

CIN**INNATI**[®]

BRAND STANDARDS

VERSION 1.0.0 | SEPTEMBER 2019

Logo Variations

Logo on Light Background

CINCINNATI[®]

Logo on Dark Background

CINCINNATI[®]

Logo Variations

CI mark on Light Background



CI mark on Dark Background

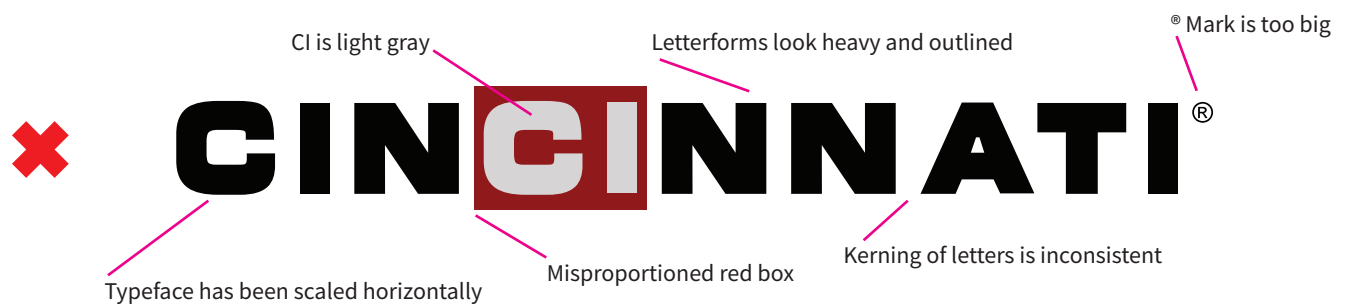


Logo Timeline

Old vs. New Logo

Do not use the old logo. Spotting the wrong logo is simple:

Wrong logo/old



Correct logo/new



Comparison Overlay



Logo Usage

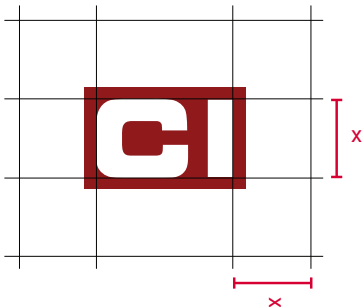


Logo Spacing and Sizing

The Cincinnati Inc. logo should never be obscured or crowded by imagery, graphic elements or typography. To ensure the logo is readable at all times, it is essential to give the logo breathing room. The exact spacing measurements will vary depending on the logo's size, so here we use variables instead.

X = the height of the letter "N"

Logo Spacing Examples



Logo Spacing Exception

The only time the Cincinnati Inc. logo spacing can be violated is when including Cincinnati Inc. email and/or phone number. No closer than 3/4 the height of X height.



Brand Colors

Primary Colors



CI Print Red

CMYK: c27 m100 y100 k28

HEX: #90191C

RGB: 144, 25, 28

Pantone: 7623 C / 1807 U



CI Print Gray

CMYK: c15 m12 y12 k0

HEX: #d6d5d5

RGB: 214, 213, 213

Pantone: Cool Gray 1 C/U



CI Patriot Blue

CMYK: c100 m90 y0 k10

HEX: #1d398d

RGB: 29, 57, 141

Pantone: 4686 C / 293 U



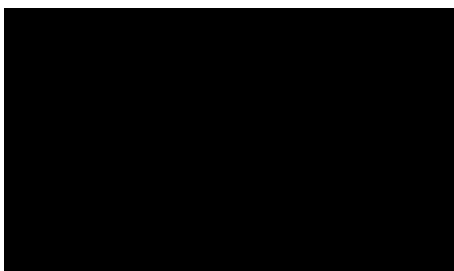
CI Laser Gray

CMYK: c30 m20 y19 k58

HEX: #5e6367

RGB: 94, 99, 103

Pantone: 424 C/U



Pantone Black

CMYK: c0 m0 y0 k100

HEX: #000000

RGB: 0, 0, 0

Pantone: Process Black C

Logo Usage Restrictions



At all times, leave space around the logo defined as defined on page 3. Do not allow the edges of graphic elements to touch or overlap the logo.

CINCINNATI

Doluptat umquam, ab intellegent, eosapedicima nectio excaquas di que ex etureprae nimenim simus. Fici incipis aut explitiis ex evelecerspedit ut faci re endella borerchilita volecullia volere millam, erectaq uiatemp oreh



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At all times, leave space around the logo defined as defined on page 5. Do not allow typography to touch, overlap or crowd the logo.



The logo can appear on either white or black backgrounds. Do not place the logo on any other colors.

Logo Usage Restrictions



Do not use the color logo on colored or textured backgrounds.



Do not stretch the logo



Do not add typography to the logo or use the wordmark in place of the words "Cincinnati" in paragraphs of text.

Logo Usage Restrictions



Do not add any effects to the logo.



Do not attempt to recreate, modify or add to the logo.



Do not use unapproved colors on the logo.

Ads



Logo placement:

Place at top, never place at bottom.

OWN IT height ratio:

20% of overall header image unless spacing is limited, then scaled down as minimal as possible

Blue bar ratio:

15% of overall header image height



Top:

Black and white image - Mutliply layer attribute

Middle:

Blue bar - Normal layer attribute

Bottom:

Red box - Normal layer attribute



Top:

Main person, body cut out

Middle:

Shadow under head

Bottom:

Background image

Blend Mode: Multiply

Opacity: 75%

Angle: 45°

Distance: 0.0884 in.

X-Offset: -0.0625 in.

Y-Offset: 0.0625 in.

Size: 0.125 in.

Typography

Source Sans Pro - Black

A B C D E F G H I J K L
M N O P Q R S T U V W
X Y Z
a b c d e f g h i j k l m n
o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9
! @ # \$ % ^ & * ()

Headline 1

Headline 2

Source Sans Pro - Regular

A B C D E F G H I J K L
M N O P Q R S T U V W
X Y Z
a b c d e f g h i j k l m n
o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9
! @ # \$ % ^ & * ()

Body Copy

Source Sans Pro Regular Ur audaerum etur aperem
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consequiae sunt ventios voloren tempor magnam
voluptatis nonsed quo tenienitatie sus doluptio mil id.

OWN IT.

OWN IT Typography Eurostile Extended

A B C D E F G H I J K L
M N O P Q R S T U V W
X Y Z
a b c d e f g h i j k l m n
o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9
! @ # \$ % ^ & * ()