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INTRODUCTION

As the only provider of electric power and fiber optics services in the area, our local, award-winning customer service or the fact that we drive the nation’s fastest Internet, EPB has a unique set of products and support that differentiate our company from the rest. And it’s these qualities that help make up what is called our “brand.”

EPB’s brand includes the exceptional quality of our products, the expertise and pride in the level of service we provide and the feeling consumers experience when they interact with us. It’s personified in everyone who wears an EPB employee badge as well as those outside the company who partner with us. And it’s visualized in the identity and logos that we use to present our company to the world.

In order to build and maintain positive brand equity, it’s important that we not only deliver the same high level of products and services to each and every customer, but also remain consistent in the way our company is perceived from a visual standpoint as well – through signage, uniforms, advertising and other elements that include our logo identities. The purpose of this guide is to help us achieve and maintain a set of standards for doing so.

EPB VS. EPB FIBER OPTICS

One aspect that sets our company apart is that while as a whole we are referred to as EPB, we operate as two completely separate entities.

**EPB Electric Power** is Chattanooga’s only provider of electricity to homes and businesses, and is operated as a non-profit City Utility.

**EPB Fiber Optics** is an area provider of Internet, television and phone services that is also considered a City Utility. However, because it competes with other companies for customers of the same types of communications services, it is operated as a for-profit business independent of our electric power division.

Each side of the company has a logo that incorporates our signature black and blue EPB mark, however each has its own descriptor that distinguishes it. And because they operate independently, it’s extremely important that we use the proper logo when referring to one side of the company versus the other.
Logos
The most concise, recognizable representation of our brand is the EPB logo. It’s one of our most valuable assets, so altering or re-creating it in any way – both internally or to the public – greatly diminishes the integrity of our brand. Therefore, it’s important that you follow these guidelines when using our visual identity.

**EPB ELECTRIC POWER**

This logo should be used when referencing the electric power business. Typically it is used on communications related specifically to electric power, such as on monthly bills and other paperwork or signage.

![EPB Electric Power Logo](image)

**EPB FIBER OPTICS**

This logo should be used when referencing the fiber optics business. Typically it is used on materials used to market the fiber optics Internet, TV and telephone, such as billboards, signage, TV commercials, print ads, etc. Our tagline, “Make the Smart Move” acts as a call to action to encourage potential customers to order service while reassuring existing customers that they made the right decision.

The long version [Fig. 1] should be used on horizontal oriented applications while the stacked version [Fig. 2] should be used on vertical oriented applications. The “locked” version [Fig. 3] should be used on communications that don’t otherwise include contact information as part of the content, like an ad.

![EPB Fiber Optics Logo](image)
**FULL COLOR:** should be used on a solid white background or light-colored complementary background color such as gray. The logo must meet all guidelines and be clearly readable.

Our signature blue is a specific shade indicated in the Pantone Matching System (PMS) as number 285. The CMYK equivalent is 91, 52, 0, 0 while the RGB equivalent is 0, 113, 186. NEVER use an alternative to these colors. [Fig. 1]

**SOLID BLUE:** when our logo is used in a one-color printed piece, a solid logo in EPB blue is preferred. [Fig. 2]

**SOLID WHITE:** when our logo is used in a one-color printed piece, over a darker color or a color that is not within EPB’s color family, it should always be reversed in solid white. [Fig. 3]

**SOLID BLACK:** when our logo is used in a black and white printed piece, over a lighter color or a color that is not within EPB’s color family, it should always be printed in solid black. [Fig. 4]
COLOR PALETTE

The official corporate colors of EPB are “EPB Blue,” (PMS 285) black and white. Occasionally there may be a need to create internal documents or presentations that require different background colors for aesthetic reasons. If so, choose from the following color palette, which features hues that best complement “EPB Blue.”

NOTE: These colors are not acceptable for logo use.

