



CROSSLINES COMMUNITY OUTREACH

BRAND GUIDELINES

VOL. 1 | 2025

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PRIMARY LOGO



CROSSLINES

COMMUNITY OUTREACH

SIZE AND SPACING



The spacing behind this logo was carefully considered using a grid to ensure balanced proportions and alignment. The grid allows for consistency in the placement of the logo elements, creating a harmonious and visually appealing design.

BRAND MARK



To ensure the Crosslines brand mark remains legible, even in smaller applications, it's imperative to maintain a clear space around it. This preserves its visual integrity and prevents it from being obscured by other elements.

LOGO USAGE - INCORRECT USES



Do not stretch or distort the logo in any way.



Do not place the logo on a background that does not provide sufficient contrast.



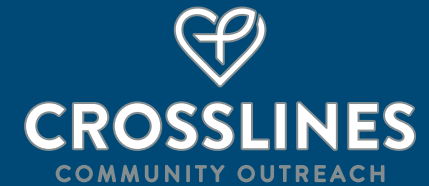
Do not use the logo at an angle.



Do not apply any effect to the logo such as a drop shadow, emboss, etc.



Do not rearrange the logo in any way.



Do not add an outline to the logo.

To maintain brand integrity, the Crosslines logo must be used consistently and accurately across all platforms. While this list is not exhaustive, it highlights common errors. Refer to the approved artwork for accurate reproduction. This applies to all logo variations.

COLOR PALETTE

DARK BLUE

HEX 003B5C
RGB 0 59 92
CMYK 100 32 0 68

MEDIUM BLUE

HEX 004976
RGB 0 73 118
CMYK 100 55 0 37

LIGHT BLUE

HEX A7BCD6
RGB 167 188 214
CMYK 33 15 0 0

BLACK

HEX 0D0D0D
RGB 13 13 13
CMYK 0 0 0 95

LIGHT GREY

HEX B2B4B2
RGB 178 180 178
CMYK 28 20 20 1

WHITE

HEX F8F8F8
RGB 241 242 242
CMYK 0 0 0 5

YELLOW-GOLD

HEX D29F13
RGB 210 159 19
CMYK 2 28 97 12

TYPOGRAPHY – BRAND FONT

HEADINGS

BRANDON GROTESQUE
BLACK

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*()_+

SUBHEADINGS

BRANDON GROTESQUE
REGULAR

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*()_+

BODY COPY

OPEN SANS
REGULAR

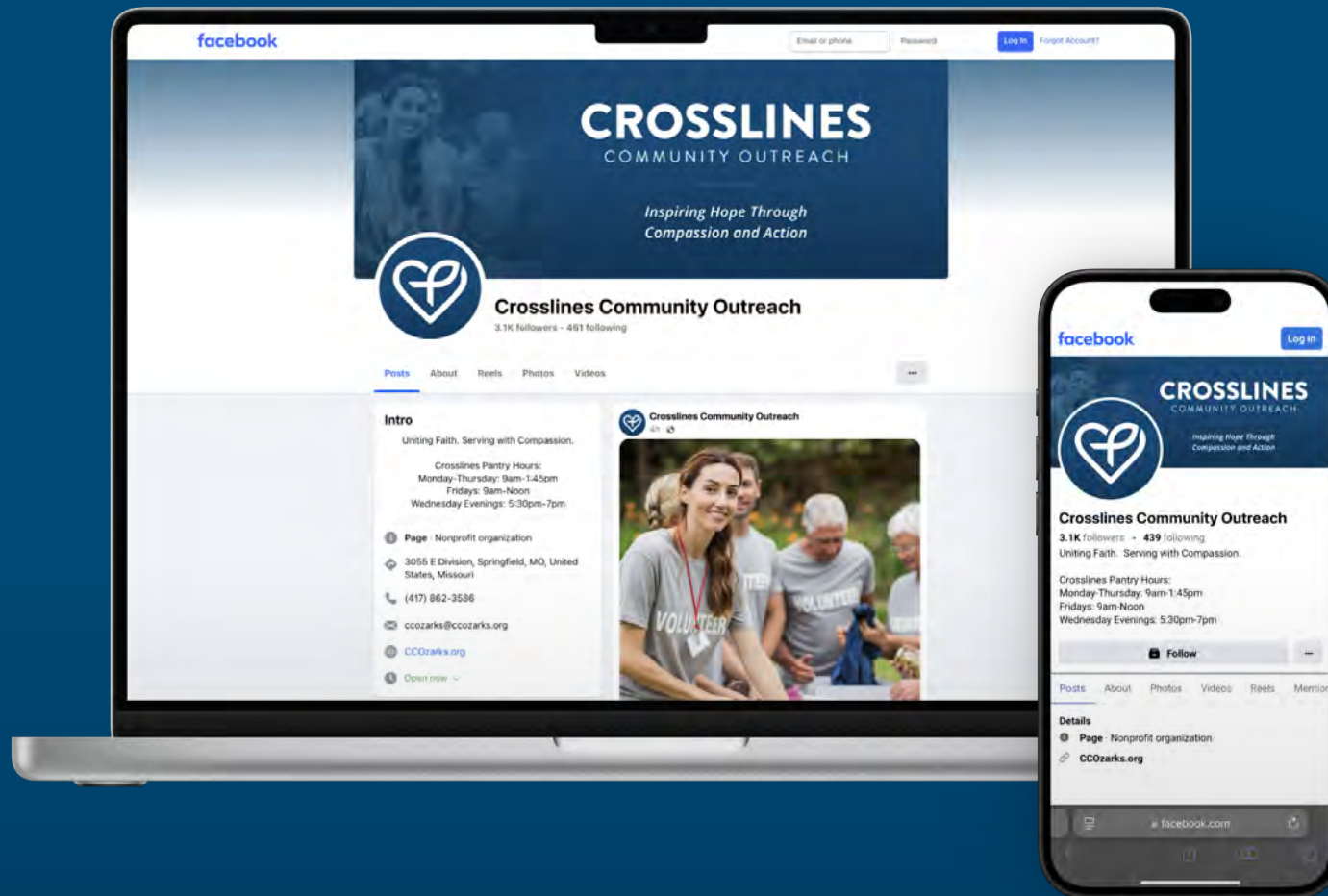
Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*()_+

