



## Brand Guidelines

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## Introduction

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The purpose of these guidelines is to explain the new brand style and to reinforce consistent application of the visual elements in all communications. This includes publications, presentations, and all other marketing materials both online and offline. Guidelines on the use of the logo are included.

Because the brand cannot be compromised, this guide has been created to provide all the pertinent specifications you need to maintain its integrity. The guidelines set in this document are not meant to inhibit, but to improve the creative process. By following these guidelines, the materials you create will represent the company cohesively to the outside world.



## THE CONCEPTUAL BACKGROUND

CMY Image believes in the earth. Believes that life can be better. Our products reflect that in their design, and in turn the design must reflect what our product pursues in spirit: Economy. Efficiency. A higher quality of life at a smaller expense to the environment.

The focus of our identity is on the environment and our integrity. We want our customers to feel good about the choices they are making to help the earth, so we use calm colors, warm tones, and subtle textures in our artwork. We see ourselves as partners with the environment, so the brand must always exude conservation while appearing fresh and friendly, whether through our font choices or our social media posts.

We provide a product that conserves resources, and we in turn should never waste an opportunity to connect with our market. Our branding materials must always reflect the duty we feel towards providing a simpler, greener choice in the printing industry.



## Logo Design

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The company logo is an important and valued graphic element and must be used consistently and appropriately, even minor variations will undermine and compromise the image of the branding.



Primary logo

CMYimage

CMYimage

CMYimage

CMYimage

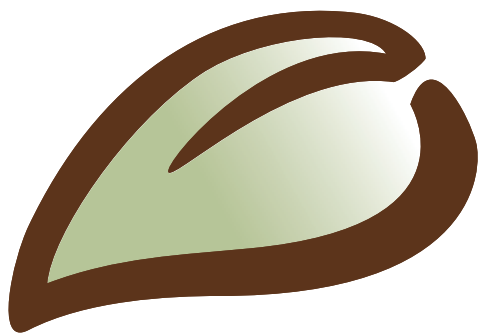
CMYimage

CMYimage

Primary logo in alternate colors



Secondary logo with alternate colors



Logo mark with alternate colors





## Logo Usage

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Always use master artwork when reproducing any logo design. It should never be recreated under any circumstances. Always ensure you are using the correct artwork for the application.

When reproducing any logo elements, *only* the original high resolution or vector graphic files shall be used - logos *should not* be taken from this document.



**Exclusion Zone**

Make sure that text or other design elements do not encroach upon the logo.



**Minimum Production Size**

In the primary logo format a minimum size must be adhered to so that legibility is retained.

If a smaller size must be used, the logo mark will be an appropriate alternative.



**WRONG**

The logo has become distorted from its designed aspect ratio, therefore stretching or squishing the shape and text.

If the space is restrictive, the scale of the logo (not the dimensions) must be adhered to fit.



**Correct**

The logo shape is consistent with the initial design, retaining balance and legibility.



**WRONG**

The backdrop for the logo placement is too similar to the primary color - it lacks visibility and contrast.

To fix this problem, you can either select a contrasting base color, use the version of the logo with the white border, or switch to one of the secondary colors assigned to the logo.



**Correct**

The logo is clear and visible, set in primary colors onto a backdrop which shows contrast. The tone of the background should always appear lighter than the tone of the primary logo color.

These are examples of appropriate solutions to the logo contrast issue.



**WRONG**

Important elements within the logo have been distorted, enlarged or shrunk, affecting the balance and design.

A consistent layout is essential across all media, and by changing key elements it will introduce confusion into the brand.



**Correct**

The logo has been used in the fashion it was designed. A consistency has been achieved in how it is seen.

The logo 'CMY image' is shown within a dashed rectangular border. The letters 'C', 'M', and 'Y' are rendered in a stylized, rounded font. 'C' is blue, 'M' is red, and 'Y' is yellow. The word 'image' is in a purple, lowercase, rounded font. This is an incorrect usage because the colors for 'C', 'M', and 'Y' are outside the brand's color scheme, and the font for 'image' is not the brand's custom typeface.

