



## **Quick Style Guide** | Guidelines for Use of Logo and Naming

These are the very “down and dirty” pieces that include our color palette, logos, font preferences, etc.

We DO use the white reverse logo fairly frequently, so it is an option, but not our only way to present our logo.

We currently use the tagline “Preventing homelessness. Preserving dignity.” as well.

## NAMING\*

**Preferred Use:** Crisis Assistance Ministry

**2nd Use:** Crisis Assistance Ministry or “the agency”; We do not have a shortened 2<sup>nd</sup> reference abbreviation.

**Never use:** Crisis Assistance Ministries, CAM, Crisis, or other abbreviations of the agency name.

*\*Use of name by partners, businesses should receive prior approval.*

## LOGOS

All use of the logo or name requires prior approval. High resolution files can be requested for approved use.

Logos should only be shown in prescribed full color application, all black, or all white. Care should be taken to ensure logos are not stretched out of proportion or distorted in placement.

Unacceptable:



Unacceptable:



Unacceptable



### Full color

Never recolor the logo to match a document’s color scheme. Consider using a white (reverse) logo or all black logo in these cases. PMS or CMYK specifications can be provided as needed.

Preferred:



Acceptable in horizontal applications:



Unacceptable:



Unacceptable:



### Black and white

Never use grayscale logos in black and white documents. Never simply use the full color logo and print in black and white – this produces a grayscale logo that is not in compliance.

Preferred:



Acceptable:



Acceptable for use on color background:



Unacceptable:



Questions? Contact Communications Manager at 704.227.2799 or [communicationsmanager@crisisassistance.org](mailto:communicationsmanager@crisisassistance.org).



## LOGO & TAG LINE

## PRIMARY COLORS.

The primary colors are to be used on all corporate communications to establish the brand identity. Some corporate communications such as mailers are only two color jobs, in those instances pick from one primary color and black. Examples of corporate materials include but are not limited to: stationery, signs, web site, e-mail signature, name tags, and newsletters.

Use of the primary logo requires that it is printed in four colors. This can be done by using CMYK ink or by specifying the three designated pantone colors shown below and black. A CMYK conversion of the PMS colors will never be a true match to the PMS colors but will get very close. Use the CMYK logo on full color materials that contain color images. Use the PMS designated colors and black on all other materials.

*Note: Colors will vary when printing this guide from an ink jet printer. For a true color guide refer to the Pantone Matching System.*



### CMYK CONVERSIONS FOR PRIMARY COLORS

PANTONE 3005	PANTONE 1595	PANTONE 131
C 100	C 0	C 0
M 30.5	M 65	M 43
Y 0	Y 100	Y 100
K 6	K 8.5	K 9

### WEB CONVERSIONS FOR PRIMARY COLORS

PANTONE 3005	PANTONE 1595	PANTONE 131
#CC3300	#336699	#CC9900