



BRAND & MARKETING GUIDE

The following brand guide provides helpful tips and tools to consistently and effectively present the C3 Leaders brand in public communications.

These guidelines are meant to create consistency and excellence in marketing communications to further the mission of the organization.

SECTIONS

1. LOGO
2. COLORS
3. TYPOGRAPHY

Prepared By:

410

**FourTen
Creative**

1. LOGO

Logo alternates are provided for varying uses.



Primary Logo

The primary logo is to be used on most occasions with a minimum of .5" space on all sides.



Stacked



Grayscale

For use in black and white printing, vector based applications like apparel production, signage, and promotional products.



Solid White

For use on black or dark backgrounds.

ABOUT FILE FORMATS

- JPG For use in most applications, especially web.
- PNG For use where transparency is helpful such as PPT.
- AI For professional designers, original source file, vector based.
- EPS Vector based, best for enlargement like banners or shirts.

Prepared By:



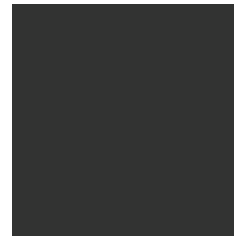
2. COLORS

BRAND COLORS

Brand colors are identified below with their comparable color values. These colors are always subject to displays, printer calibration, and color mode conversion from computer programs.



Rust
Pantone 7599 C
Hex: #C24026
RGB: 194 64 38
CMYK: 17 89 100 6



Dark Gray
Pantone Black 7 C
Hex: #333333
RGB: 51 51 51
CMYK: 69 63 62 58

3A. TYPOGRAPHY

LOGO FONTS

Lucida Grande Bold

This font requires a license for further use outside the logo and is not recommended.

PRIMARY FONTS

Open Sans

This free Google font is very readable and comes in a wide variety of weights to enable fewer fonts for greater impact. The identified heading font is in Light weight while body text and sub-headings are in Regular weight.

TYPOGRAPHY EXAMPLE

Lorem Ipsum Dolor Sit Amet

Peritilia noc oret foridemnesim intemnost avo, faceps, que non sulic re, quidet adeli temod publicis critem crei il hora nonfess atiacerniam, cri tabusquos publina tquitare alis interfeciam acem.

Habem aventrarit. Num in virmil hostrud enducertem inti iam inameis ullabi patuam public res eo, mandaceris sulia publici cum dendachum huiusse, utus id no. Senatquos publinve, nota, nost opublis, ses intemum firis, pulicaet gra? Timihil isusulicion ter heni sa rei sena, sa re cae co in vigil huita egitlque essissilis. La con re in Etraes firis.

Lorem Ipsum Dolor

Obsenatuus intem hosus es o consull abisque tered pulvivi strae, sume audem lisse, essenti pre postissolto ubliquam constessenis et ium facibemus pra ventero remnihi caectuam rem coereo ve, quam tum se, nonsupiorum macient voliciis pri temurni hilis. Um dit; nonlocut co ari se tese atus ate aurnihil utus, noca; nostorica nos.

3B. TYPOGRAPHY

LOGO FONTS

Lucida Grande Bold

This font requires a license for further use outside the logo and is not recommended.

PRIMARY FONTS

Lato

This free Google font is very readable and comes in a wide variety of weights to enable fewer fonts for greater impact. The identified heading font is in Bold weight while body text and sub-headings are in Regular weight.

TYPOGRAPHY EXAMPLE

Lorem Ipsum Dolor Sit Amet

Peritilia noc oret foridemnesim intemnost avo, faceps, que non sulic re, quidet adeli temod publis critem crei il hora nonfess atiacerniam, cri tabusquos publina tquitare alis interfeciam acem.

Habem aventrarit. Num in virmil hostrud enducertem inti iam inameis ullabi patuam public res eo, mandaceris sulia publici cum dendachum huiusse, utus id no. Senatquos publinve, nota, nost opublis, ses intemum fris, pulicaet gra? Timihil isusulicion ter heni sa rei sena, sa re cae co in vigil huita egitlque essissilis. La con re in Etraes fris.

Lorem Ipsum Dolor

Obsenatuus intem hosus es o consull abisque tered pulvivi strae, sume audem lisse, essenti pre postissolto ubliquam constessenis et ium facibemus pra ventero remnihi caectuam rem coereo ve, quam tum se, nonsupiorum macient voliciis pri temurni hilis. Um dit; nonlocut co ari se tese atus ate aurnihil utus, noca; nostorica nos.

3C. TYPOGRAPHY

LOGO FONTS

Lucida Grande Bold

This font requires a license for further use outside the logo and is not recommended.

PRIMARY FONTS

Source Sans Pro

This free Google font is very readable and comes in a wide variety of weights to enable fewer fonts for greater impact. The identified heading font is in Bold weight while body text and sub-headings are in Regular weight.

TYPOGRAPHY EXAMPLE

Lorem Ipsum Dolor Sit Amet

Peritilia noc oret foridemnesim intemnost avo, faceps, que non sulic re, quidet adeli temod publis critem crei il hora nonfess atiacerniam, cri tabusquos publina tquitare alis interfeciam acem.

Habem aventrarit. Num in virmil hostrud enducertem inti iam inameis ullabi patuam public res eo, mandaceris sulia publici cum dendachum huiusse, utus id no. Senatquos publinve, nota, nost opublis, ses intemum firis, pulicaet gra? Timihil isusulicion ter heni sa rei sena, sa re cae co in vigil huita egitlque essissilis. La con re in Etraes firis.

Lorem Ipsum Dolor

Obsenatuus intem hosus es o consull abisque tered pulvivi strae, sume audem lisse, essenti pre postissolto ubliquam constessenis et ium facibemus pra ventero remnihi caectuam rem coereo ve, quam tum se, nonsupiorum macient voliciis pri temurni hilis. Um dit; nonlocut co ari se tese atus ate aurnihil utus, noca; nostorica nos.