

C&F BRAND GUIDELINES

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Logos & Usage

Logotype

The C&F logo is the most important element of the brand's identification and identity brand.

The construction of the logo consists of one element: the logotype with modified letters based on the sans serif typeface of the League Spartan typeface.

The logo is simple, identical to the typography used in the identity.



The main color of the logo is blue (#0095db).

It is acceptable to use the logo in white (#ffffff).



In case it is impossible to use the version blue or white version of the logo, use the complementary version - the black (#000000).

Logotype with claim

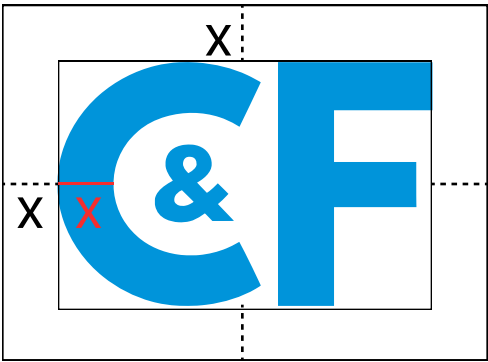


Logos & Usage

Logo construction and clear space

The C&F logo requires clear space around it to maximize its impact. Clear space around the logo prevents any graphic elements such as other logos, copy, photography, or background elements from interfering with the mark.

The minimum clear space for the stacked C&F logo is defined as the width of the “C” letter.



Minimum size of logotype



Collabs - Using the logo together with the logo of another company



Colors

Our box of crayons.

PRIMARY COLORS:



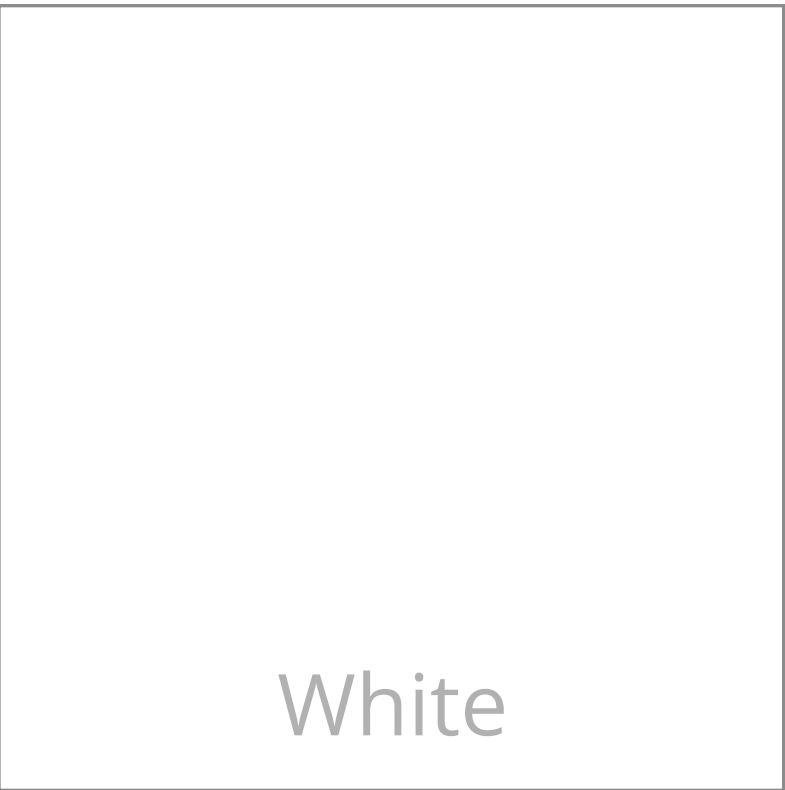
HEX #082567

RGB: 8, 37, 103
CMYK: 100, 90, 34, 21
PANETONE: 281C



HEX #0095DB

RGB: 0, 149, 219
CMYK: 77, 28, 0, 0
PANETONE: Process Blue C



HEX #FFFFFF

RGB: 255, 255, 255
CMYK: 0, 0, 0, 0



Digital Text Color

HEX #09102A

Colors

Secondary color palette

We use these colors when visualizing data in charts, bars or any other form that requires going beyond the primary color palette.




