make for customers, partners, colleagues, and communities.

Images are not edited. They are carefully selected, with compositions that feature blue, green, and plenty of orange. The visuals are natural and authentic. We choose images that reflect life and society, not the product.





