

CSI Global Standard Innovation Logo Instruction Guide



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Logo Purpose & Anatomy

A brief introduction to the brand identity...



Primary Color Palette



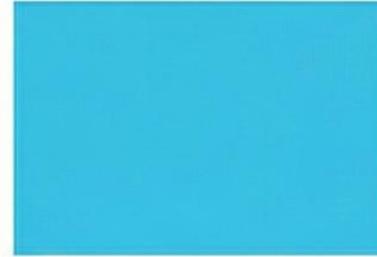
Dark Navy
HEX #002D62
RGB 0, 45, 98
CMYK 100, 80, 40, 30
Pantone 2955 C

Usage: Dark text,
icon bases



Mid Blue
HEX #1A548D
RGB 26, 84, 141
CMYK 90, 60, 10, 5
Pantone 7687 C

Usage: Wordmark
gradient



Light Cyan
HEX #33C2E8
RGB 51, 194, 232
CMYK 60, 0, 10, 0
Pantone 638 C

Usage: Light text,
icon highlights



Grey
HEX #8C8C8C
RGB 140, 140, 140
CMYK 40, 30, 30, 10
Pantone 7540 C

Usage: Descriptor text

Clear Space & Scaling



Minimum Print Size: 25mm Width
Minimum Digital Size: 100px Width

Typography



Brand Fonts

'The CSI" Wordmark Font [cite: 5]

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Custom font or 'Avenir Next Bold'

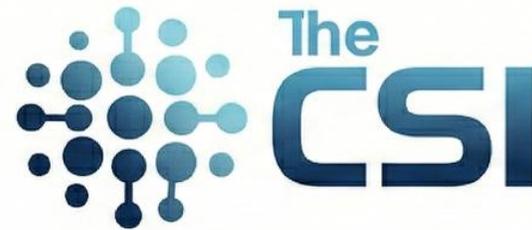
'GLOBAL STANDARD INNOVATION' Descriptor Font [cite: 5]
INNOVATION'

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

'Helvetica Neue Regular'

Logo Variations [cite: 5]

GLOBAL STANDARD INNOVATION



Incorrect Usage (Don'ts)



Distorted proportions
(stretched)



Changed color
gradients



Incorrect descriptor
text font



Rearranged elements
(icon above text)



Added drapdsdows



Elements too close



*Incorrect descriptor
text font*



Shadow added

Background Colors



Contact and legal information
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