



## Brand Overview

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COLORS / FONTS / LOGOS

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1031 33rd Street, Suite 210  
Denver, CO 80205

720 204-3194

[communityengineeringcorps.org](http://communityengineeringcorps.org)

# Color Palette

## PRIMARY PALETTE

For most situations, it is important to utilize the two main colors (and tint) of the primary palette shown. These are your official colors, and consistent use of them will strengthen the overall perception of Community Engineering Corps as a credible, professional, high-quality community resource.

## A NOTE ABOUT COLOR

Each color shown here is presented in three different color systems: the Pantone® Matching System (PMS), CMYK and RGB. Pantone and CMYK are used for printing, while RGB is used for computer screens and television. The PMS system provides numbered recipes for custom colors, with each number corresponding to a specific mixed ink. This is also referred to as spot color.

CMYK is used for full-color printing, using the primary inks cyan, magenta, yellow and black to provide a full spectrum of color. This is also referred to as four-color printing.

RGB color is not ink, but rather projected light using the primary colors red, green and blue. RGB is not printed, but only used for web, display graphics, television, and presentation applications such as Microsoft Powerpoint or Word.

## PRIMARY COLORS

<p><b>Deep Blue</b></p>	<p><b>Deep Blue 60% Tint</b></p>	<p><b>Vibrant Red</b></p>																								
PANTONE 2188	PANTONE 2188 (60%)	PANTONE 186																								
<table border="1"> <tr> <td>C = 100</td> <td>#00426A</td> </tr> <tr> <td>M = 39</td> <td>R = 0</td> </tr> <tr> <td>Y = 0</td> <td>G = 66</td> </tr> <tr> <td>K = 63</td> <td>B = 106</td> </tr> </table>	C = 100	#00426A	M = 39	R = 0	Y = 0	G = 66	K = 63	B = 106	<table border="1"> <tr> <td>C = 62</td> <td>#668EA6</td> </tr> <tr> <td>M = 38</td> <td>R = 102</td> </tr> <tr> <td>Y = 25</td> <td>G = 142</td> </tr> <tr> <td>K = 0</td> <td>B = 166</td> </tr> </table>	C = 62	#668EA6	M = 38	R = 102	Y = 25	G = 142	K = 0	B = 166	<table border="1"> <tr> <td>C = 2</td> <td>#C8102E</td> </tr> <tr> <td>M = 100</td> <td>R = 200</td> </tr> <tr> <td>Y = 85</td> <td>G = 16</td> </tr> <tr> <td>K = 6</td> <td>B = 46</td> </tr> </table>	C = 2	#C8102E	M = 100	R = 200	Y = 85	G = 16	K = 6	B = 46
C = 100	#00426A																									
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## COORDINATED SECONDARY COLORS

<p><b>Dark Plum</b></p>	<p><b>Maize</b></p>	<p><b>Cactus</b></p>																								
PANTONE 5185	PANTONE 110	PANTONE 2305																								
<table border="1"> <tr> <td>C = 53</td> <td>#4A3041</td> </tr> <tr> <td>M = 81</td> <td>R = 74</td> </tr> <tr> <td>Y = 26</td> <td>G = 48</td> </tr> <tr> <td>K = 75</td> <td>B = 65</td> </tr> </table>	C = 53	#4A3041	M = 81	R = 74	Y = 26	G = 48	K = 75	B = 65	<table border="1"> <tr> <td>C = 2</td> <td>#DAAA00</td> </tr> <tr> <td>M = 22</td> <td>R = 218</td> </tr> <tr> <td>Y = 100</td> <td>G = 170</td> </tr> <tr> <td>K = 8</td> <td>B = 0</td> </tr> </table>	C = 2	#DAAA00	M = 22	R = 218	Y = 100	G = 170	K = 8	B = 0	<table border="1"> <tr> <td>C = 25</td> <td>#9EA700</td> </tr> <tr> <td>M = 0</td> <td>R = 158</td> </tr> <tr> <td>Y = 100</td> <td>G = 167</td> </tr> <tr> <td>K = 32</td> <td>B = 0</td> </tr> </table>	C = 25	#9EA700	M = 0	R = 158	Y = 100	G = 167	K = 32	B = 0
C = 53	#4A3041																									
M = 81	R = 74																									
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M = 0	R = 158																									
Y = 100	G = 167																									
K = 32	B = 0																									

## NEUTRALS

<p><b>Deep Gray</b></p>	<p><b>Subtle Gray</b></p>																
PANTONE 2333	PANTONE 2330																
<table border="1"> <tr> <td>C = 66</td> <td>#716E6A</td> </tr> <tr> <td>M = 55</td> <td>R = 113</td> </tr> <tr> <td>Y = 58</td> <td>G = 110</td> </tr> <tr> <td>K = 10</td> <td>B = 106</td> </tr> </table>	C = 66	#716E6A	M = 55	R = 113	Y = 58	G = 110	K = 10	B = 106	<table border="1"> <tr> <td>C = 13</td> <td>#CFCD9C</td> </tr> <tr> <td>M = 9</td> <td>R = 207</td> </tr> <tr> <td>Y = 13</td> <td>G = 205</td> </tr> <tr> <td>K = 0</td> <td>B = 201</td> </tr> </table>	C = 13	#CFCD9C	M = 9	R = 207	Y = 13	G = 205	K = 0	B = 201
C = 66	#716E6A																
M = 55	R = 113																
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# Typography

The official typeface family for all organization publications is Open Sans. Open Sans is a modern, refined, and approachable sans serif typeface that is free to download, has a variety of font weights and widths, and complements the letter forms of the Community Engineering Corps graphic mark. It is important to use Open Sans whenever possible to maintain consistency.

The flexibility of Open Sans works for diverse headline hierarchy, highlighted information, and basic body text. It is recommended to mix size and font weights for effective and easy-to-read hierarchy. Arial or Helvetica can be used as similar system fonts in place of Open Sans.

## BRAND TYPEFACE

# Open Sans

// LIGHT //

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

// REGULAR //

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

// SEMIBOLD //

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

// BOLD //

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

// EXTRA BOLD //

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

// LIGHT ITALIC //

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

// REGULAR ITALIC //

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

// SEMIBOLD ITALIC //

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

// BOLD ITALIC //

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

// EXTRA BOLD ITALIC //

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

# Primary Logos

When it is not possible to use the preferred versions of the Community Engineering Corps logo because of space or collateral requirements, use one of the recommended variations.

Fully reversed white versions of the logo are ideally used against dark floods of solid color or against high-contrast backgrounds, such as photography.

Single color versions of the Community Engineering Corps logo are not for use in four color process printing, and are only meant to be used when spot print colors are limited.

## COMMUNITY ENGINEERING CORPS LOGOS



// HORIZONTAL AND VERTICAL OPTIONS //



// REVERSED HORIZONTAL AND VERTICAL OPTIONS //



// ONE-COLOR HORIZONTAL AND VERTICAL OPTIONS //

# Logo Set: At a Glance

	// HORIZONTAL //	// VERTICAL //	// MARK ONLY //
FULL COLOR			
REVERSED			
ONE-COLOR			
BLACK			