INC LOGO & BRAND IDENTITY GUIDELINES

The name, logo and trademark of any organization are critical and valuable resources. They promote brand awareness, recognition, and differentiation. C-Path and INC has robust visual branding to ensure our identity is easily recognizable and consistent. The following details outline detailed instructions and guidelines to use the INC logo.

Modifying this logo is strictly prohibited.

Our Logo and Color Variations

Our logo can be applied in two colors, one color or knocked out.

1. Two-Color Logo - PREFERRED

Our primary and preferred version is the two-color logo. This version represents the ribbon in gold and blue, and the letterforms in blue.

2. One-Color Logo

If production constraints do not allow for the two-color version of the logo, we recommend a one-color version to be treated in all black. Never render the logo in all gold or blue.

3. One-Color Knocked Out Logo

For instances where the intensity or busyness of a background may render the mark illegible, we recommend a knocked out version of the logo.

Logo Color Specifications

Use these same colors when creating internal/external marketing materials, i.e., slides, onesheets, brochures, etc.

Blue:

Pantone 285 C
CMYK 86 52 0 0
RGB 26, 115, 186
WEB HTML #1A73BA

Gold:

Pantone 123 C
CMYK 0 23 91 0
RGB 255, 198, 47
WEB HTML #FFC62F

Positioning - Logo Safe Zones and Clear Space

For all logo placement the gray striped area below indicates the Safe Zone. Other graphical and visual elements can be safely positioned up to the adjoining blue area. Blue indicates Clear Space. The blue area must be kept free of all other graphic and visual elements. The minimum required Clear Space is defined by the measurement 'X' (equal to the height of the uppercase letters, known as the 'cap-height'. The width is equal to the height.)

Logo Font

The INC logo is done with Kievit Regular font.

Kievit (Regular)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()

Complimentary Fonts

For consistency and compatibility we recommend using the web-safe, san-serif fonts **Arial** or **Calibri** in narrow or wide options in any form of standard body text, ranging from copy in slide presentations, emails, forms, website design and all marketing materials.

[**Download the INC logos**]

For questions, contact incinfo@c-path.org.