



CHRISTOPHER D. CLOTHIER

Brand Style Guide

INTRODUCTION	3
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THE LOGO

Primary Logo	5
Secondary Logo	6
Specifications	7
Prohibited Uses	8

THE COLORS	10
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THE TYPOGRAPHY	12
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BRAND IMPLEMENTATION

Collateral	14
Website	15

Introduction

The Christopher D. Clothier (“CDC”) brand represents who we are as a company. Our mission, our core values and the passion we have for what we do are all reflected in our brand – it is the face of who we are.

So it’s really important that we make sure that every appearance of our brand looks consistent, polished and professional.

This Brand Guide was created to make sure that wherever and whenever the CDC brand is used, we’re putting our best face out there for the world to see. Within these pages, you’ll find guidelines for using logos properly, as well as what colors and fonts are appropriate to use on everything from websites to marketing materials.

The Logo

PRIMARY LOGOS • “FULL COLOR”



CHRISTOPHER D. CLOTHIER



The CDC logo is the most recognizable part of our brand. Part of being recognizable is making sure our logo looks consistent whenever it's used. Above are the approved forms for using our primary, full color logos.



CHRISTOPHER D. CLOTHIER



Usage: The full color logos are our primary logos and should be used whenever possible. Notice white and CDC Charcoal are the only fields of color it should appear on.

SECONDARY LOGO • “ONE COLOR”



CHRISTOPHER D. CLOTHIER



Above are the approved forms for using our secondary one-color logo. This could mean printing the logo in black or reversing it out of a solid background color (shown on right).



CHRISTOPHER D. CLOTHIER



Usage: The one-color logo should only be used when there are very limited printing options available due to the type of printed material or costs. There are also some instances where it needs to be used to separate itself from other copy, graphics or design elements on a two-color printed piece.

LOGO SPECIFICATIONS • SIZE & SPACE



Minimum Size

To make sure that a logo is always recognizable, you don't want to reproduce it at too small of a size. In our case, the horizontal CDC logo should never be printed or appear any smaller than 1.5" and the circular never smaller than 0.5" except in certain rare conditions.

Minimum Clear Space

The clear space surrounding the CDC logo is an important part of its design. The space should measure at least the size of specific logo's mark on all sides.

LOGO SPECIFICATIONS • PROHIBITED USES



Don't Distort



Don't Outline




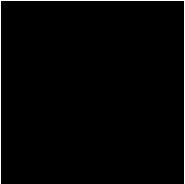



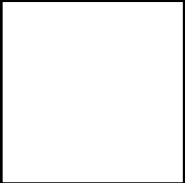
Don't Add Effects



Don't Use Unapproved Colors

The Colors

PRIMARY PALETTE • PRINT & WEB

 CDC GOLD	Pantone 871U CMYK: 44, 45, 75, 17 RGB: 135, 118, 79 #86754E		Pantone Black C CMYK: 0, 0, 0, 100 RGB: 255, 255, 255 #000000
 CDC CHARCOAL	Pantone 419U CMYK: 70, 65, 65, 71 RGB: 37, 36, 34 #252421		Pantone Cool Gray 6 C CMYK: 0, 0, 0, 50 RGB: 147, 149, 152 #7F7F7F
 CDC LIGHT GREY	Pantone 427U CMYK: 0, 0, 0, 15 RGB: 220, 221, 222 #DBDDDE		White CMYK: 0, 0, 0, 0 RGB: 255, 255, 255 #FFFFFF

Our colors are just as important to the CDC brand as our logo itself. We've taken great care to choose the colors that we think best fit our brand, and together they bring a consistent look and feel to our web and printed materials.

The CDC brand features a gold and two greys – one very dark, one very light. Pure black, a medium grey, and white are also acceptable, but are to primarily be used for the web. Headings are primarily set in Gold or Charcoal, while most body copy is in CDC Charcoal, gray or black. If printing on a black stock, use French Paper's Construction Blacktop.

