



# CSB Brand Identity

## Logo Usage

### Approved logo variations



### Minimum size requirements

To maintain readability, use the CSB logo at least 1” wide or 75 pixels.

### Clear space around the logo

Maintain at least the height of the letter ‘c’ in the logo around all sides at any size.



### Prohibited alterations

Do not stretch the CSB logo. Use only the approved color variations in CSB’s brand palette.

The housing graphic is the only approved element with the CSB logo. Do not add other elements.

## Color Palette

### Primary brand colors

<b>NAVY</b> RGB 0 79 109 PMS 302 HEX #004F6D	<b>LIME</b> RGB 86 170 28 PMS 363 HEX #3A8703
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### Secondary colors

<b>PLUM</b> RGB 155 79 150 PMS 258 HEX #9B4F96	<b>BLUE</b> RGB 0 142 214 PMS 2925 HEX #008ED6	<b>AQUAMARINE</b> RGB 0 178 170 PMS 326 HEX #00B2AA	<b>GRAY</b> RGB 73 76 73 PMS 446 HEX #494C49
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### Accent colors

<b>YELLOW</b> RGB 255 204 73 PMS 1225 HEX #FFCC49	<b>ORANGE</b> RGB 227 120 49 PMS 7578 HEX #E37831
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## Color Combinations and Accessibility Guidelines

- **White text:** use on any primary and secondary color background.
- **Primary and Secondary color text:** use on a white background.
- **Accent colors:** use yellow as a background for gray or black text. Use orange as a background color for large, bold white text, and for large, bold text.

Do not use yellow colors on a white background or white text on yellow colors.

### Examples on White Background

- **DO Use Medium and Darker Brand Colors:** [This Headline Color](#)
- **DO NOT Use Light Colors:** [This Headline Color](#)