<table>
<thead>
<tr>
<th>EPB PRIMARY COLOR PALETTE</th>
<th>EPB SECONDARY COLOR PALETTE</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>CMYK</strong></td>
<td><strong>CMYK</strong></td>
</tr>
<tr>
<td>91, 52, 0, 0</td>
<td>0, 0, 0, 100</td>
</tr>
<tr>
<td><strong>RGB</strong></td>
<td><strong>RGB</strong></td>
</tr>
<tr>
<td>0, 113, 186</td>
<td>0, 0, 0</td>
</tr>
<tr>
<td><strong>HEX</strong></td>
<td><strong>HEX</strong></td>
</tr>
<tr>
<td>0071BA</td>
<td>000000</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>CMYK 20, 0, 0, 0</th>
<th>CMYK 98, 93, 33, 58</th>
<th>CMYK 57, 6, 97, 0</th>
<th>CMYK 0, 0, 0, 70</th>
</tr>
</thead>
<tbody>
<tr>
<td>RGB 199, 234, 251</td>
<td>RGB 14, 17, 61</td>
<td>RGB 125, 183, 70</td>
<td>RGB 109, 110, 113</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>CMYK 6, 0, 96, 0</th>
<th>CMYK 0, 65, 100, 0</th>
<th>CMYK 0, 95, 81, 0</th>
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<tbody>
<tr>
<td>RGB 247, 236, 22</td>
<td>RGB 244, 121, 32</td>
<td>RGB 238, 48, 58</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>PMS 285</th>
<th>PMS 000</th>
<th>PMS 000</th>
</tr>
</thead>
<tbody>
<tr>
<td>RGB 0, 113, 186</td>
<td>RGB 0, 0, 0</td>
<td>RGB 109, 110, 113</td>
</tr>
</tbody>
</table>
| **NOTE:** These colors are not acceptable for logo use.
**PRODUCT LOGOTYPES**

In relevant instances one of these logotypes might accompany the EPB or EPB Fiber Optics logo. These logotypes should never be used by themselves, but only on materials that are branded with an appropriate EPB logo.

<table>
<thead>
<tr>
<th>BRANDED SIGNATURE NAME</th>
<th>FOUR COLOR PROCESS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fi-Speed NextNet®</td>
<td><strong>Fi-Speed NextNet®</strong></td>
</tr>
<tr>
<td>Fi Phone®</td>
<td><strong>Fi Phone®</strong></td>
</tr>
<tr>
<td>Fi TV®</td>
<td><strong>Fi TV®</strong></td>
</tr>
<tr>
<td>MyFi®</td>
<td><strong>MyFi®</strong></td>
</tr>
<tr>
<td>Fi TV® Gold</td>
<td><strong>Fi TV. Gold</strong></td>
</tr>
<tr>
<td>Fi TV® Silver</td>
<td><strong>Fi TV. Silver</strong></td>
</tr>
<tr>
<td>Fi TV® Bronze</td>
<td><strong>Fi TV. Bronze</strong></td>
</tr>
<tr>
<td>Fi TV® Select</td>
<td><strong>Fi TV Select.</strong></td>
</tr>
<tr>
<td>Tri-Fi Bundle®</td>
<td><strong>Tri-Fi Bundle.</strong></td>
</tr>
<tr>
<td>Multi-TV DVR</td>
<td><strong>Multi-TV DVR</strong></td>
</tr>
<tr>
<td>Fi-Speed NextNet® for Business</td>
<td><strong>Fi-Speed NextNet® for Business</strong></td>
</tr>
<tr>
<td>Fi Phone® for Business</td>
<td><strong>Fi Phone. for Business</strong></td>
</tr>
<tr>
<td>Fi TV® for Business</td>
<td><strong>Fi TV. for Business</strong></td>
</tr>
<tr>
<td>Fi for BusinessSM</td>
<td><strong>Fi for Business</strong></td>
</tr>
<tr>
<td>Hosted Phone SolutionSM</td>
<td><strong>Hosted Phone Solution</strong></td>
</tr>
<tr>
<td>SmartView® Guide</td>
<td><strong>SmartView. Guide</strong></td>
</tr>
<tr>
<td>EPB SmartHome (Horizontal)</td>
<td><strong>epb. Smart Home</strong></td>
</tr>
<tr>
<td>EPB SmartHome (Stacked)</td>
<td><strong>epb. Smart Home</strong></td>
</tr>
<tr>
<td>Smart Network</td>
<td><strong>epb Smart Network</strong></td>
</tr>
<tr>
<td>Smart MoveSM</td>
<td><strong>Smart Move</strong></td>
</tr>
<tr>
<td>EPB2Go</td>
<td><strong>epb2Go</strong></td>
</tr>
<tr>
<td>Power of Community</td>
<td>The <strong>POWER of COMMUNITY</strong></td>
</tr>
<tr>
<td>Make the Smart Move</td>
<td><strong>Make the Smart Move</strong></td>
</tr>
<tr>
<td>Gig City®</td>
<td><strong>GIG CITY®</strong></td>
</tr>
<tr>
<td>Do Business, Even Better</td>
<td><strong>DO BUSINESS, EVEN BETTER.</strong></td>
</tr>
<tr>
<td>Smart Service Pledge (type)</td>
<td><strong>SMART SERVICE PLEDGE</strong></td>
</tr>
<tr>
<td>NetBridgeSM</td>
<td><strong>NetBridgeSM</strong></td>
</tr>
</tbody>
</table>
Using EPB Logos
LOGO SIZING AND PLACEMENT

