



BRAND STYLE GUIDE

Logo & Lockup Variations

Lockup: RGB Navy Reverse



← Location tag black

RGB Navy



RGB Neon Blue Reverse
Web use only



Lockup: RGB Neon Blue



Lockup: CMYK Full Color
Print use only



Lockup: CMYK Full Color
Print use only



Tagline & Lockup Guidelines

CSEA Tagline

Sentence case [One voice for many. ← Period

Richmond Display: Regular
Tracking: -20

Shown for print use

Primary Logo [CSEA

Tagline [One voice for many.

CSEA NY Lockup [CSEA

NEW YORK

Tagline [One voice for many.

O space separates NY location tag and tagline

Lockup Guidelines

CSEA Naming Lockups

Navy RGB: Stacked, Web use only



Navy Reverse RGB: Stacked, Web use only



Navy RGB: Horizontal, Web use only



Navy Reverse RGB: Horizontal, Web use only



Typography

Primary Font

Web/Digital: DIN 2014

Print: Richmond Display

Aa
DIN 2014

Extra Light ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Regular ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Bold ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Extra Bold ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Light ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Regular ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Bold ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Display: Garamond

Aa
Richmond Display

Headline Treatment

HL 1— Title Case -10 pt tracked

HL 2— ALL CAPS: +100 pt TRACKED

Subhead—Extra Bold: Sentence case

Body copy— Richmond Display: Regular

Regular ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Bold ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

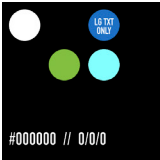
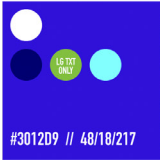
Color Palette

Primary Palette

RGB – Web only colors

Neon Blue 48 18 217	Middle Blue 28 112 197	Navy Blue 0 0 112	Chartruese 130 191 64
			Aqua 130 255 255

ADA Contrast Compliance

 #FFFFFF // 255/255/255	 #000000 // 0/0/0	 #3012D9 // 48/18/217	 #1C70C5 // 28/112/197	
 #000070 // 0/0/112	 #82BF40 // 130/191/64	 #82FFFF // 130/255/255		

CMYK – Print colors only

Navy 97 84 9 27	Middle Blue 100 41 0 0	Chartruese 42 0 100 0	
		Light Blue 36 0 0 0	

Navy Pantone Dark Blue C	Middle Blue Pantone 3005	Chartruese Pantone 3570 C	Light Blue Pantone 2985 C
Lab: 25 10 -47	Lab: 56 -11 -41	Lab: 77 -30 62	Lab: 79 -25 -32