The Typography

TYPOGRAPHY • PLAYFAIR, ADOBE CASLON, & FUTURA FAMILIES

Playfair Display Bold

PLAYFAIR DISPLAY BOLD

Adobe Caslon Pro Semibold Italic

Adobe Caslon Pro Regular

FUTURA HEAVY

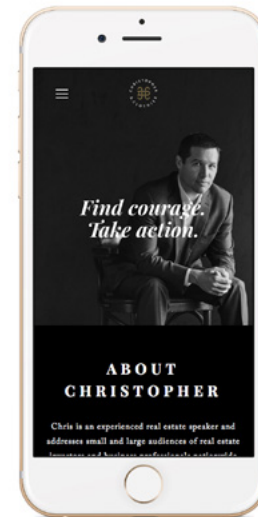
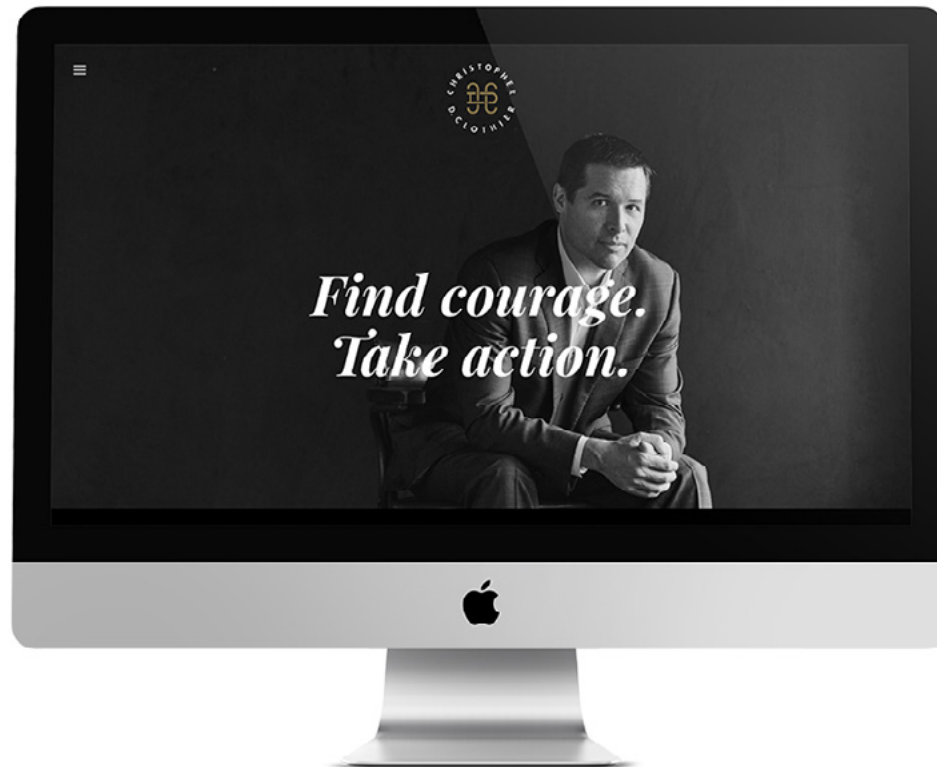
We've chosen the **Playfair**, **Adobe Caslon**, and **Futura** font families to be used as the primary fonts in all collateral, websites, presentations and marketing materials. Headings are to only be set in Playfair Display Bold Italic or Black Italic. Sub-headings are to be set Playfair Display Bold or Black, but in all caps and kerned out around 100. Adobe Caslon Pro Semibold Italic and Regular are to be used in titles and body copy, respectively. Futura Heavy is to be used for very small text, such as website credits, kerned out to around 200.

Brand Image & Implementation

BRAND IMPLEMENTATION • COLLATERAL



BRAND IMPLEMENTATION • WEBSITE





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