**WRONG**

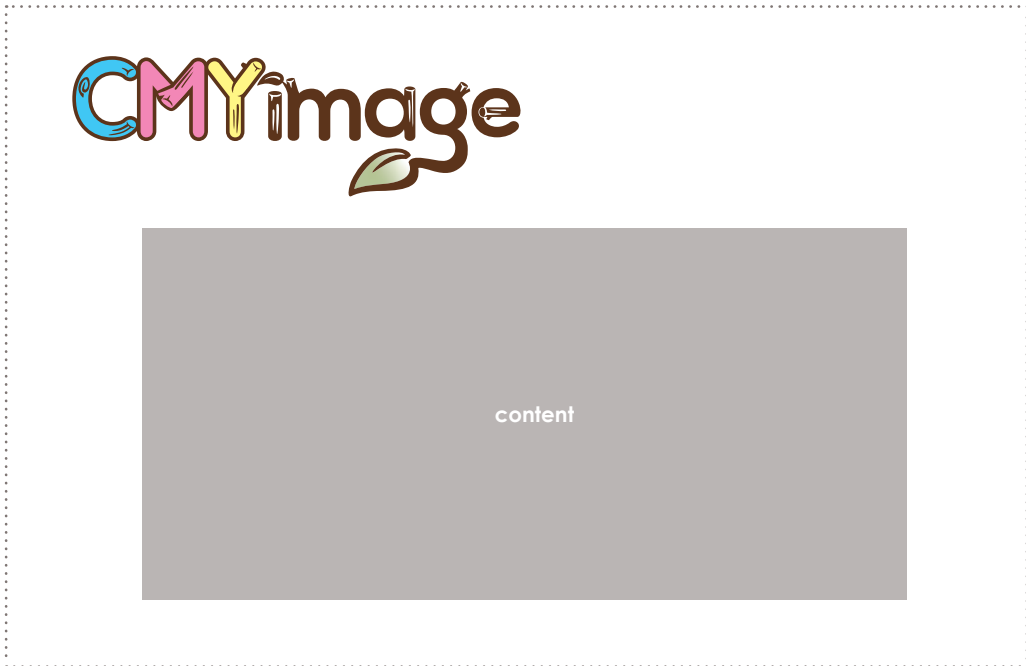
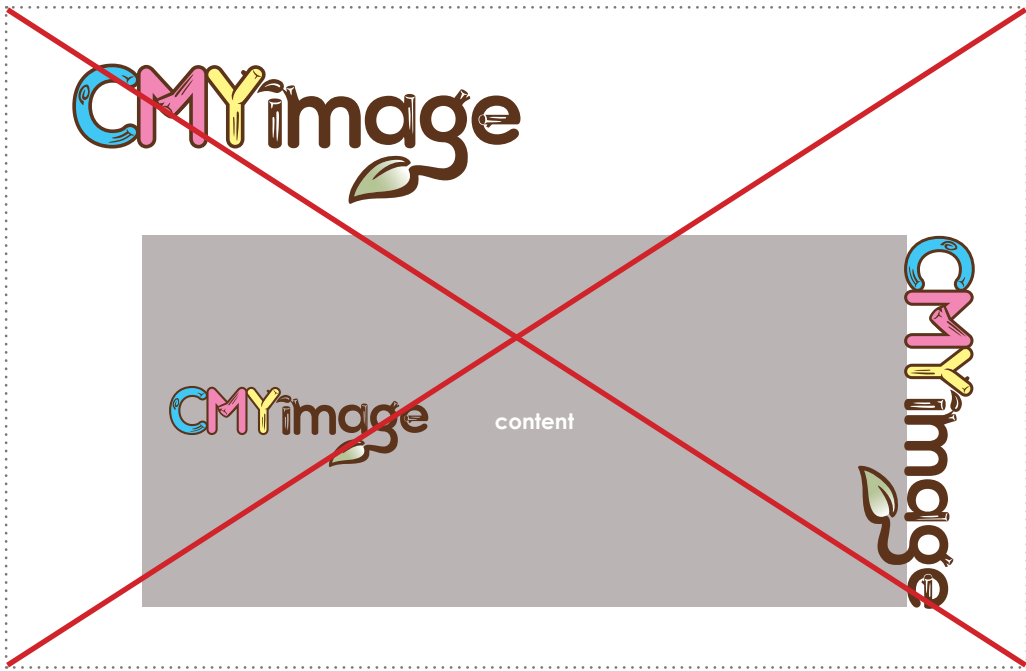
A color outside of the selected brand color scheme has been used. This is not recommended as it confuses the brand image.

