



BRANDING GUIDELINES

A brief guide to the Cotton Bureau brand assets and how to use them. Any questions that are not answered in this document should be directed to us@cottonbureau.com.

LOGO

The lone “C” mark is preferred, but in cases when the audience might not be familiar with Cotton Bureau, it is recommended that the lockup including the name is used.



COTTON BUREAU

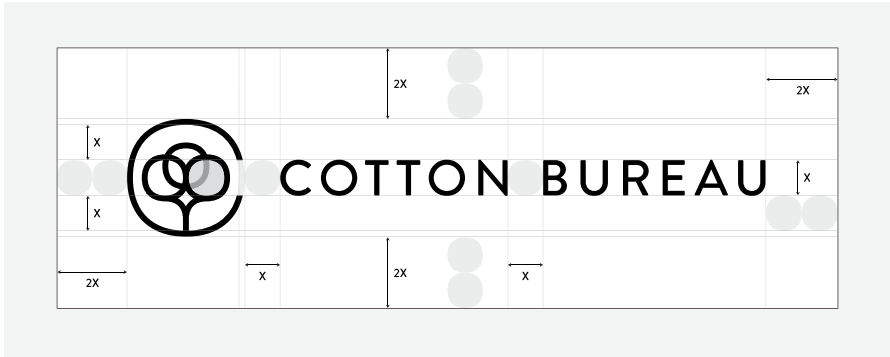
KNOCKOUT

When appearing on a dark background, the logo should be displayed in the CB tan color, rather than red. In these cases, the “C” mark should use the official rounded badge as shown.

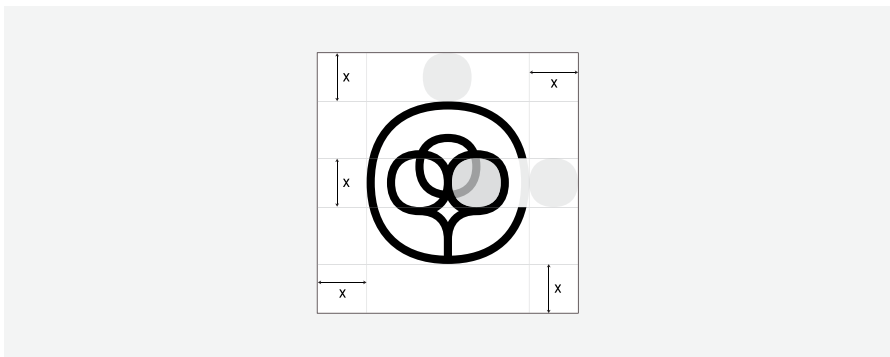


PROPORTIONS

When using the logos, ensure proper sizing and proportions are retained, as well as ample amounts of clear space. This is represented by the white box. Neighboring elements should be placed outside the boxes borders. As shown, a ball from the “C” mark can be used as a visual cue.



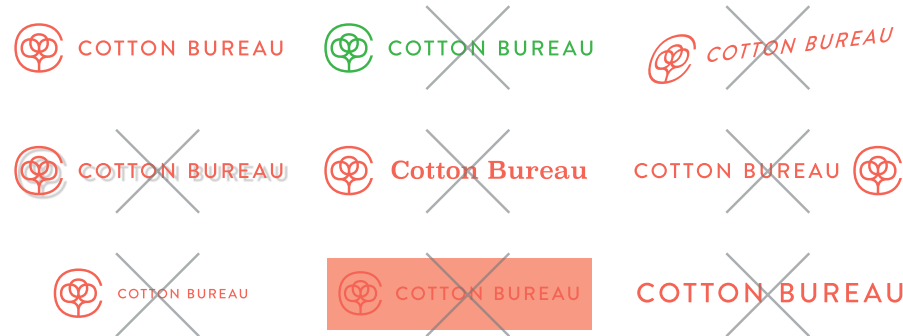
Note that the clear space is slightly reduced for the lone “C” mark.



USAGE

Refrain from altering the logo in anyway. This includes:

- Changing the colors
- Skewing or rotating
- Adding effects such as shadows
- Setting the type in other fonts
- Rearranging logo elements
- Resizing individual logo elements
- Displaying on a similar-colored background
- Removing elements



COLOR

The CB Red is the primary brand color and should be used whenever possible. The black and light tan support the red where needed.

Secondary colors are used in promotional materials and in interface elements on the Cotton Bureau website.

		#222222 71 65 64 72	#F4F1E5 3 3 9 0	
RGB	#F46353	#08A3B3	#F3AA0D	#A6C031
CMYK	0 76 67 0	78 15 28 0	3 36 100 0	40 8 100 0

TYPE

The Brandon Grotesque typeface is used in nearly all Cotton-Bureau related text. Headlines are typically set in uppercase characters with loose kerning.

MAECENAS SED
DIAM EGET RISUS
VARIUS

Fusce dapibus, tellus ac cursus commodo tortor mauris.

Morbi leo risus, porta ac consectetur ac, vestibulum at eros. Nullam id dolor id nibh ultricies vehicula ut id elit. Maecenas sed diam eget risus varius blandit sit amet non magna. Vestibulum id ligula porta felis euismod semper. Aenean lacinia bibendum nulla sed consectetur. Nullam id dolor id nibh ultricies vehicula ut id elit. Cras justo odio, dapibus ac facilisis in, egestas eget quam.

CURSUS MOLLIS QUAM ETIAM NULLAM

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
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