MINIMUM CLEAR SPACE

Placing our logos in the proper environments is just as important in maintaining the integrity of the brand. For our logos to work as a strong brand identifier, they should always be seen in their entirety and never hidden in any way by other elements such as patterned backgrounds, text, art or photographs. In fact, there should be ample breathing room around the logo to give it visibility and prominence.

The best way to achieve this is to always position the logo away from other elements the spacing of the height of the letter “e” in the logo, measuring from the top of the “b” and the bottom of the “p” as indicated [Fig 1]. This will ensure clear identification of the logo among other elements around it. [Fig 2].

MINIMUM SIZE

The minimum sizing of the EPB, EPB Electric Power and EPB Fiber Optics logos is ½ inch in width. This is to ensure that the logo is big enough to be legible and easily recognizable. For product logotypes [ex: Fi-Speed Internet] the minimum size should be [%] of the accompanying logo so that it is clearly treated secondarily to the EPB logo.
AVOIDING MISTAKES

Do not alter the EPB, EPB Fiber Optics, or EPB Electric Power signature artwork in any way. Always use logo artwork provided by the Marketing Department if you need a specific version, color or size.

Avoid these common mistakes:
• Don’t alter or change font
• Size proportionately without stretching it
• Use proper PMS colors
• Use proper signatures (“Business Solutions”, epbFi.com uppercase “F”, etc.)

The best way to keep from making mistakes is to call on our own in-house professionals for help. Nearly all outward communication collateral is produced by our internal Marketing Department. If you have any needs for printed materials, signage or other items that require an EPB related logo, they will be happy to help.

DO’s

Use the logo(s) as is.

Don’t alter or change font

Size proportionately without stretching it

Use proper PMS colors

Use proper signatures (“Business Solutions”, epbFi.com uppercase “F”, etc.)

DON’Ts

Do not change the font or reset the text of the subsidiary brand names.

Do not scale the logo and/or the logo and subsidiary brand name disproportionately.

Do not apply any special effects to the logo.

Do not place the logo over a busy photograph. Find an area that isn’t busy or use an alternate picture.

Do not add taglines or text to the EPB, EPB Electric Power, or EPB Fiber Optics logos.
Typography
The official corporate font for all EPB communications – including advertising, presentations and even business letters – is Antenna. Within that font there are two families – Antenna Regular and Antenna Condensed. These fonts are available through the Marketing Department if you need it installed on your computer.

The two different families have weights and sizes that we use in various applications of the font. See the differences on this listing.

Different applications use different font settings and sizes. For example:

**HEADLINES**

Headlines are set in Antenna Bold. They should be short and to the point. The type size of headlines will change with every application, but they should always fit comfortably within the layout.

**BODY COPY**

Copy is set in Antenna Regular or Light. While the standard size is 11 pt. this may change depending on the application, but it should always fit comfortably within the layout.

**WEBSITE**

Antenna Regular (if webfont is available. If not, Helvetica may be substituted.) Headlines should be set anywhere between 14-24 pt. and the body copy should be 11 pt.