HEX #c1e8fb



HEX #7fd1f5



HEX #41b5e7



HEX #037eab



HEX #035880



HEX #1b449c

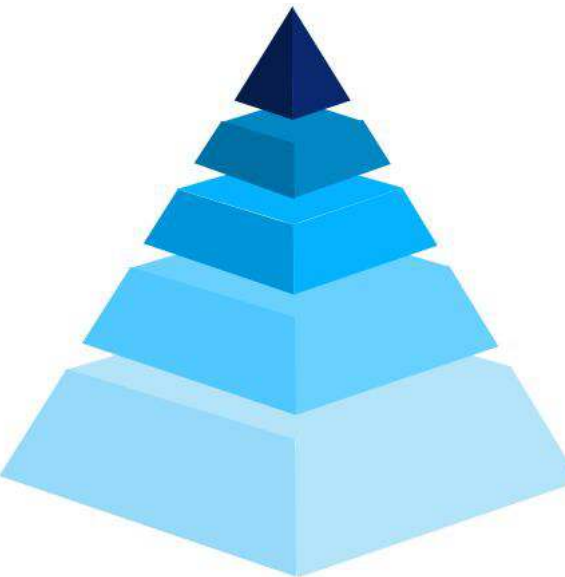
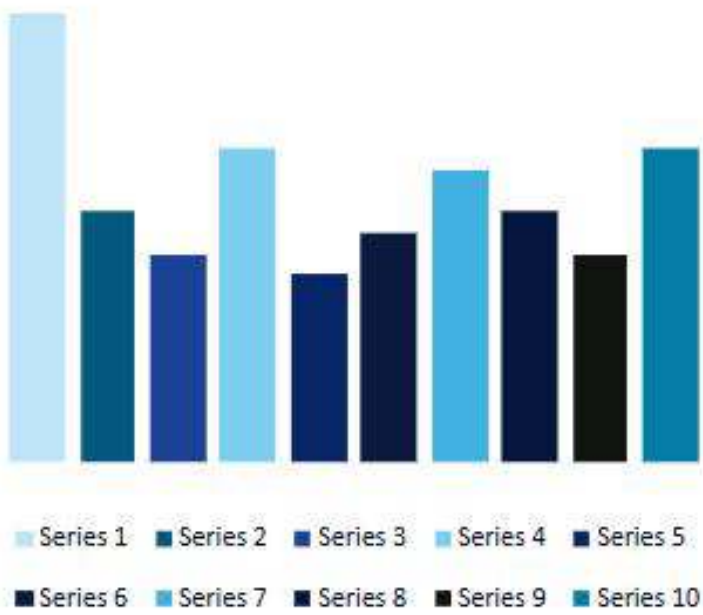
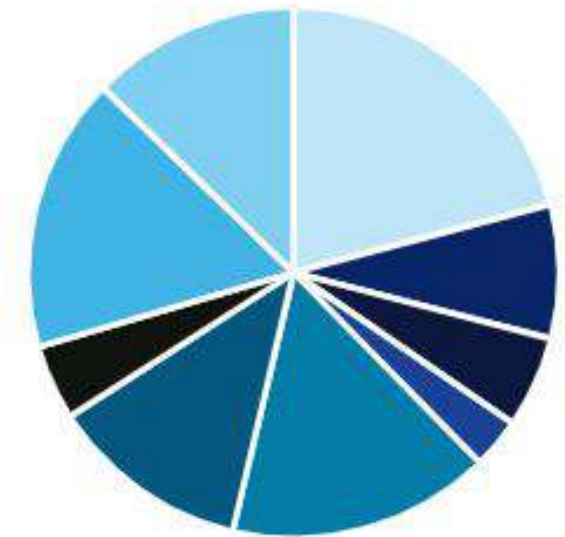
