



# Brand Guidelines

Version 1.0

# Primary Logo



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The most important element in our identity is the CNE logo. To maximize its impact, it is very important that the logo be consistently reproduced according to the standards outlined in the following pages.

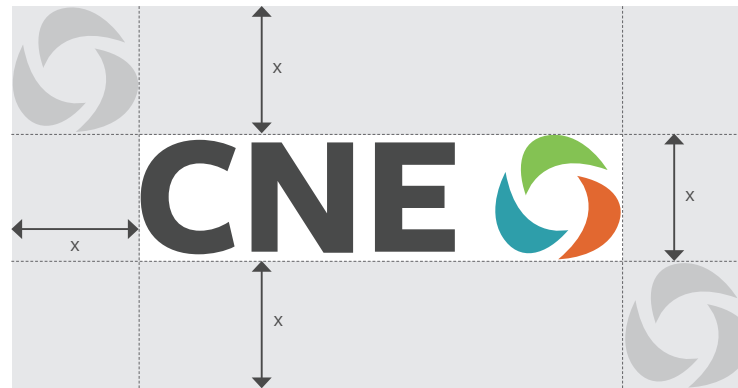
Shown here is the Primary logo form. This version is compact and easy to use in almost all instances. The entire logo should only appear in this configuration of colors, or in white or black on a contrasting background.



*Knocked out version*

# Minimum Clear Area & Size

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X = the diameter of the tri-color mark

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## Minimum Clear Area

When the logo is used in marketing materials together with photography, illustration or other typography, a minimum amount of clear space must surround it. This space is equivalent to half the distance of the height of the logo. The height here is represented by “X”.

**Note:** The clear area will change as the graphic is scaled.

## Minimum Size

The Primary form of the logo may not be reproduced any smaller than one inch in width.



# Secondary Logo



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The secondary logo form serves usage where horizontal space is limited, or where context demands a centered mark. The secondary logo should only appear in these colors, or in white or black on a contrasting background.

# Logo with Tag



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The Logo with Tag is for use in cases where the acronym and mark cannot be put in context by other copy. To preserve legibility, the logo with tag should never be less than 2” wide. The logo with tag should only appear in these colors, or in white or black on a contrasting background.

# The Mark



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The CNE mark, derived from venn diagrams and overlapping curves, may appear in one of the logo lockups detailed on pages 1-4, or it may appear alone, as shown. The mark may appear in these colors, in exactly this configuration, or it may appear in white or black on contrasting background.

# Color Palette

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## Orange

RGB 224, 104, 47  
CMYK 0, 70, 100, 0  
PMS 165  
Hex #DF6731



## Green

RGB 134, 193, 84  
CMYK 63, 0, 84, 0  
PMS 360  
Hex #85C254



## Aqua

RGB 46, 157, 170  
CMYK 81, 0, 23, 0  
PMS 7710  
Hex #2C9DAA



## Blue

RGB 65, 117, 138  
CMYK 65, 9, 0, 53  
PMS 527  
Hex #3F748A



## Purple

RGB 137, 75, 144  
CMYK 69, 99, 0, 0  
PMS 527  
Hex #88498F



## Gray

RGB 74, 74, 74  
CMYK 66, 59, 57, 39  
PMS Cool Gray 11  
Hex #4A4A4A

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Listed are the CNE brand colors. The logo should appear ONLY as defined on page 1. Other brand colors can be used on other branded and marketing materials for accents. Above are PMS colors, process builds, and web colors. PMS and CMYK (process) builds should only be used for print materials. Hex and RGB values are to only be used for web.

**Note:** This guide uses RGB values for proper web viewing.

# Typography Palette

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## Abril Titling

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

@#\$%^&\*!()?[]{}|/;:,.””<>

[www.myfonts.com/fonts/type-together/abril-titling/](http://www.myfonts.com/fonts/type-together/abril-titling/)

Abril Titling Regular  
*Abril Titling Italic*  
Abril Titling Semibold  
*Abril Titling Semibold Italic*  
Abril Titling Bold  
*Abril Titling Bold Italic*  
Abril Titling ExtraBold  
*Abril Titling ExtraBold Italic*

