



Brand Guidelines

CB&A

Logotype

For CB&A, your name, your prime identifier is your logo. No mark or symbol needed.

CB&A

Logotype

Colorways

The Full Lockup is the mark and the type. It is only to be used in these 3 combinations.

The logo consists of the letters 'CB&A' in a bold, sans-serif typeface. The letters are a deep blue color and are set against a plain white background.The logo consists of the letters 'CB&A' in a bold, sans-serif typeface. The letters are black and are set against a plain white background.The logo consists of the letters 'CB&A' in a bold, sans-serif typeface. The letters are white and are set against a solid black rectangular background.

Spacing

Considerations

For all branding element instances, there should minimally be space around all 4 sides of the logo equal to the height of the logotype.



Type Elements

For headlines and sub-heads, use Calibre Bold.

For body copy, use Calibre Light.

If one of the aforementioned fonts are unavailable, Helvetica or Arial are acceptable.

Calibre Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v 0 1 2 3 4 5 6 7

Calibre Light

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v 0 1 2 3 4 5 6 7

Color

Considerations

For print: (Print colors are designated by a combination of cyan, magenta, yellow, and black.)

Use EPS files for print.

For web: (Web colors are designated by combination of 6 letters and numbers called a "hexcode.")

Use JPG & PNG files for web applications.

86 / 60 / 18 / 0

PMS 647 C

#32679A

100 / 87 / 33 / 23

PMS 534 C

#1C3664

Unacceptable Usage

All logo instances should follow these guidelines as closely as possible. The examples to the right aren't exhaustive, but should give a good idea of what not to do with the CB&A logo.