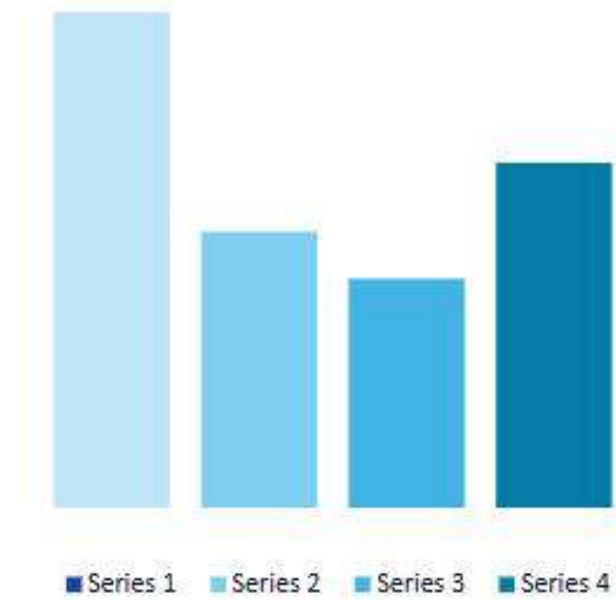
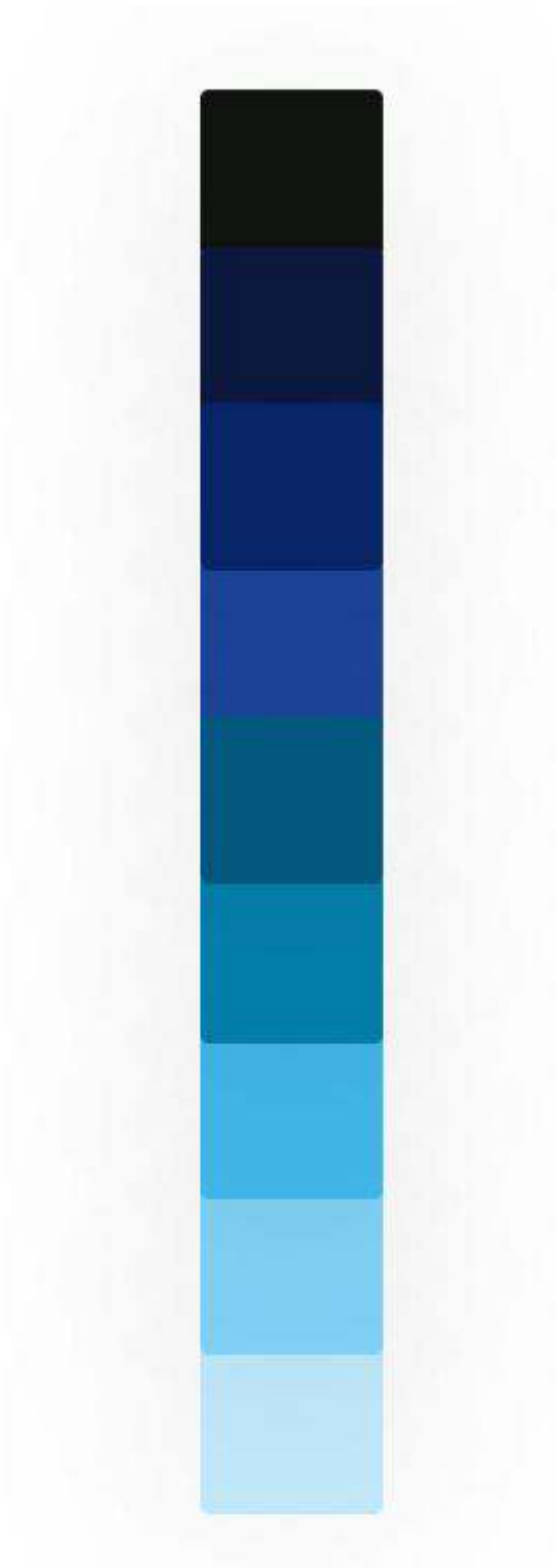


HEX #082567



HEX #0d183f

Charts and diagrams



Typography

The C&F typeface: **Open Sans**
We use this typeface in all branding
and marketing materials.