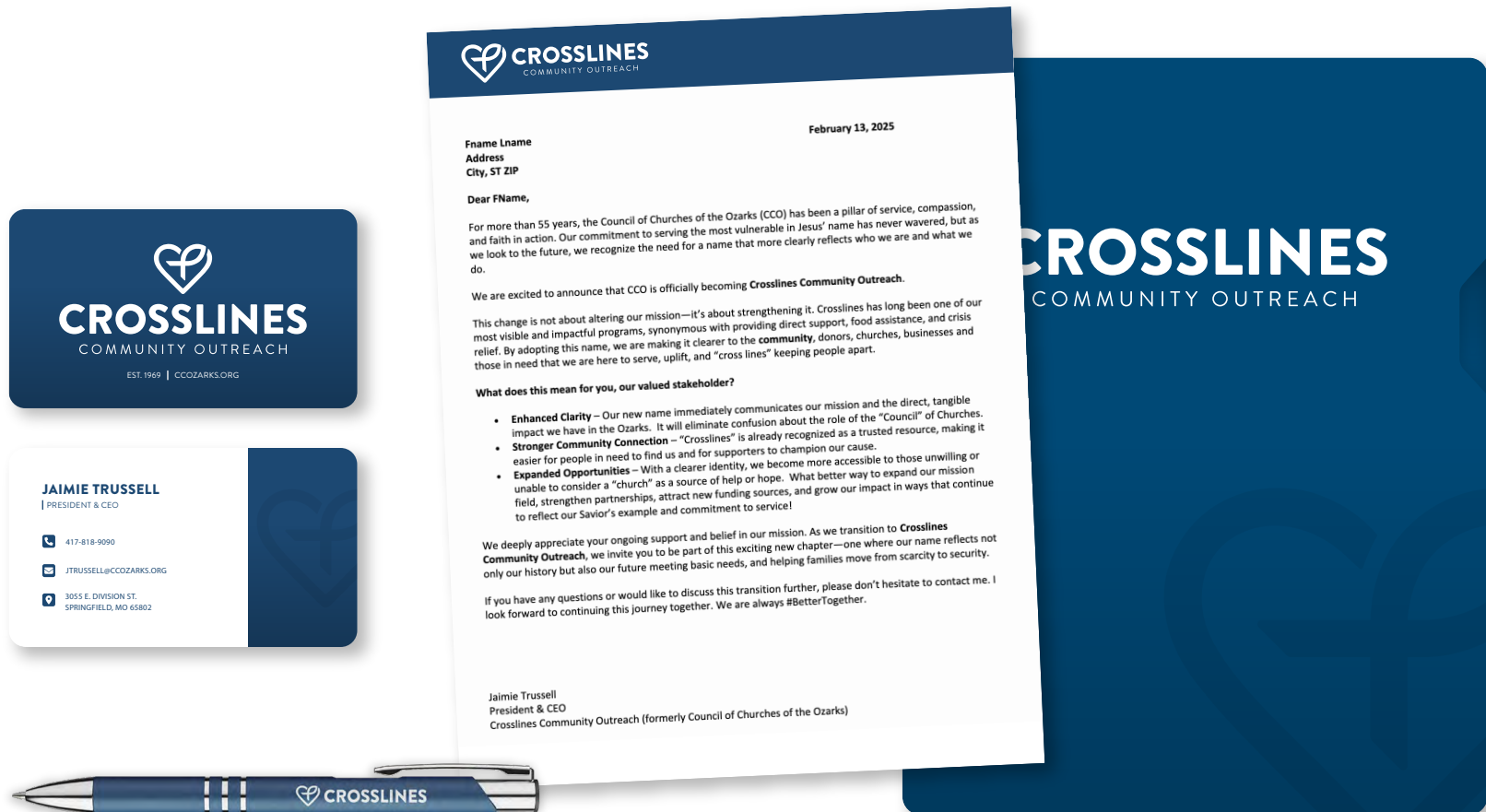
USAGE EXAMPLES



USAGE EXAMPLES



USAGE EXAMPLES



USAGE EXAMPLES