## Freight Sans Pro

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

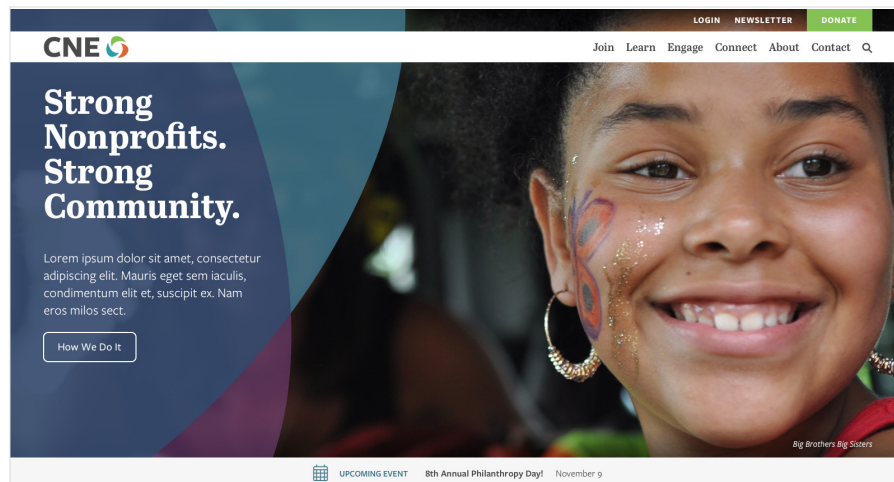
@#\$%^&\*!()?[]{}|/;:,.””<>

[www.myfonts.com/fonts/garagefonts/freight-sans-pro/](http://www.myfonts.com/fonts/garagefonts/freight-sans-pro/)

Freight Sans Pro Light  
*FreightSans Pro Light Italic*  
Freight Sans Pro Book  
*FreightSans Pro Book Italic*  
Freight Sans Pro Medium  
*FreightSans Pro Medium Italic*  
Freight Sans Pro Semibold  
*FreightSans Pro Semibold Italic*  
Freight Sans Pro Bold  
*FreightSans Pro Bold Italic*  
Freight Sans Pro Black  
*FreightSans Pro Black Italic*

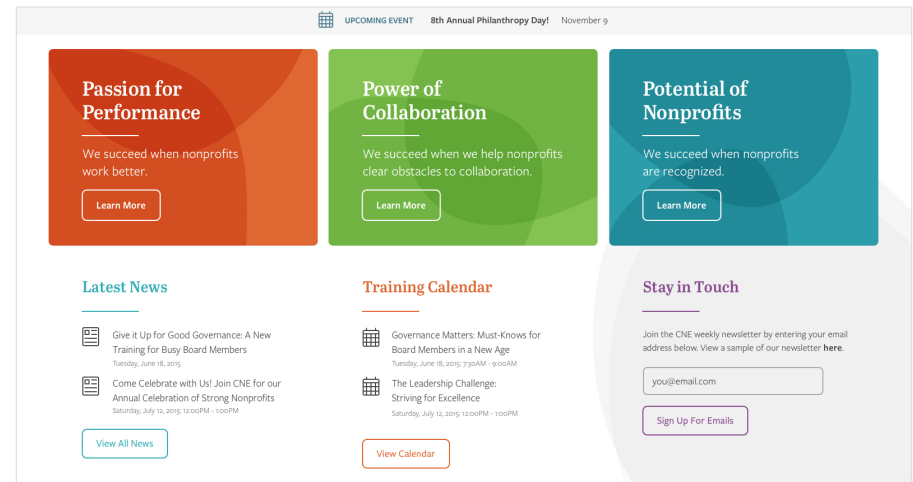


# Visual Motif



## 1. Full-Color Photography

Over full-color images, the overlapping circles may be different colors. Opacity of each circle is between 70-85% depending on the background photograph. The area of overlap between colors is always the darkest of the three venn diagram shades.



## 2. Solid Backgrounds

Over solid backgrounds, the venn diagram circles will be multiplied shades of the same color, usually at 30-50% opacity. The area of overlap between colors is always the darkest of the three venn diagram shades.

Key to the visual identity of the CNE is the motif of two multiplied, overlapping “venn diagram” circles. This motif may be applied in these two ways, depending on visual context.

# Logo Dos and Don'ts

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**DO NOT** use the logo in one of the secondary colors.



**DO NOT** recolor individual elements of the logo.



**DO NOT** place other graphics on or near the logo.



**DO NOT** alter the composition of the logo.



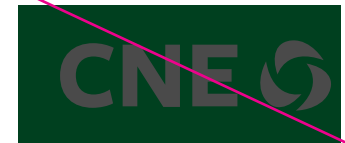
**DO NOT** distort the proportions of the logo.



**DO NOT** apply special graphic effects to the logo.



**DO NOT** frame the logo with a box.



**DO NOT** use the logo on a color or background where there is insufficient contrast between the photograph and the logo/typography.

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## Dos and Don'ts

Using the logo correctly will maintain consistency and respect for the CNE identity. Please follow these guidelines.

**DO** use the primary logo forms at all times.

**DO** maintain the minimum clear space and reproduction size specifications.