



brand guidelines

Logo Use

PMS - 1375



mono - 100% Black



white out on black



Size



preferred minimum size - 2cm



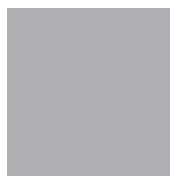
absolute minimum size - 1cm



Principal Brand Colours



PMS - 1375



PMS Cool Grey 7



CMYK - 100% Black



CMYK - 0 40 90 0



CMYK - 0 0 0 37



CMYK - 100% Black



Clear Space Requirement

minimum white space surrounding logo - 3mm

relationships matter

We are **experts** in helping
you make **smart decisions**
about money so you can live the
life you want.



Quarterly

winter | 2010



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explicuae nihit atureius
denhiciens eremquassi
que non culoris
P1



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que non culoris
P2



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que non culoris
P3



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que non culoris
P4



Welcome to the CSP Winter Quarterly

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Until Next time,

When will the crisis be over?

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THINGS TO CONSIDER

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Logo misuse



X Background too busy. Does not provide even colour tone to allow logo to read clearly.



X Only use colour combinations from the approved palette



X Do not outline the logo



X Not enough contrast between logo and background colour.

Principal Typeface

Verlag - Light

abcdefghijklmnopqrstuvwxyz

0 1 2 3 4 5 6 7 8 9

Verlag - Book

abcdefghijklmnopqrstuvwxyz

0 1 2 3 4 5 6 7 8 9

Verlag - Bold

abcdefghijklmnopqrstuvwxyz

0 1 2 3 4 5 6 7 8 9

Verlag - Black

abcdefghijklmnopqrstuvwxyz

0 1 2 3 4 5 6 7 8 9

Secondary Typeface

Helvetica Neue LT Std - 25 Ultra Light

abcdefghijklmnopqrstuvwxyz

0 1 2 3 4 5 6 7 8 9

Helvetica Neue LT Std - 35 Thin

abcdefghijklmnopqrstuvwxyz

0 1 2 3 4 5 6 7 8 9

Helvetica Neue LT Std - 55 Roman

abcdefghijklmnopqrstuvwxyz

0 1 2 3 4 5 6 7 8 9

Helvetica Neue LT Std - 75 Bold

abcdefghijklmnopqrstuvwxyz

0 1 2 3 4 5 6 7 8 9