### ANTENNA

**LIGHT**

AaBbCcDdefGHIJKLMN OPQRSTUVWXYZ aabbcdefghijklmnopqrstuvwxyz 1234567890

**REGULAR**

AaBbCcDdefGHIJKLMN OPQRSTUVWXYZ aabbcdefghijklmnopqrstuvwxyz 1234567890

**REGULAR ITALIC**

AaBbCcDdefGHIJKLMN OPQRSTUVWXYZ aabbcdefghijklmnopqrstuvwxyz 1234567890

**BOLD**

AaBbCcDdefGHIJKLMN OPQRSTUVWXYZ aabbcdefghijklmnopqrstuvwxyz 1234567890

**BOLD ITALIC**

AaBbCcDdefGHIJKLMN OPQRSTUVWXYZ aabbcdefghijklmnopqrstuvwxyz 1234567890

**BLACK**

AaBbCcDdefGHIJKLMN OPQRSTUVWXYZ aabbcdefghijklmnopqrstuvwxyz 1234567890

### ANTENNA CONDENSED

**REGULAR**

AaBbCcDdefGHIJKLMN OPQRSTUVWXYZ aabbcdefghijklmnopqrstuvwxyz 1234567890

**BOLD**

AaBbCcDdefGHIJKLMN OPQRSTUVWXYZ aabbcdefghijklmnopqrstuvwxyz 1234567890

**BLACK**

AaBbCcDdefGHIJKLMN OPQRSTUVWXYZ aabbcdefghijklmnopqrstuvwxyz 1234567890
Associated Entities
Fi-Speed NextNet and Fi-Speed NextNet for Business are EPB Fiber Optics’ brand names for our suite of residential and commercial Internet services ranging from 100 Mbps up to 10 Gigs.

**LOGO COLORS**

**FULL COLOR:** should be used on a solid white background or light-colored complementary background color such as gray. The logo must meet all guidelines and be clearly readable.

Our signature blue is a specific shade indicated in the Pantone Matching System (PMS) as number 285. The CMYK equivalent is 91, 52, 0, 0 while the RGB equivalent is 0, 113, 186. NEVER use an alternative to this color. It is paired with a darker blue shade with a CMYK 91, 62, 0, 49 while the RGB equivalent is 0, 57, 108. [Fig. 1]

**SOLID WHITE:** when the logo is used in a one-color printed piece, over a darker color or a color that is not within EPB’s color family, it should always be reversed in solid white. [Fig. 2]

**SOLID BLACK:** when our logo is used in a black and white printed piece, over a lighter color or a color that is not within EPB’s color family, it should always be printed in solid black. [Fig. 3]

All materials that include this logo must be approved by the Marketing Department prior to release.

**FI-SPEED NEXTNET**

This logo should only be used in marketing and communications specific to the EPB Fiber Optics Internet services. The Fi-Speed NextNet logo marks with EPB Fiber Optics reference are always used independently of the traditional EPB and EPB Fiber Optics logo marks. All materials that include this logo must be approved by the Marketing Department prior to release.

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**EPB SMART NETWORK PRIMARY COLOR PALETTE**

| PMS 285 | CMYK 91, 52, 0, 0 |
| PMS 000 | CMYK 91, 62, 0, 49 |
| PMS 718 | RGB 0, 113, 186 |
| PMS 000 | RGB 0, 57, 108 |
| | HEX 0071BA |
| | HEX 102A5A |
LOGO SIZING AND PLACEMENT

The minimum sizing of the Fi-Speed NextNet logo is \( \frac{1}{4} \) inch in width. This is to ensure that the logo is big enough to be legible and easily recognizable.

Placing the Fi-Speed NextNet logo in the proper environments is just as important in maintaining the integrity of the brand. For our logos to work as a strong brand identifier, they should always be seen in their entirety and never hidden in any way by other elements such as patterned backgrounds, text, art or photographs. In fact, there should be ample breathing room around the logo to give it visibility and prominence.

AVOIDING MISTAKES

Do not alter the Fi-Speed NextNet signature artwork in any way. Always use logo artwork provided by the Marketing Department if you need a specific version, color or size.

Avoid these common mistakes:

- Don’t alter or change font
- Don’t skew the logo
- Don’t apply special effects
- Use proper PMS colors
- Don’t add taglines

If you need a logo, or need a logo resized or modified in any way, please contact the Marketing Department.

DO’s

Use the logo(s) as is.

DON’ts

Do not skew the logo in any way.

Avoid these common mistakes:

- Don’t apply any special effects to the logo.
- Do not modify the colors of the logo.

Use the black/white options when necessary.

Do use a photograph, or a space in a photograph, that doesn’t compete with the logo.

Scale the logo and/or the logo and subsidiary brand name proportionately.
EPB Smart Network offers Internet customers a wireless router and the support necessary to install and maintain a home WiFi network, anti-virus software, email accounts and parental controls for the whole family.

LOGO COLORS

FULL COLOR: should be used on a solid white background or light-colored complementary background color such as gray. The logo must meet all guidelines and be clearly readable.

