



Quick Style Guide | Guidelines for Use of Logo and Naming



NAMING

Preferred Use: Crisis Assistance Ministry **2nd Use:** Crisis Assistance Ministry or "the agency"

Never use: Crisis Assistance Ministries, CAM, Crisis, or other abbreviations of the agency name

PREFERRED FONTS

For publications:

Sans-serif: Avenir font family

Serif: Garamond font family

TAGLINE

We no longer use a tagline.



Preventing homelessness. Preserving dignity.

Do not use "Rent. Utilities. Dignity." or "Preventing homelessness. Preserving dignity." with or without accompanying logo.

USE OF LOGO

Logos should only be shown in full color or black and white. A full white (reverse) logo is also acceptable. Care should be taken to ensure logos are not stretched out of proportion or distorted in placement.

Unacceptable:



Unacceptable:



Unacceptable



Full color

Full color logo may only be printed in specified colors and should never be recolored.

Preferred:



Acceptable in horizontal applications:



Unacceptable:



Unacceptable:



Black and white

Use black logo in black and white documents. Using the full-color logo in a black and white document produces a grayscale logo that is not in compliance.

Preferred:



Unacceptable:



Acceptable:



Unacceptable:



PRIMARY COLORS

The primary colors are to be used on all corporate communications to establish the brand identity. Some corporate communications such as mailers are only two color jobs, in those instances pick from one primary color and black. Examples of corporate materials include but are not limited to: stationery, signs, web site, e-mail signature, name tags, and newsletters.

Use of the primary logo requires that it is printed in four colors. This can be done by using CMYK ink or by specifying the three designated pantone colors shown below and black. A CMYK conversion of the PMS colors will never be a true match to the PMS colors but will get very close. Use the CMYK logo on full color materials that contain color images. Use the PMS designated colors and black on all other materials.



WEB CONVERSIONS FOR PRIMARY COLORS

PANTONE 3005
#336699

PANTONE 1595
#CC3300

PANTONE 131
#CC9900

CMYK CONVERSIONS FOR PRIMARY COLORS

PANTONE 3005
C 100
M 30.5
Y 0
K 6

PANTONE 1595
C 0
M 65
Y 100
K 8.5

PANTONE 131
C 0
M 43
Y 100
K 9