

Quick Brand Guidelines

LOGO SPECIFICATIONS

PRIMARY LOGO

Use the blue logo when possible on a white background. Each component has been carefully designed and proportioned and is **never to be redesigned or altered**.



SECONDARY LOGO

Use the white logo when placing it on a high contrasting background such as blue or black.



Size Guidelines

The logo should appear large enough to be clearly identified.

Minimum size: 7/8" (.875") wide

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Clear space

When positioning the logo near text and/or image heavy applications, always maintain – at the very least – a minimum area of clear space.



BE THE ONE

The 'Be the One' graphic should be used on all advertising and marketing materials. It should be the same width as the wordmark 'Community' and should be spaced approximately a half inch above the logo. The yellow version should be used at all times unless the collateral is b/w.



November 2019 – October 2020

40TH ANNIVERSARY MARK

The 40th Anniversary mark is to be used on all advertising and marketing materials from November 2019 – October 2020. Always use the approved master art for the logo – **never to be redesigned or altered**. Do not incorporate the "Be The One" graphic with the logo.

