



CROWN **BRAND**

2022

Logo



Master Logo

Cronos font Regular



Logo Variations



Color layout



Inverted Colors



Logo mark only

Logo



Master Logo

Cronos font Regular



Logo Variations



Color layout



Inverted Colors



Logo mark only

Logo



Master Logo

DO:

Leave 50% of vertical height margin around logo



Logo



Master Logo

X DO NOT:
Edit colors



Stretch the logo in any direction



Rotate the logo in any direction



Logo



Master Logo

X DO NOT:

Forget the Copyright symbol



Change proportions of the logo



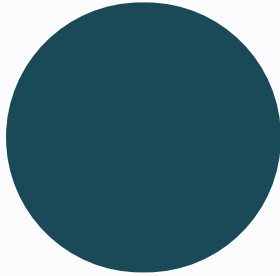
Crowd the logo against edges or other text



Colors

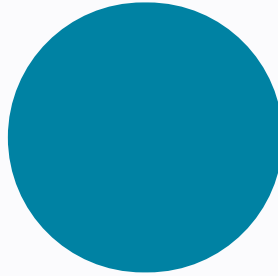


Primary Colors



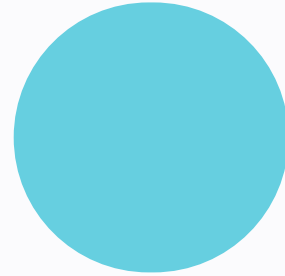
Ocean

HEX #194B56
R 25 G 75 B 86
C 24 M 4 Y 0 K 66



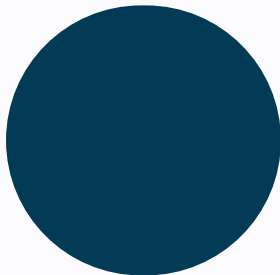
Celadon Blue

HEX #0082A4 =
R 0 G 130 B 164
C 64 M 13 Y 0 K 36



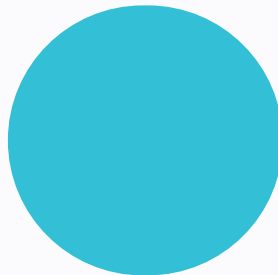
Sky Blue Crayola

HEX #67CEE0
R 103 G 206 B 224
C 47 M 7 Y 0 K 12



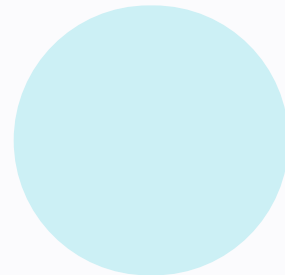
Indigo

HEX #023B57
R 2 G 59 B 87
C 33 M 11 Y 0 K 66



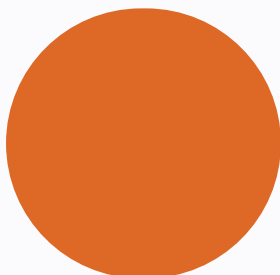
Pacific Blue

HEX #33BED7
R 51 G 190 B 215
C 64 M 10 Y 0 K 16



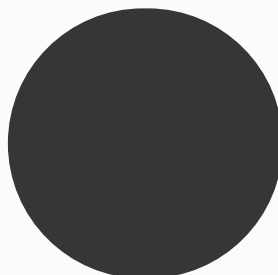
Light Cyan

HEX #CCEFF5
R 204 G 239 B 245
C 16 M 2 Y 0 K 4



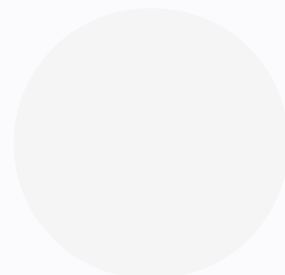
Spanish Orange

HEX #DF6926
R 223 G 105 B 38
C 0 M 46 Y 73 K 13



Jet

HEX #353535
R 53 G 53 B 53
C 0 M 0 Y 0 K 79



Cultured

HEX #F5F5F5
R 245 G 245 B 245
C 0 M 0 Y 0 K 4



Color Combinations

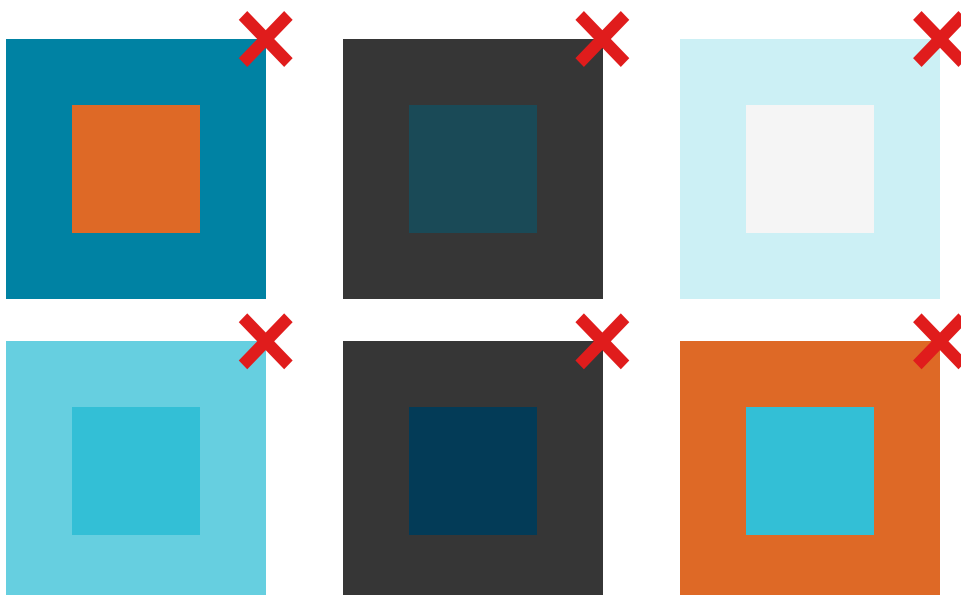
DO:

- These examples are to guide color combinations for text on background, buttons on backgrounds, color blocking, and/or logos on backgrounds.
- These examples are not exhaustive, but color combinations should have contrast with light and dark, avoiding blues and oranges touching (See below).



X DO NOT:

- Low contrast (light on light, dark on dark)
- Blues and oranges touching/overlapping





CTA Button Combinations

DO:

- Gotham Bold Font
- Square corners
- No drop shadow
- All Caps (Longer phrases can be Title Case)



X DO NOT:



Typography



Primary Typeface

Gotham Family

“The quick onyx goblin jumps over the lazy dwarf”

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt
Uu Vv Ww Xx Yy Zz 0 1 2 3 4 5 6 7 8 9 (@ & \$ * : ; ! ?)

“The quick onyx goblin jumps over the lazy dwarf”

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt
Uu Vv Ww Xx Yy Zz 0 1 2 3 4 5 6 7 8 9 (@ & \$ * : ; ! ?)**

