Branding Style Guidelines

These mandatory guidelines will help you use CSC logos, fonts, colors, and preferred imagery to ensure our brand remains consistent and recognizable. Questions or help with these guidelines should be referred to Karla at **kgarrett@communityservices.us**.

USE OF LOGO

DO

- **<u>Use a correct, current logo (see below) on ALL external materials.</u>**
- **In the year 2020**, we require you use the "celebration" logo (see below).
- Use logo in one of the approved colors and/or transparency (see below).
- Use correct file format. We have vector art (like an EPS) available for large format projects such as a banner or billboard.
- Keep logo at least 0.25 inches away from any graphic, text, or page borders.
- Whenever possible, position the logo in the upper left corner of materials.
- When the logo appears with other logos in a horizontal line, it should be to the left of the others. If it is in a vertical column, it should be on top.

DO NOT

- Make changes to the logo or break apart pieces of it. It must be used as-is.
- Stretch or distort the logo.
- Reproduce the logo smaller than 1.25 inches wide (the size on a business card).
- Print logo on a textured or dark background that makes it hard to read. In some special cases, you may need a white version of the logo to print on black or very dark backgrounds (see below).

Standard logos

| For light backgrounds | For dark backgrounds | Without words |

Celebration logos

For dark backgrounds

For light backgrounds
(with/without words)

To download any of the above approved logos, **go to the S: drive, under "CSC Logos and Branding" and select file you need** - keep in mind celebration vs. standard logos, color and with out without words .

TAGLINE

CSC uses the tagline **Helping People. Changing Lives.**

RULES FOR USE:
- This should alwways appear as two separate sentences.
- When possible, you should use the tagline at the bottom of any stationery items.
- It should not appear directly beneath the logo.
- The tagline should, when possible, appear in white text on the dark green background.
- It shall not be larger than the word "Consortium" in our logo.

MISSION

In partnership with a caring community, we help people in Linn, Benton and Lincoln Counties [,with select services in Polk County,] to access tools and resources to overcome poverty and build brighter and more stable futures.

RULES FOR USE:
- Do not alter or edit mission statement on any materials or presentations
- When including Polk County: Refer to option above, leave out specific counties altogether or use the statement: "in the counties we serve"

COLOR PALETTE

YELLOW
HTML #FFCD3B
RGB: R255 G205 B59
CMYK: C0 M19 Y87 K0
PANTONE: 1225C

PURPLE
HTML #852274
RGB: R133 G34 B116
CMYK: C55 M100 Y21 K5
PANTONE: 249C

DARK GREEN
HTML #056839
RGB: R5 G104 B57
CMYK: C95 M0 Y45 K59
PANTONE: 7727C

BLUE
HTML #0096C1
RGB: R0 G150 B 193
CMYK: C80 M25 Y12 K0
PANTONE: 639C

RULES FOR USE:

Our **primary colors** are the dark and light green. One of these two colors should appear on ANY materials made, both printed or digital.

Our **secondary colors** (blue, purple and yellow) are the only accent colors for materials, and are optional. The lighter versions of all colors seen above can be achieved at a 40% color tint of the darker color.

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FONTS

We ask that all materials are made using one of the below fonts. They appear in order of our preference.

Arial (as a sans serif)
Calibri (sans serif)
Times New Roman (as a serif)

The CSC logo uses the font face Hypatia Sans. Although, we do not recommend it be used for other material/text.

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IMAGERY

CSC is an inclusive environment, and we expect our materials reflect that.

- Images and graphics should represent various races, ethnicity, disability, and genders.
- Images should be high quality that show no pixelation or distortion when used.
- **Images shall have no copyright issues, so DO NOT pull random images from the internet. Click here for our gallery of pre-approved stock photos.**
  - If you have difficulty accessing the folder, email info@communityservices.us to request access