



# STYLE GUIDE

## COLOR PALETTE



PANTONE® 7421 – MAROON  
CMYK: C - 38, M - 93, Y - 62, K - 45  
RGB: R - 105, G - 28, B - 50  
HEX: 691C32



PANTONE® WARM GRAY 11  
CMYK: C - 53, M - 53, Y - 59, K - 24  
RGB: R - 110, G - 98, B - 89  
HEX: 6e6259



PANTONE® 422 C – GRAY  
CMYK: C - 41, M - 31, Y - 32, K - 0  
RGB: R - 158, G - 161, B - 162  
HEX: 9EA1A2

## LOGO USAGE MINIMUM SIZE REDUCTION




$\frac{3}{4}$ " wide or 72 pixels

Logo must not be reproduced at a size smaller than  $\frac{3}{4}$ " wide or 72 pixels.

## LOGO CLEAR SPACE



The minimum exclusion zone margin is based on the square dimension of the width of the "▶" in our logo. With all logos, a clear space of one  must be maintained on all sides.

The exclusion zone should be measured from the farthest edge of the logo on all sides. No element may encroach on this space.

## LOGO RULES

The consistent and correct use of the C2STAT logo is essential. It builds consistency and credibility when applied correctly across different materials.



When using the logo over dark backgrounds, always use the reverse logo.



In special instances, the icon may be used as a stand-alone support element as a screen of black. Shown in 15% black.

**NEVER** allow the logo to appear pixelated or distorted, appear on its side or at an angle, add elements inside the logo, alter the colors, substitute font type or redraw the logo.

## TYPOGRAPHY PREFERRED STYLES

### PREFERRED COPY

Open Sans Light & *Light Italic*  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

Open Sans Regular & *Regular Italic*  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

**Open Sans Bold & *Bold Italic***  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**0123456789**

### LOGO/ACCENT (MODIFIED)

**TRANS-AMERICA**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**0123456789**