

PRIMARY LOGO: STACKED



ALTERNATE LOGOS: HORIZONTAL / REVERSE



ALTERNATE LOGOS: B&W

Black version of logo to be used for b&w, greyscale, or duotone applications.



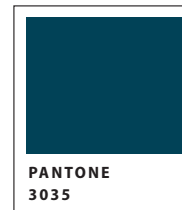
SPACE AROUND

Whenever possible, allow ample space around the logo with a margin on all sides, as shown below.



COLOR PALETTE

We have developed a 1-color logo solution, though files created have been converted to 4-color process rather than a spot color. The closest Pantone number, CMYK and RGB breakdowns, and web/hex equivalents appear below.



C: 100 R: 0
 M: 65 G: 66
 Y: 45 B: 88
 K: 35

Web/Hex: #004258

BRAND FONTS

The CSWD brand uses **Myriad Pro** as its main font family, as well as **Market Fresh Inline Bold** as a headline or accent font.

Consistent, thoughtful use of your logo is an important part of a successful brand strategy. Please use this sheet as a guide when reproducing your logo.

DO: USE THE LOGO IN ITS PRIMARY CONFIGURATIONS



DO NOT: LOCK UP OTHER WORDING IN CLOSE PROXIMITY TO THE LOGO



DO NOT: CREATE ALTERNATE VERSIONS OF THE LOGO, EVEN IN APPROVED PROGRAM OR BRANDING COLORS



DO NOT: SQUISH OR EXTEND THE LOGO PROPORTIONS



DO NOT: TILT THE LOGO



LOGO AND TAGLINE FILE FORMATS

SIZE / RESOLUTION:

We have created your final logo in 4 different file formats: **Illustrator** (.ai or eps files), **PNG**, **JPEG** and **TIFF**. They are organized into folders and named using conventions that help differentiate the files.

We typically deliver final logos in these standard formats, but if you have a need for another specific file format, please let us know.

Reasons for the usage of each format are listed at right.

1. FOR PRINTING & LARGE FORMAT DIGITAL PRINTING

Illustrator Files: We've provided Adobe Illustrator files for both your primary logo and your alternate logo. Fonts have been converted to artwork, so fonts are not needed to use and distribute your logos.

These are the original, editable logo files. If you don't have Illustrator, you won't be able to view them. However, these files are what vendors will need you to send them to create signage, high-quality printed materials, promotional items, apparel, advertising, and the like. Illustrator files are vector-based and scalable to any size.

Size is not critical for Illustrator files; they are scaleable to any size.

Resolution: N/A

2. FOR WEB / ONLINE USE

PNG Files: These files are for online applications — primarily web and email. Files are supplied in screen resolution / RGB format and are on a transparent background.

Email Signature: We have included a PNG file for email footers.

Resolution: 72 dpi

Can be reduced in size

3. FOR INTERNAL USE (LASER PRINTING)

JPEG Files: These are color versions of your logo which are helpful for universal and internal uses. Files are supplied in full color and RGB format.

Please refrain from enlarging or reducing your JPEG files, as this will degrade image quality. Additional sizes should be created from the original Illustrator files.

Resolution: 150 dpi

Can be reduced in size, but image quality may be compromised.

4. GREYSCALE / BLACK

These black & white logos are Microsoft Word-friendly and helpful for certain black-only applications, such as internal forms or newspaper advertising.

TIFF files are larger in resolution — 600 dpi — and can be colorized with one color when imported into some software programs.

Please refrain from enlargements beyond 125% of size.

Resolution: 600 dpi

Can be reduced in size

PRIMARY COLOR PALETTE:



C: 100 R: 0
M: 65 G: 66
Y: 45 B: 88
K: 35

Web/Hex: #004258

Primary CSWD color – used for logo and primary branding



C: 40 R: 151
M: 10 G: 173
Y: 100 B: 51
K: 10

Web/Hex: #97AD33

Accent or “punch” color – use sparingly

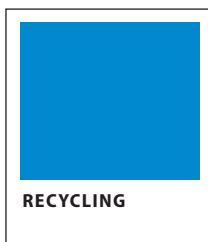


C: 59 R: 101
M: 49 G: 103
Y: 58 B: 94
K: 23

Web/Hex: #65675e

Use primarily for text styles – body copy

SECONDARY COLOR PALETTE:



C: 100 R: 0
M: 30 G: 137
Y: 0 B: 207
K: 0

Web/Hex: #0089cf

Closest PMS for reference: Pantone Process Blue



C: 65 R: 106
M: 15 G: 167
Y: 100 B: 68
K: 0

Web/Hex: #6aa744

Closest PMS for reference: Pantone 7737



C: 0 R: 0
M: 0 G: 0
Y: 0 B: 0
K: 100*

Web/Hex: #000000

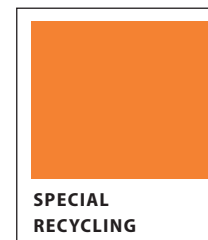
Closest PMS for reference: Pantone Process Black



C: 40 R: 152
M: 100 G: 39
Y: 100 B: 43
K: 10

Web/Hex: #98272b

Closest PMS for reference: Pantone 7622

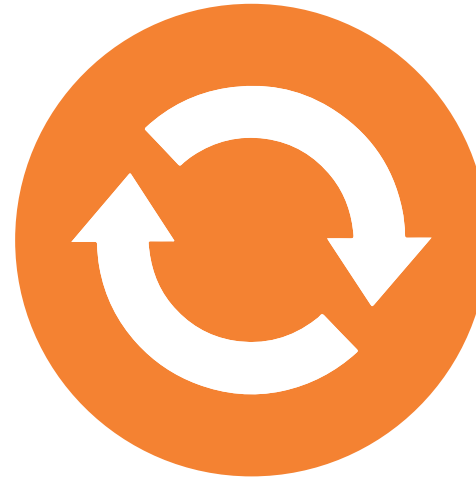


C: 0 R: 245
M: 60 G: 130
Y: 90 B: 50
K: 0

Web/Hex: #f58232

Closest PMS for reference: Pantone 158

** You can also use a Super Black if needed 60 / 40 / 40 / 100*





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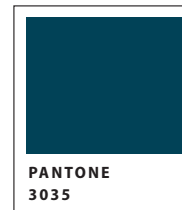
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