CMS Imaging, Inc.

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LOGO & BRAND IDENTITY GUIDELINES

Approved - 8.9.17

Phil Reichner

1. LOGO SPECIFICS

LOGO CLEAR SPACE

Green area indicates Safe Zone. Other graphical and visual elements can be safely positioned up to the area adjoining green area.

Red indicates Clear Space. The red area must be kept free of all graphical and visual elements.

The minimum required Clear Space is defined by the measurement "X" (equal to the height of the uppercase letters, known as the 'cap-height'. The width is equal to the height.
The logo may be placed at the edge of a document where no other image or logo is within the red zone.

2. TYPEFACE DETAILS

THE TYPEFACE FAMILY

Only two fonts are used for the logo, and they are both from the same typeface family: Roboto.

The Roboto family consists of 7 weights and 7 italics. This combination will give us 13 fonts.

The large variety of fonts and weights will ensure immense flexibility and consistency for the future growth of the CMS Imaging identity.

WHEN TO USE:

Roboto Bold is the primary font used for the logotype/logo wording. It is also used to draw attention to the 'CMS" in our logo.

It can also be used as the standard when stronger emphasis is needed, such as in: *stationery, website design, brochures and all forms of general correspondence.*

Roboto (*Bold*)
ABCDEF
abcd1234
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()

WHEN TO USE:

Roboto Regular allows the tagline on our logo to be scalable and visully clear. It is to be used for all other forms of standard body text, ranging from: *stationary, website design, brochures and all forms of general correspondence.*

***We will continue to use Calibri Regular as our email communications font.

Roboto (Reg)
ABCDEF
abcd1234
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()

3. COLOR SPECIFICATIONS
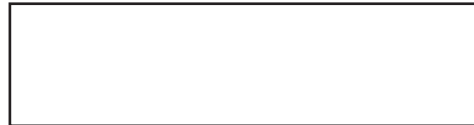
CMS Imaging Blue

HEX - #0061B2
CMYK - 1.00 0.46 0.00 0.30
RGB - 0 97 178
HSL - 0.58 1.00 0.35
HSV - 207° 100° 70°

CMS Imaging Black

HEX - #000000
CMYK - 0.00 0.00 0.00 1.00
RGB - 0 0 0
HSL - 0.00 0.00 0.00
HSV - 0° 0° 0°

CMS Imaging White

HEX - #FFFFFF
CMYK - 0.00 0.00 0.00 0.00
RGB - 255 255 255
HSL - 0.00 0.00 1.00
HSV - 0° 0° 100°

4. LOGO STYLES

PRIMARY LANDSCAPE
FULL COLOR

This is the primary logo to use.This is your main go-to version of the logo, except for exceptions below.

PRIMARY PORTRAIT
FULL COLOR

This is the secondary logo to use.This logo should be used when there is not enough space horizontally or in email signatures and business cards.

PRIMARY LANDSCAPE *WHITE*

This logo should be used in the same situations as the *Primary Landscape Full Color,* but on a dark background.

PRIMARY PORTRAIT
WHITE

This logo should be used in the same situations as the *Primary Portrait Full Color,* but on a dark background.

PRIMARY LANDSCAPE
MONOCHROMATIC

This logo should be used in the rare case where only black and white printing is available.

PRIMARY PORTRAIT
MONOCHROMATIC

This logo should be used in the rare case where only balck and white printing is available and space requires a portrait logo..