INTRODUCTION

The C Spire Graphic Standards Manual is designed to provide you with guidelines to follow for correct usage of the C Spire identity including the mark, logotypes and related graphical elements.

These standards have been established to ensure that all of our communications reflect the same high standard of quality, attention to detail and consistency that characterize C Spire. Used correctly and consistently, the C Spire identity is a powerful asset that directly supports our vision. It helps communicate who we are, what we do and how well we do it - all critical elements that shape the positive image of C Spire.

C Spire retains all ownership rights associated with the mark and logotypes depicted in this publication. The standards defined herein require strict adherence regardless of where the mark or logotype is produced or the source the funding.

Please review this information thoroughly and refer to it often. For further information, assistance and additional reproductive artwork, see the Marketing Contacts page at the end of the manual.

NOTE: Any materials created with the C Spire mark, logotype or any other reference to C Spire must be approved by corporate marketing prior to production.
LEGAL ISSUES

Maintaining legal protection

It is very important to use the logotype with the correct legal company name on business cards and stationery. Printed reference to the C Spire logo should display the ® symbol designation in the first or most prominent reference. In text applications where the logo is not present, correct representation is shown as using “C Spire®” with the ® symbol in the first reference only. Thereafter, in text use “C Spire” only.

For brochures and ad layouts

The logotype without the company name may be used. However, all ads and brochures must be copyrighted with the legal company name and year. It is imperative for legal protection that the company name is properly designated on appropriate documents and layouts.

Do not ever use the words “c spire” in logo format without the logo/icon.

EXAMPLE: ©2016 C Spire. All rights reserved.
# BRAND TOOL KIT

## LOGO

**Positive**

- Blue

**Reverse**

- Blue

## COLOR

**Primary gradients**

- Blue
- Midnight

**Solid colors**

- **BLUE**
  - RGB: 38, 173, 224
  - Hex: 26ade0

- **WHITE**
  - Used in body copy only

- **DARK BLUE**
  - RGB: 2, 58, 143
  - Hex: 023a8f

- **BLACK**
  - c0 m0 y0 k80

- RARELY USED

- PANTONE 306c
- PANTONE 2736c

- There is no secondary color palette. Additional/secondary color is only to come from product images and/or use of images within the logo supergraphic.

## TYPOGRAPHY

**Primary**

- **GOTHAM ROUNDED**
  - Gotham narrow

- **GOTHAM NARROW** to be used for B2B and space constrained layouts also in disclaimers

**Web**

- **ARIAL**
  - Arial

- **Arial** to be used for body copy only

## GRAPHIC ELEMENTS

- Supergraphic
- Illumination
- App form box
- Rounded rule

### Primary

- Supergraphics
- Subtle supergraphics
- Illuminations
Top highlight layer
with opacity mask (outline shown for demonstration purposes only)

Second layer
Dark blue

Bottom layer
Cyan layer
C SPIRE LOGOS

Consistent use of the C Spire logo will help build visibility and recognition of the brand. Please do not alter, or attempt to recreate the logo, use only the approved artwork as shown here.

Note: Within the Illustrator file, NEVER adjust or move the gradient glow/highlight. The glow represents the “c” in the icon versus the hard edge in the center.

Full color art
Whenever possible the logo should be reproduced using the full color or four color artwork.

c_spire_cv.ai
- for use in print applications

c_spire_cmyk_r.ai
- for use in print applications

c_spire_c_r.jpg
- for use on screen use or in desktop applications

c_spire_cmyk_lg_r.ai
- for use in large scale digital or four color output

Full color reverse art
The full color reverse logo will work on any background color.

c_spire_reverse_r.ai

Single color cyan gradient art
The artwork may be reproduced in cyan for one-color applications where production capabilities are limited.

c_spire_cg_r.ai

Grayscale gradient art
This artwork should be used when printing with a half-tone screen (such as newspaper ads...).

c_spire_kg_r.ai
c_spire_kg_r.jpg
Use of gradient logo ALWAYS preferred
ONLY use flat version of logo if not technically able to use in medium

Small use black art
Use this artwork only when a half-tone screen can not be reproduced using the selected production method (such as a fax cover sheets or forms).

Note: This version of the logo is for small applications where print quality is limited.

c_spire_k_small_r.ai

Solid color cyan art
The single color artwork is for simple one-color print jobs when the single color cyan gradient logo cannot be used.

c_spire_cyan_r.ai

Small use white art
c_spire_w_small_r.ai
Note: This version of the logo is for small applications where print quality is limited.

Solid black art
The black artwork may be reproduced in black on light colored backgrounds.

c_spire_k_r.ai

Solid white art
Use the white artwork to maintain a consistent color appearance across all background colors (such as apparel embroidery and silk screening...).

c_spire_w_r.ai
C SPIRE VERTICAL LOGOS

Only use vertical if absolutely necessary
Horizontal version is ALWAYS PREFERRED

Consistent use of the C Spire logo will help build visibility and recognition of the brand. Please do not alter, or attempt to recreate the logo, use only the approved artwork as shown here.

