



Branding Style Guide



PRIMARY COMBINATION MARK



This is our primary logo. Usage includes official CREEED documents such as proposals, presentations and stationery system. Other applications include digital branding, employee apparel and merchandise.



PRIMARY

RGB
7, 77, 145

Hex
074d91

CMYK
100, 78, 14, 2

RGB
236, 170, 26

Hex
eaa1a

CMYK
7, 35, 100, 0

SECONDARY

RGB
155, 188, 59

Hex
9bbc3b

CMYK
45, 9, 100, 0

RGB
72, 155, 211

Hex
489bd3

CMYK
68, 27, 1, 0

RGB
143, 210, 244

Hex
8fd2f4

CMYK
40, 30, 0, 0

ACCENT

RGB
142, 42, 140

Hex
8e2a8c

CMYK
52, 99, 4, 0

RGB
201, 61, 61

Hex
c93d3d

CMYK
15, 90, 80, 4

RGB
93, 222, 229

Hex
5ddee5

CMYK
52, 0, 16, 0

PRIMARY FONTS

RGB
255, 255, 255

Hex
ffffff

CMYK
0, 0, 0, 0

RGB
51, 51, 51

Hex
333333

CMYK
69, 63, 62, 58



This is our primary pictorial mark (symbol). The complementary mark is intended as a decorative or retail product image for use in contexts in which the name of the agency already has been established.

HEADLINE 42 PT
MONTSERRAT BLACK

SUBHEAD & TITLE 18 PT
MONTSERRAT BOLD

Call Out 14 pt
Aleo Italic

Body 11 pt
Montserrat Light



HEADLINE 42 PT
ARIAL BLACK

SUBHEAD & TITLE 18 PT
ARIAL BOLD

Call Out 14 pt
Arial Regular

Body 11 pt
Arial Regular



MINIMUM BUFFER SPACE

0.5 cap height

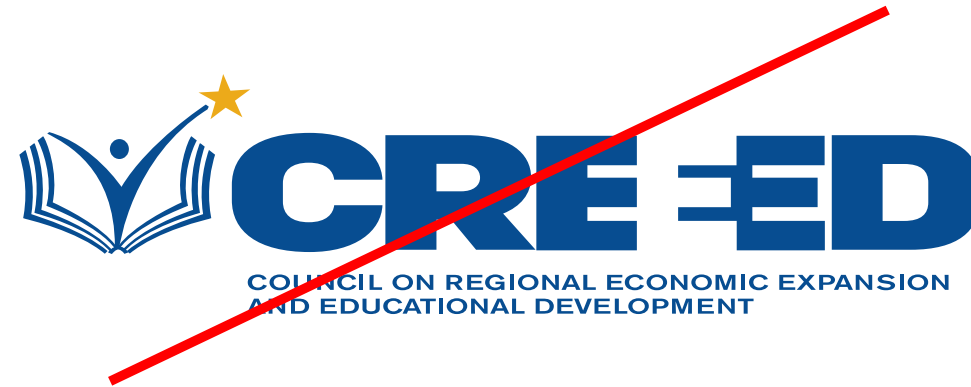


0.5 cap height

For proper effectiveness, the logo should not be crowded or overwhelmed by any other elements. The minimum buffer space needed is given relative to the cap height. The buffer space is half of the cap height.



IMPROPER LOGO USAGE



Do not distort the mark. Do not change color.

TITLE BARS

The title bars are used to highlight titles and subtitles. The background color can change to feature a specific service. White or dark grey text can be used for the easiest readability.

TITLE WITH ROUNDED END BAR

TITLE WITH ROUNDED END BAR

COLOR PETALS

The color petals can be used as an accent on an assortment of graphical elements on web, print, or other multimedia applications.



MULTI-COLOR BARS

The multi-color bars can be placed in presentations, fliers, images, and more. There are several color combinations to choose from using white and dark grey text.

COLOR BAR TITLE

COLOR BAR TITLE

INFORMATIONAL BOXES

The informational boxes contain feature content. These boxes can include smaller petal elements as accents. Icons can also be added as needed.

Informational Boxes

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Quis ipsum suspendisse ultrices gravida. Risus commodo viverra maecenas accumsan lacus vel facilisis.



Informational Boxes

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Quis ipsum suspendisse ultrices gravida. Risus commodo viverra maecenas accumsan lacus.



Informational Boxes

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Quis ipsum suspendisse ultrices gravida. Risus commodo viverra maecenas accumsan lacus vel facilisis.



IMAGE TREATMENTS

WAVES

Waves are used on title pages or to differentiate main sections from basic content. They can be a solid color with text or have a low opacity grayscale image superimposed over the color. Text weights can be modified to suit the content.

HEADER TEXT

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Quis ipsum suspendisse ultrices gravida. Risus commodo viverra maecenas accumsan lacus vel facilisis.

HEADER TEXT WITH IMAGE

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Quis ipsum suspendisse ultrices gravida. Risus commodo viverra maecenas accumsan lacus vel facilisis.

IMAGES

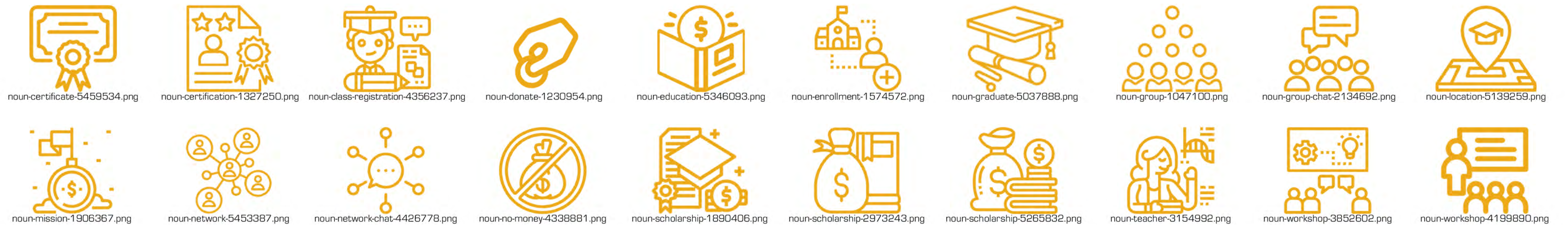
Images are circular with a white stroke or no stroke when placed on a color background. Petals or different colors can be added to accentuate an image.



WEBSITE - SUPPORTING MATERIALS



IMPACT GRAPHICS



Website

<https://www.creeded.org/>

Facebook

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Twitter

[@CREEEDorg](#)

Email

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