

CBS logo should be present in all graphic communications.

There are three primary components of the CBS logo:

1. Globe icon is always set behind all text in a 30% opacity of the Blue.
2. "CBS" bold caps in the 100% blue which is also used in the globe icon.
3. "Custom Business Solutions" bold caps with 100% Gold.

CBS - Custom Business Solutions Overview



PREFERRED USE

1. Logo can be used in color with icon for all Marketing Materials (ads, brochures, stationery, website, promotional products, vehicles, uniforms).

LIMITED USE

2. Globe icon can be displayed separately, when icon is present as watermark, or for promotional items.
3. Limited use single color logo can only be used when needed on a solid background. Logo may be black, white or solid blue only.

Permitted Logo Configurations



1. Logo should not be used at less than 1" in width.
2. Limited use logo should not be used at less than 1" in width.

Size Limited Use



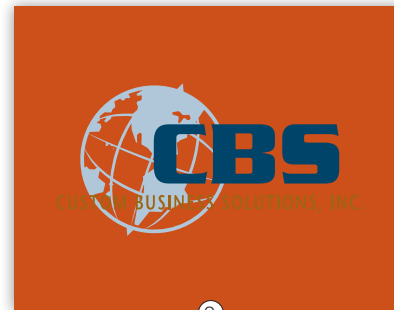
1. The logo may be displayed in a full color on white.
2. The logo may be used against the primary blue color. The background should not exceed 10% tint of the primary blue for readability.
3. Logo may also be used against black, using reversed (white) logo.
4. Logo may be displayed on up to, but no greater than, 10% black background.
5. When using grayscale, logo may be displayed on a white background.
6. Isolated photography will work well with the limited use logo.
7. When used over low contrast, solid color photography, the limited use logo or word mark can be all white.
8. When used over low contrast, solid color photography, the limited use logo or word mark can be all black.

Permitted Use





1. When using isolated photography with the logo, the photography may not invade the logo's clearspace.
2. The logo may not be used against colors which are not complementary.
3. Logo may not be used against colors which make it hard to read.
4. Logo elements may not be rearranged.
5. Logo should not be outlined.
6. Logo may not be stretched or squashed in any manner. It must retain its original proportion.
7. Logo fonts should never be substituted.
8. Do not use on photography, the logo should only be on a solid color area or where the content of the image does not compete.
9. Logo should not be obscured. Area around the marks must be clear of any graphics.


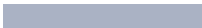
Prohibited Use





1. The brand color palette consists of 2 primary colors.
2. The colors are based on the Pantone Matching System (solid coated).
3. When printing as 4 color process, the CMYK formulas must be maintained.
4. RGB colors are acceptable for electronic distribution.
5. In web media, RGB is acceptable for accurate representation, or the Hex formulas will ensure accurate representation.

Color Palette

① Name	② Specification	③ CMYK	④ RGB	⑤ HEX
Blue	 Pantone 3025 C	 C = 98 M = 69 Y = 35 K = 18	R = 2 G = 77 B = 113	004D71

① Name	② Specification	③ CMYK	④ RGB	⑤ HEX
Blue 30% Opacity	 Pantone 3025 C	 C = 29 M = 21 Y = 10 K = 5	R = 178 G = 202 B = 212	AFC5D2

① Name	② Specification	③ CMYK	④ RGB	⑤ HEX
Gold	 Pantone 125 C	 C = 27 M = 46 Y = 100 K = 6	R = 183 G = 132 B = 0	B78400

Logo Fonts

1. SerpentineComDOTBol
2. ITC Stone® Sans II Std Condensed Semibold

Supporting Fonts

Open Sans is the primary font family and should be used in print and web.

1. Open Sans
2. Cambria

* No print layout has been designed under the CBS brand therefore not all fonts have been chosen.

Logo Fonts



Supporting Fonts

①

Open Sans Regular

ABCDEF
abcdef123

Open Sans Italic

ABCDEF
abcdef123

Open Sans Bold

ABCDEF
abcdef123

Open Sans Bold Italic

ABCDEF
abcdef123

②

Cambria Regular

ABCDEF
abcdef123

Cambria Italic

ABCDEF
abcdef123

Cambria Bold

ABCDEF
abcdef123

Cambria Bold Italic

ABCDEF
abcdef123