Full color art
Whenever possible the logo should be reproduced using the full color or four color artwork.

- c_spire_vertical_c_r.ai
  - for use in print applications
- c_spire_vertical_cmyk_r.ai
  - for use in print applications
- c_spire_vertical_c_r.jpg
  - for use on screen use or in desktop applications
- c_spire_vertical_cmyk_lg_r.ai
  - for use in large scale digital or four color output

Full color reverse art
The full color reverse logo will work on any background color.

- c_spire_vertical_reverse_r.ai

Single color cyan gradient art
The artwork may be reproduced in cyan for one-color applications where production capabilities are limited.

- c_spire_vertical_cg_r.ai

Grayscale gradient art
This artwork should be used when printing with a half-tone screen (such as newspaper ads...).

- c_spire_vertical_kg_r.ai
- c_spire_vertical_kg_r.jpg
**C SPIRE VERTICAL LOGOS**

**Small use black art**
Use this artwork only when a half-tone screen can not be reproduced using the selected production method (such as a fax cover sheets or forms).

`c_spire_vertical_k_small_r.ai`

Note: This version of the logo is for small applications where print quality is limited.

**Solid color cyan art**
The single color artwork is for simple one-color print jobs when the single color cyan gradient logo cannot be used.

`c_spire_vertical_cyan_r.ai`

**Solid black art**
The black artwork may be reproduced in black on light colored backgrounds.

`c_spire_vertical_k_r.ai`

**Solid white art**
Use the white artwork to maintain a consistent color appearance across all background colors (such as apparel embroidery and silk screening...).

`c_spire_vertical_w_r.ai`
FILE NAMING GUIDE

File formats
Vector files for use in print applications.
Raster files for use on screen or in office applications such as Microsoft® Word or PowerPoint®.

C Spire

c_spire_c_r.ai
c_spire_cmyk_r.ai
c_spire_cmyk_lg_r.ai
c_spire_reverse_r.ai
c_spire_cg_r.ai
c_spire_cyan_r.ai
c_spire_kg_r.ai
c_spire_k_r.ai
c_spire_k_small_r.ai
c_spire_w_r.ai
c_spire_w_small_r.ai

Identifier
C Spire

Color
- c = spot color
- cmyk = process color
- cg = cyan gradient
- kg = black gradient
- k = all black
- small = for use where halftones are limited

Registered (*)

Registered (®)

File extension
ai = Vector file
jpg = Raster file in RGB
PRINTING THE C SPIRE LOGO IN SPOT COLOR

The logo has been created so that a Process Cyan layer is printed under a Pantone 2736 gradation. With a white highlight over the top of the whole logo.

In order to achieve this effect, the artwork is created with a solid shape of Process Cyan under a second gradation, tagged to overprint. Separate art has been created for CMYK uses.

**Instructions for the printer**
Outputting this file to separations will result in the following plates: Pantone 2736, Process Cyan. The top layer consists of a gradation opacity mask of white which creates a highlight effect. The second layer in the symbol is a gradation from Pantone 2736 to white which is set to overprint. The bottom layer is a gradation from Process Cyan to white.

These layers combine to create the C Spire symbol in the logo.

The logotype — prints 85% of Process Cyan.

**Note:** Gray box is for demonstration purposes only. It does not print.
Please do not redraw, distort the illumination graphics or alter the placement of its elements.
Illumination graphics may be rotated or flipped horizontally and vertically, scaled and cropped to fit the appropriate format.

When cropping the illumination graphics always make sure the white glow is prominently featured in one of the four corners of the application.

Please do not redraw, distort the illumination graphics or alter the placement of its elements.
Consistent use of the C Spire supergraphics will help build visibility and recognition of the brand. Please do not alter, or attempt to recreate the graphics, use only the approved artwork as shown here.

A rasterized version of the background has been provided for the Blue supergraphics. This can be used when printing large scale to alleviate banding.

**Bold Supergraphics**

- CS_SG_bold.ai
- **rasterized background** CS_SG_bold_rbkgd.ai
- CS_SG_dark_1.ai

**Subtle Supergraphics**

- CS_SG_subtle.ai
- **rasterized background** CS_SG_subtle_rbkgd.ai
- CS_SG_dark_2.ai
CROPPING SUPERGRAPHICS

Vertical examples

Horizontal examples

DON'T

Don't ever cut off the “C” in the supergraphic
CONTACT

C Spire
1018 Highland Colony Parkway, suite 340
Ridgeland, Mississippi 39157
Fax: 601.974.7138

For questions regarding graphic standards, please send email to:
Marketing Support, Marketing-Support@cspire.com