Replacing the font is a definite no-no. The custom typeface should be used at all times with the presentation of the logo.

The logo 'CMY image' is shown within a dashed rectangular border. 'C' is blue, 'M' is pink, and 'Y' is yellow. 'image' is in a brown, lowercase, rounded font. The letter 'i' has a small green leaf-like shape at its base. This is the correct usage as it uses the brand's primary colors and the custom typeface.

**Correct**

The logo is presented in its primary colors using the custom type that has been selected for it.



In most cases, use of one company logo is all that is required. If an advertisement is made by CMY Image, then that logo is usually all that is required for recognition by the audience and customers.



## Color Schemes

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Accurate reproduction of the brand color scheme is essential in communicating a clear and consistent message about the company image.

The Pantone colors should be used whenever possible, with CMYK/RGB being matched as closely as possible depending on the materials and print process.

Black and white are acceptable as accent colors, in addition to the colors within the assigned color scheme.



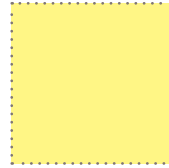
Primary Colors in logo



Pantone 4695C  
30/65/80/60  
93/53/29  
#5c351c



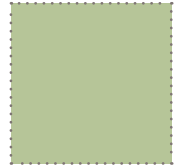
Pantone 211C  
0/60/0/0  
242/135/183  
#fb7eb4



Pantone 393C  
8/0/68/0  
241/236/114  
#f1ec72



Pantone 305C  
57/0/6/0  
87/200/231  
#57c8e7



Pantone 7493C  
28/14/50/0  
189/195/145  
#bdc391

Recommended color accents



Pantone 480C  
0/15/24/24  
200/175/154  
#c8af9a



Pantone 7504C  
0/30/38/45  
155/118/97  
#9b7661



Pantone 4635C  
30/65/80/20  
153/93/60  
#995d3c



Pantone Warm  
Grey 5C  
13/15/31/24  
175/166/143  
#afa68f



Pantone 413C  
0/0/10/30  
189/188/175  
#bdbcaf



Pantone 7678C  
70/84/11/1  
106/71/141  
#6a478d



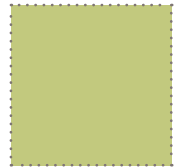
Pantone 7673C  
77/74/22/6  
84/83/134  
#545386



Pantone 7627C  
22/96/94/15  
171/43/40  
#ab2b28



Pantone 367C  
40/0/81/0  
163/213/93  
#a3d55d



Pantone 7492C  
27/10/63/0  
194/202/127  
#c2ca7f



Pantone 5763C  
53/38/79/17  
118/122/76  
#767a4c



Pantone Cool  
Grey 10C  
61/53/48/19  
100/100/105  
#646469



Pantone Black  
66/64/67/67  
46/41/37  
#2e2925

While not limited to these colors, you'll find that they pair nicely with the logo.



Examples of how the primary logo deals with the alternative color backgrounds from the suggested scheme.

The only rules are that the colors do not clash and that there is a level of contrast between logo, typography, and its specified backdrop.

This also applies to the logo placement over a photographic background, pattern, visual graphics or other media.



## Typography

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The primary typeface to be used in print media is Rockwell with a secondary Century Gothic to complement the primary. These have been carefully selected to best represent the brand image, and must be used to retain consistency.

Some tertiary choices have also been chosen to support these typefaces in advertising media whether print or online.

It is not recommended to use fonts other than those selected in these guidelines.

abcdefghijklm  
nopqrstuvwxyz

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ

1234567890

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e®β† √ Σ≈¥Ω

Primary Typeface - Content  
Century Gothic Regular

abcdefghijklm  
nopqrstuvwxyz

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ

1234567890

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e®β†¨√ □ ≈¥Ω

Secondary Typeface - Headlines/Subheads/Taglines  
Rockwell Regular

a b c d e f g  
h i j k l m n  
o p q r s t  
u v w x y z

A B C D E F G  
H I J K L M N  
O P Q R S T  
U V W X Y Z

Tertiary Typeface - Drop Caps/Decorative Use  
CMY Image Tree