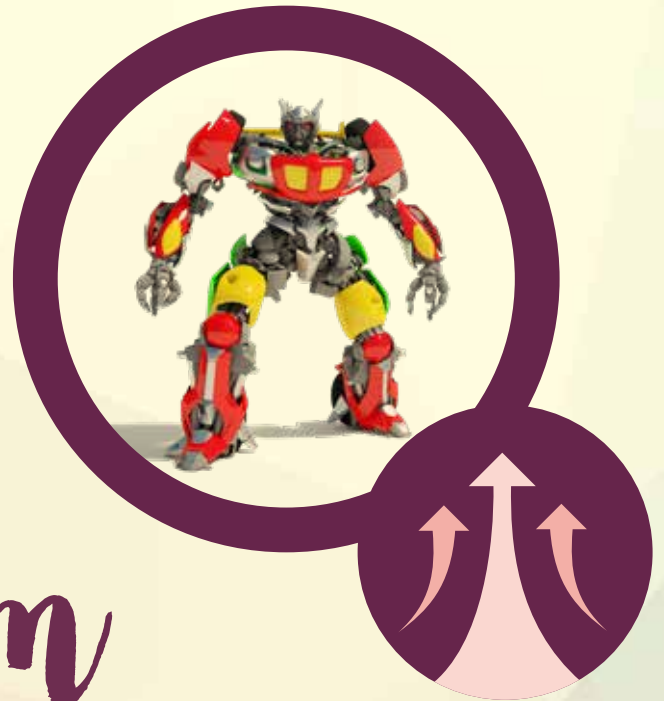




BLACKOWLDESIGN

Don't be the same, be better.



Transform
your business with GREAT design!

LOGO | STYLE GUIDE

APRIL 12, 2018

PREPARED FOR: Crossroad Arts



INTRODUCTION:

This document is designed to act as a definitive guideline for the 'Crossroad Arts' brand. Refer to this when utilising or applying the logo or brand name.

It has been created for you to ensure that consistency and professionalism is maintained wherever the brand image is used.

Your logo is a unique trademark and you should never alter the design of the logo in any way, nor should you distort or alter the shape of any of the elements within your logo brand. Always use the correct colour breakdowns and do not try to re-create the logo using alternate fonts.

Closely following this document will enable consistency and clarity in brand usage.

Your logo has been supplied in the following formats for use:

PRIMARY LOGO [SCREEN]:

General use in websites, email signatures, Social Media, Word, Excel, PowerPoint, bookkeeping software etc.

RGB: jpg / png

PRIMARY LOGO [PRINT]:

Sending to designers, printers, advertising, signwriters etc.

CMYK: ai / eps / pdf / png





FONTS:

CROSS ROAD: Raleway - Black

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890

ARTS: Raleway - Medium

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890

Purchase and/or download your font here:
Raleway Font Family Pack - <http://www.1001fonts.com/raleway-font.html>





COLOURS:

The brand colour breakdowns are as follows:



C:0 | M:0 | Y:0 | K:100
R:44 | G:42 | B:41



C:0 | M:100 | Y:45 | K:12 . PANTONE 7636CP
R:186 | G:12 | B:47 . PANTONE 187C





CLEAR SPACE:

Logos need breathing room! To allow space for the logo to breathe and be easily identified within any design, the minimum safe area around the logo should be kept to the 'x' height defined below.

No shapes or other elements may intrude within this space.



The logo may be used in conjunction with other logos but must always allow for the 'logo break' area on the page. The logo break area shall ensure that logos do not visually combine on a page and so that you can see where one logo ends and the other begins.

This area is measured from the 'O'.





DON'T:

The logo should never be squeezed, stretched re-arranged or distorted.

You should also refrain from placing the logo on a similar coloured background or colours that clash with the brand colours and do not stray from the colour palette provided.

Nor should the relationship between the symbol and the logotype be changed.





FURTHER ASSISTANCE:

If you have any problems, questions or queries regarding the logo usage and / or these guidelines or if you need the logo supplied to you in any other format that was not supplied, please contact:

BLACK OWL DESIGN

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Type: amy@blackowldesign.com.au

View: blackowldesign.com.au



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