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

7/8" (.875") wide

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.