Our signature blue is a specific shade indicated in the Pantone Matching System (PMS) as number 285. The CMYK equivalent is 91, 52, 0, 0 while the RGB equivalent is 0, 113, 186. NEVER use an alternative to this color. [Fig. 1]

SOLID WHITE: when the logo is used in a one-color printed piece, over a darker color or a color that is not within EPB’s color family, it should always be reversed in solid white. [Fig. 2]

SOLID BLACK: when our logo is used in a black and white printed piece, over a lighter color or a color that is not within EPB’s color family, it should always be printed in solid black. [Fig. 3]

All materials that include this logo must be approved by the Marketing Department prior to release.

EPB SMART NETWORK

This logo should only be used in marketing and communications specific to the Smart Network. The Smart Network logo mark with EPB reference is always used independently of the traditional EPB and EPB Fiber Optics logo marks. All materials that include this logo must be approved by the Marketing Department prior to release.

EPB SMART NETWORK PRIMARY COLOR PALETTE

<table>
<thead>
<tr>
<th>Color Code</th>
<th>CMYK</th>
<th>RGB</th>
<th>HEX</th>
</tr>
</thead>
<tbody>
<tr>
<td>PMS 285</td>
<td>91, 52, 0, 0</td>
<td>0, 113, 186</td>
<td>0071BA</td>
</tr>
<tr>
<td>PMS 000</td>
<td>0, 0, 0, 100</td>
<td>0, 0, 0</td>
<td>000000</td>
</tr>
</tbody>
</table>
LOGO SIZING AND PLACEMENT

The minimum sizing of the EPB Smart Network logo is \( \frac{1}{2} \) inch in width. This is to ensure that the logo is big enough to be legible and easily recognizable.

Placing the EPB Smart Network logo in the proper environments is just as important in maintaining the integrity of the brand. For our logos to work as a strong brand identifier, they should always be seen in their entirety and never hidden in any way by other elements such as patterned backgrounds, text, art, or photographs. In fact, there should be ample breathing room around the logo to give it visibility and prominence.

AVOIDING MISTAKES

Do not alter the EPB Smart Network signature artwork in any way. Always use logo artwork provided by the Marketing Department if you need a specific version, color, or size.

Avoid these common mistakes:

- Don’t alter or change font
- Don’t skew the logo
- Don’t apply special effects
- Use proper PMS colors
- Don’t add taglines

If you need a logo, or need a logo resized or modified in any way, please contact the Marketing Department.

DO’s

- Use the logo(s) as is.
- Use the black/white options when necessary.
- Do use a photograph, or a space in a photograph, that doesn’t compete with the logo.
- Scale the logo and/or the logo and subsidiary brand name proportionately.

DON’Ts

- Do not change the font or reset the text of the subsidiary brand names.
- Do not skew the logo in any way.
- Do not apply any special effects to the logo.
- Do not modify the colors of the logo.
- Do not add taglines or text to the EPB Smart Network logo.

Make the Smart Move
EPB Smart Build is an EPB certification program that offers homebuilders and homebuyers added incentives for building or buying homes that are both energy-efficient as well as technologically fiber optics-ready for the future.

LOGO COLORS

FULL COLOR: should be used on a solid white background or light-colored complementary background color such as gray. The logo must meet all guidelines and be clearly readable.

Our signature blue is a specific shade indicated in the Pantone Matching System (PMS) as number 285. The CMYK equivalent is 91, 52, 0, 0 while the RGB equivalent is 0, 113, 186. NEVER use an alternative to these colors. [Fig. 1]

SOLID WHITE: when our logo is used in a one-color printed piece, over a darker color or a color that is not within EPB’s color family, it should always be reversed in solid white. [Fig. 2]

SOLID BLACK: when our logo is used in a black and white printed piece, over a lighter color or a color that is not within EPB’s color family, it should always be printed in solid black. [Fig. 3]

All materials that include this logo must be approved by the Marketing Department prior to release.
LOGO SIZING AND PLACEMENT

The minimum sizing of the EPB Smart Build logo is ½ inch in width. This is to ensure that the logo is big enough to be legible and easily recognizable.

Placing the EPB Smart Build logo in the proper environments is just as important in maintaining the integrity of the brand. For our logos to work as a strong brand identifier, they should always be seen in their entirety and never hidden in any way by other elements such as patterned backgrounds, text, art or photographs. In fact, there should be ample breathing room around the logo to give it visibility and prominence.

AVOIDING MISTAKES

Do not alter the EPB Smart Build signature artwork in any way. Always use logo artwork provided by the Marketing Department if you need a specific version, color or size.

Avoid these common mistakes:
- Don’t alter or change font
- Don’t skew the logo
- Don’t apply special effects
- Use proper PMS colors
- Don’t add taglines

If you need a logo, or need a logo resized or modified in any way, please contact the Marketing Department.