“The quick onyx goblin jumps over the lazy dwarf”

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt
Uu Vv Ww Xx Yy Zz 0 1 2 3 4 5 6 7 8 9 (@ & \$ * : ; ! ?)**



Additional Typefaces

Roboto Family

"The quick onyx goblin jumps over the lazy dwarf"

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt
Uu Vv Ww Xx Yy Zz 0 1 2 3 4 5 6 7 8 9 (@ & \$ * : ; ! ?)

"The quick onyx goblin jumps over the lazy dwarf"

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt
Uu Vv Ww Xx Yy Zz 0 1 2 3 4 5 6 7 8 9 (@ & \$ * : ; ! ?)

"The quick onyx goblin jumps over the lazy dwarf"

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt
Uu Vv Ww Xx Yy Zz 0 1 2 3 4 5 6 7 8 9 (@ & \$ * : ; ! ?)**



Additional Typefaces

Cronos Family

“The quick onyx goblin jumps over the lazy dwarf”

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt
Uu Vv Ww Xx Yy Zz 0 1 2 3 4 5 6 7 8 9 (@ & \$ * ; ; ! ?)

“The quick onyx goblin jumps over the lazy dwarf”

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt
Uu Vv Ww Xx Yy Zz 0 1 2 3 4 5 6 7 8 9 (@ & \$ * ; ; ! ?)**

“The quick onyx goblin jumps over the lazy dwarf”

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt
Uu Vv Ww Xx Yy Zz 0 1 2 3 4 5 6 7 8 9 (@ & \$ * ; ; ! ?)**

Typography



Additional Typefaces *(used for active words or short phrases only)*

Authentic Signature

The quick onyx goblin jumps over the lazy dwarf

*Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt
Uu Vv Ww Xx Yy Zz 0 1 2 3 4 5 6 7 8 9 (@ & \$ * : ; ! ?)*

Note: This font should be a larger point font when used in combination with Gotham with a baseline shift. Examples below are Gotham 11 pt. and Authentic Signature 33 pt. with a baseline shift of -5 pt.)

Examples:

DO:

More than 11,785 people have been *impacted* by Career Direct.

X DO NOT:

More than 11,785 people have been impacted by Career Direct. **X**

DO:

There is an opportunity to *share* that God has a *purpose* for every student's life.

X DO NOT:

There is an opportunity to share that God has a purpose for every students life **X**

Icons



Simple, design style for web and print.



Images



Images

DO:

- People focused (Crown owned images preferred)
- Primarily families and couples, occasional singular person or close up of hands)
- Diversity of age, race, gender
- Active images, not looking at the camera smiling.



Images



Images

X DO NOT:

- Vector images or illustrations
- Alternative photo filters
- Looking at the camera smiling