Please do not use typefaces other than those
listed and follow the rules for their use*.

*Exceptions: In mailings and PowerPoint presentations and
everywhere, where it is not possible to send and use basic
typefaces, Calibri Regular/Bold typeface should be used.

Open Sans Regular

This typeface will be used for all
body copy and content and CTAs.

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Open Sans Bold

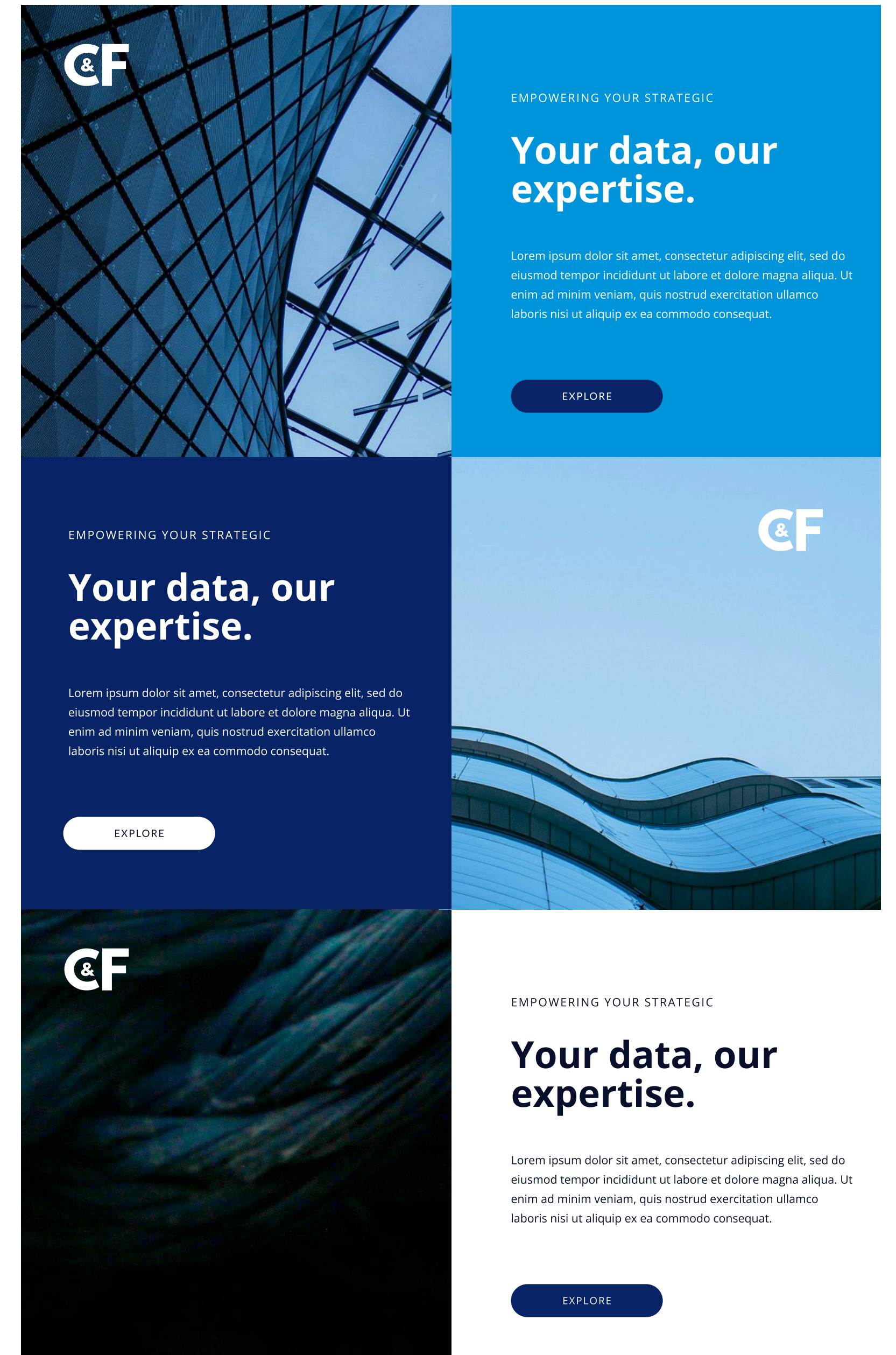
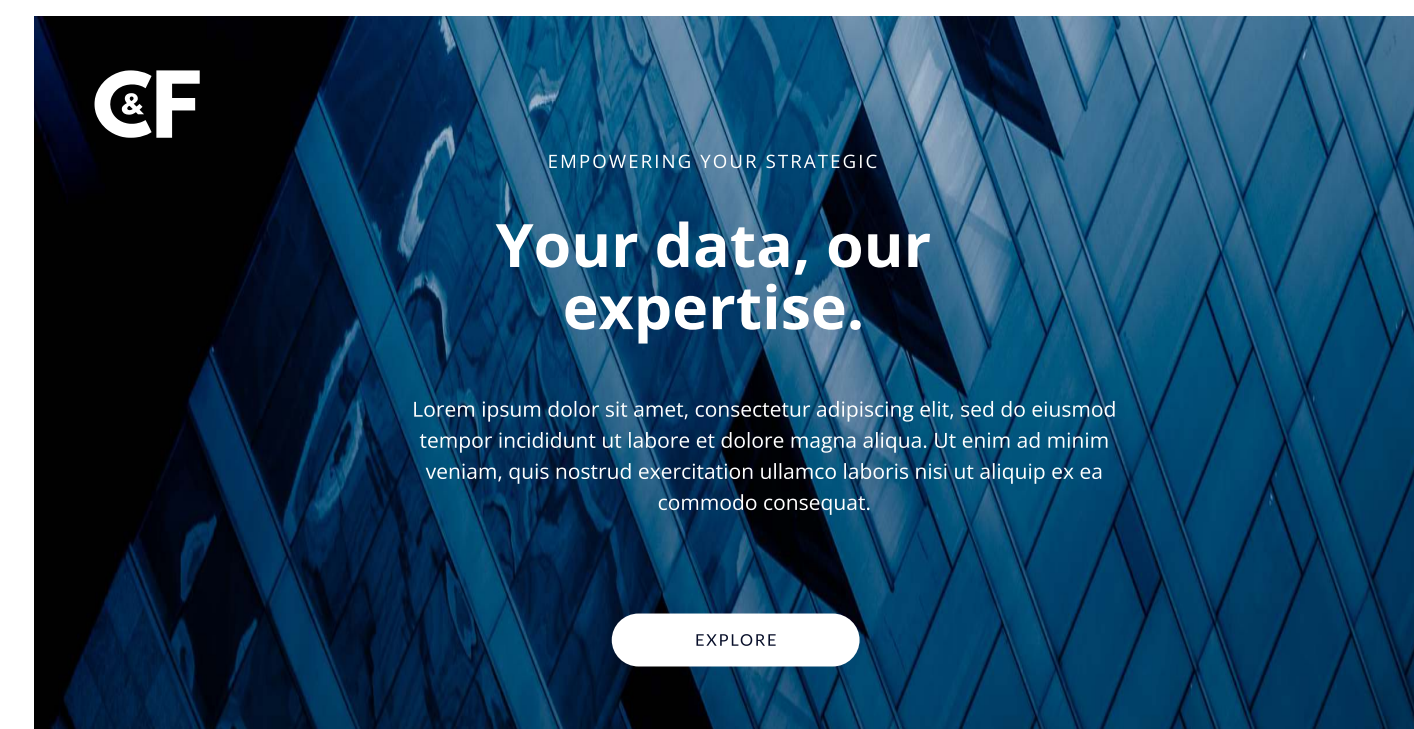
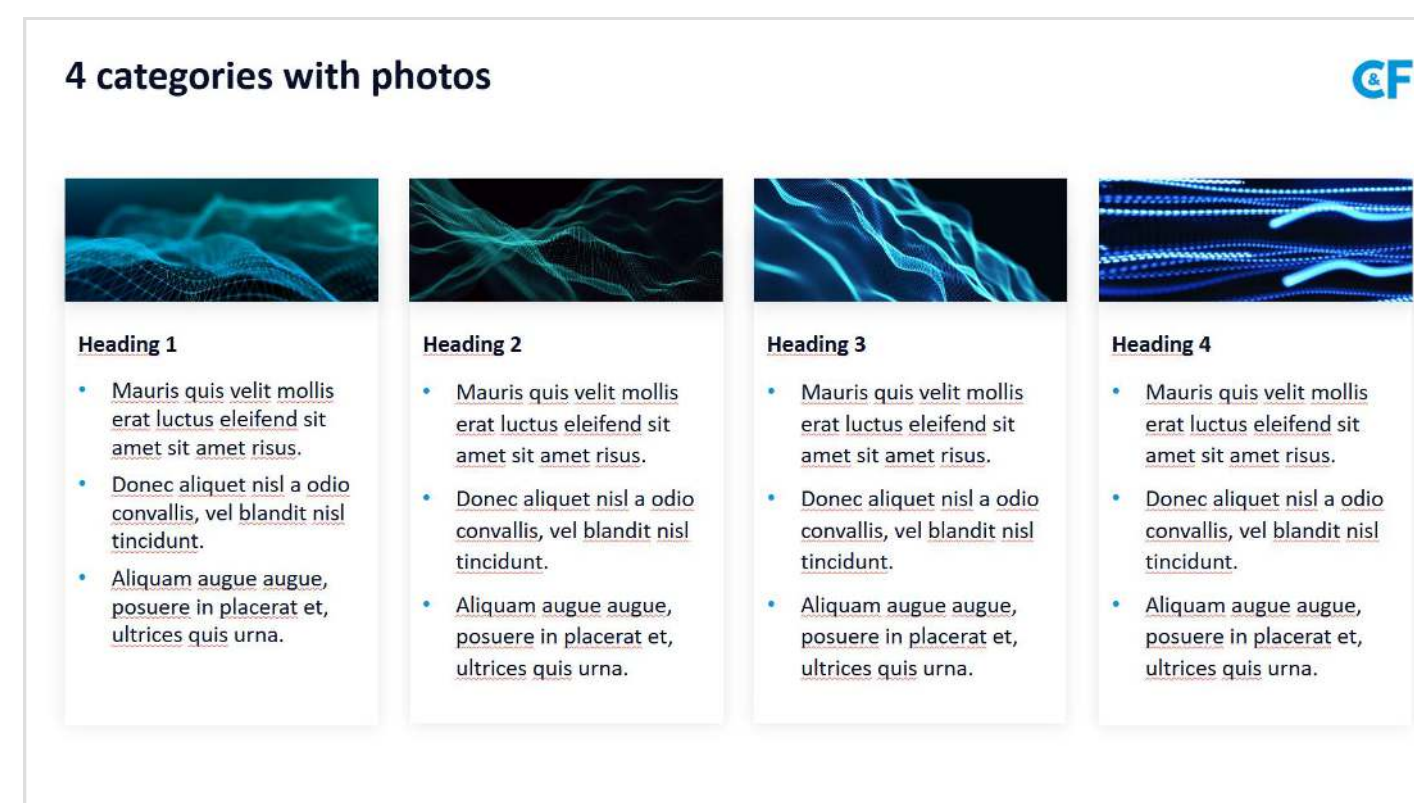
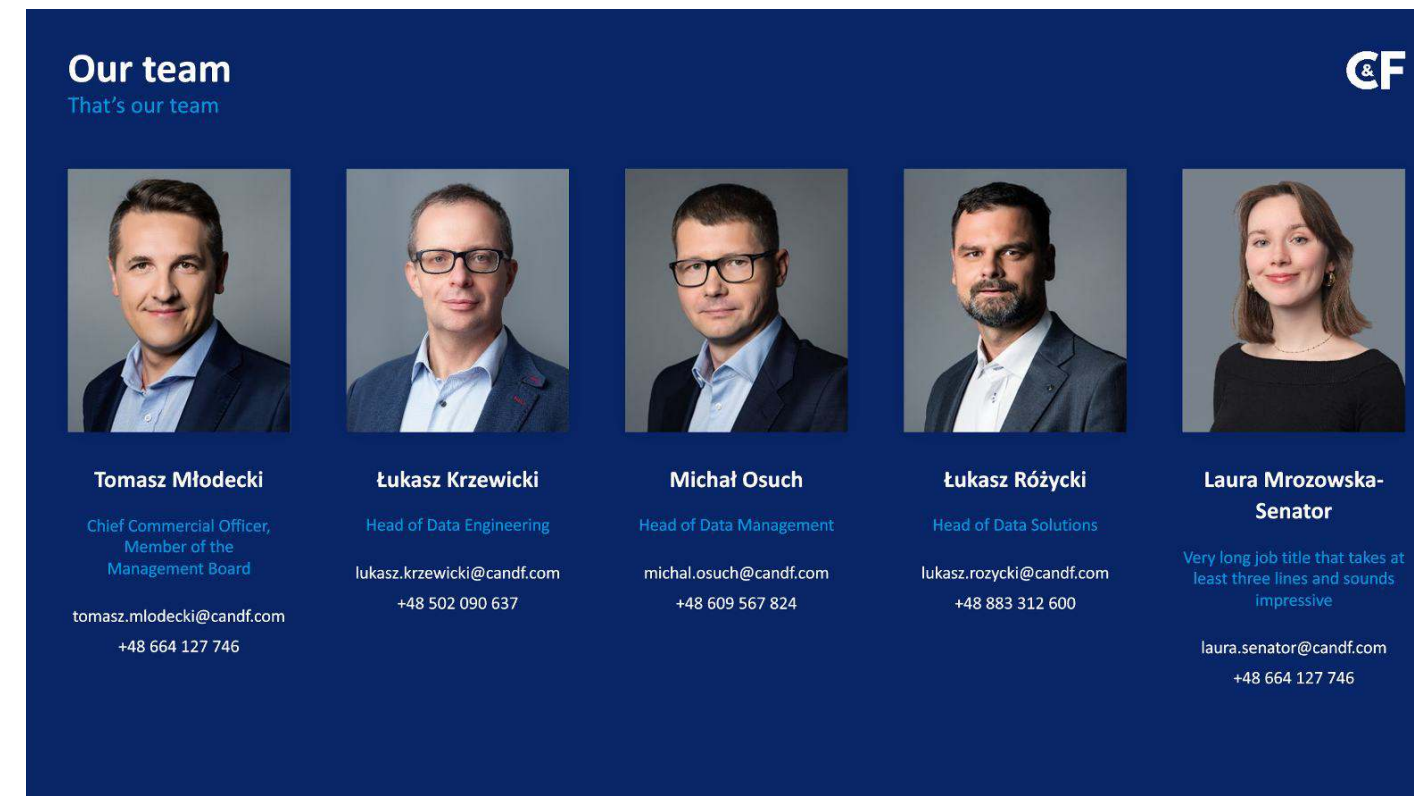
This typeface will be used
for all titles and highlighted
statements

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Visuals

Social media posts, presentations,
printed materials






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