DO’s

Use the logo(s) as is.

Use the black/white options when necessary.

Do use a photograph, or a space in a photograph, that doesn’t compete with the logo.

Scale the logo and/or the logo and subsidiary brand name proportionately.

DON’Ts

Do not change the font or reset the text of the subsidiary brand names.

Do not skew the logo in any way.

Do not apply any special effects to the logo.

Do not modify the colors of the logo.

Do not add taglines or text to the EPB Smart Build logo.
From arts and education to city government and locally produced talk shows, we’re proud to offer you the area’s best selection of local content available anywhere. You can even catch student-produced content such as sporting events, news shows, performances, ceremonies and more on your favorite high school’s very own on demand channel.

**LOGO COLORS**

**FULL COLOR:** should be used on a solid white background or light-colored complementary background color such as gray. The logo must meet all guidelines and be clearly readable.

Our signature blue is a specific shade indicated in the Pantone Matching System (PMS) as number 285. The CMYK equivalent is 91, 52, 0, 0 while the RGB equivalent is 0, 113, 186. NEVER use an alternative to these colors. [Fig. 1]

**SOLID WHITE:** when our logo is used in a one-color printed piece, over a darker color or a color that is not within EPB’s color family, it should always be reversed in solid white. [Fig. 2]

**SOLID BLACK:** when our logo is used in a black and white printed piece, over a lighter color or a color that is not within EPB’s color family, it should always be printed in solid black. [Fig. 3]

All materials that include this logo must be approved by the Marketing Department prior to release.

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**CITYSTREAM**

This logo should only be used in marketing and communications specific to the CityStream program. The CityStream logo mark with EPB Fiber Optics reference is always used independently of the traditional EPB and EPB Fiber Optics logo marks.

![Fig. 1](image1.png) ![Fig. 2](image2.png) ![Fig. 3](image3.png)

**CITYSTREAM PRIMARY COLOR PALETTE**

<table>
<thead>
<tr>
<th>Color</th>
<th>CMYK</th>
<th>RGB</th>
</tr>
</thead>
<tbody>
<tr>
<td>PMS 285</td>
<td>91, 52, 0, 0</td>
<td>0, 113, 186</td>
</tr>
<tr>
<td>PMS 360</td>
<td>56, 0, 93, 0</td>
<td>124, 194, 77</td>
</tr>
<tr>
<td>PMS 000</td>
<td>0, 0, 0, 100</td>
<td>0, 0, 0</td>
</tr>
</tbody>
</table>

**HEX**

<table>
<thead>
<tr>
<th>Color</th>
<th>CMYK</th>
<th>RGB</th>
</tr>
</thead>
<tbody>
<tr>
<td>PMS 285</td>
<td>0071BA</td>
<td>#0071BA</td>
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<td>PMS 360</td>
<td>#7CC24D</td>
<td>#7CC24D</td>
</tr>
<tr>
<td>PMS 000</td>
<td>#000000</td>
<td>#000000</td>
</tr>
</tbody>
</table>
LOGO SIZING AND PLACEMENT

The minimum sizing of the CityStream logo is ½ inch in width. This is to ensure that the logo is big enough to be legible and easily recognizable.

Placing the CityStream logo in the proper environments is just as important in maintaining the integrity of the brand. For our logos to work as a strong brand identifier, they should always be seen in their entirety and never hidden in any way by other elements such as patterned backgrounds, text, art or photographs. In fact, there should be ample breathing room around the logo to give it visibility and prominence.

AVOIDING MISTAKES

Do not alter the CityStream signature artwork in any way. Always use logo artwork provided by the Marketing Department if you need a specific version, color or size.

Avoid these common mistakes:
- Don’t alter or change font
- Don’t skew the logo
- Don’t apply special effects
- Use proper PMS colors
- Don’t add taglines

If you need a logo , or need a logo resized or modified in any way, please contact the Marketing Department.

DO’S

Use the logo(s) as is.

Use the black/white options when necessary.

Do use a photograph, or a space in a photograph, that doesn’t compete with the logo.

Scale the logo and/or the logo and subsidiary brand name proportionately.

DON’TS

Do not change the font or reset the text of the subsidiary brand names.

Do not skew the logo in any way.

Do not apply any special effects to the logo.

Do not modify the colors of the logo.

Make the Smart Move

Do not add taglines or text to the CityStream logo.