CURRENT

*Luxury*

Making Everyday Living Extraordinary

# Graphic Standards Guide

06-14-2022

# Introduction

Dear Associates,

We share the tremendous responsibility of establishing the way the Current Luxury organization is perceived and presented. It is essential that the entire organization understands our shared brand and acts with common purpose to express it and thereby enhance its value.

A consistent brand is a powerful brand. It helps our customers confidently navigate through options. It helps build preference. And importantly, it sends a strong message that we are united and focused in our efforts. The impression we leave in every form of communication complements the quality of our products, services and associates and speaks to our strength as an organization.

Each department and office will have varied needs and goals when communicating with people outside of the organization. We must be careful to consider, not to contradict, the overall brand messages and missions of the company. This guide outlines how to use (and not use) the foundational elements of the Current Luxury brand, style, and visual identity to achieve our goals and, at the same time, clearly communicate that each department of the company is part of a strong, cohesive and professional organization.

The new identity standards establish a basic foundation for developing materials for your use but we realize these standards cannot address every situation that may arise. We encourage you to contact the marketing department with specific questions and request assistance with the development of your department's materials.

How to Use This Guide

The most common form of graphic identity is use of a consistent logo, type style and color(s). These three elements play a key role in identity definition. The application of these elements are most commonly presented on stationery, business cards, brochures, newsletters and other materials. But for a graphic identity to function effectively and consistently, it should be applied to any item used to represent Current Luxury.

All of the brand elements that are included herein are a guide for producing company materials. The success of the identity program depends on faithful adherence to the guidelines. The logo, tagline and colors provided should not be altered in any fashion.

With that in mind, the company's identity standards have been updated to address recent brand changes and to help bring more consistency to the way we communicate the company's visual and written messages and efforts. This guide is a valuable resource. Please incorporate these standards into every facet of our communication efforts as we to tell our story. This guide will serve as a tool to assist you in using the company's most recognizable branding elements, including logos, new tagline and official company colors. As we continue to build our brand, the marketing department will update this information to reflect our progression. We must protect our brand to ensure continued success.

Thank you for your cooperation.

# Logo: Master, and Tagline & Color Bar Lock-up

### Primary Logo

The text in the primary logo will be navy blue, with a violet line between “Current” and “Luxury.”

This is the logo that should be used on any white or light-colored background.

When used on a dark background, the logo used should be white.

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### Tagline

“Making Everyday Living Extraordinary” is our tagline.
When possible it shoud appear with the logo lock-up.

### Color Bars

The full logo lock-up includes a bar with five colors. It is meant to add a spash of interest and variety to our communications. These colors may also be used for lines, accents, and backgrounds to add visual interest.

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# Logo: Clear Space and Minimum Size

### Clear Space

Clear space is the space or “breathing room” maintained around our logo. Ensuring that our logo is the correct size and free of competing imagery or text gives it maximum impact. It also defines the minimum distance from the logo to the edge of a printed piece.

The minimum clear space is equal to the height of the letter “N” in the logo. Please note that the gray border around the logo represents the minimum space required. The more space surrounding the logo, the better.

### Minimum Size

To ensure legibility, the logo must always be 0.25″ in height or larger.

# Logo: Acceptable Versions

### Black

When applying the logo in one-color applications, such as faxes, newspaper ads or premium items, use the black version on a white background. You may also use the black logo on a light colored background, but only when a solid white background is unavailable. The black logo must always be solid black, not grayscale.

The black version of our logo may be used when neither full-color or 2-color printing is available.

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### Knockout (White)

The knockout version is for use on a dark background or photograph. When using this version, you must ensure that the background color or photograph is dark enough to provide contrast for legibility. To maintain a transparent background in Microsoft Office programs, use the PNG file format of the logo.

**Note:** Knockout versions of the logo are not meant to be contained in boxes. The boxes used in the examples to the right are not part of the actual artwork but are simulated backgrounds.

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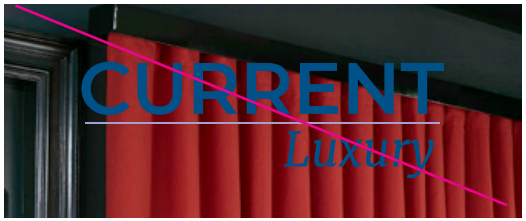
# Logo: Unacceptable Uses

Our logo is only effective when it is used properly. Presenting the logo incorrectly or distorting it in any way is not permitted. Below are only a few examples of ways in which the logo may not be used.

Do not stretch the logo.

Do not rotate the logo.

Do not realign or change element relationships.




Do not use a color logo over a photo.

Do not place a shadow behind or beneath the logo.

Do not enclose the logo in any shape or illustration.

Do not edit or modify the logo.

Do not change the logo fonts.

Do not outline or otherwise change the logo.

# Color Usage

### White Space

White is the canvas for all our basic elements, such as color and imagery.

### Main Palette

Our official color palette consists of five colors. These colors may appear in the brand color bar and as a highlight color in text, lines, or backgrounds.

When applied to a background area of a complicated design, a tint of 20% (or less) is recommended.

### Explanation of Color

CMYK colors are used for professional printing, such as brochures and posters.

RGB colors are used for digital applications, such as websites, e-mail and Microsoft® Office applications.

Hexadecimal colors (#) may also be used for websites.

PANTONE® (PMS) colors are used for 2-color printing, silkscreen and embroidery. When selecting colors for design, use analogous color combinations. This list includes Pantone colors for coated (...c) and uncoated (...u) paper stocks.

### Gray and Black

Gray is used for body text within documents and electronic media. Black is used for headlines and sub-heads.

The logo may appear in black under certain circumstances (see page 4).

Gray may not be used for the logo.

C 35
M 35
Y 0
K 0

R 165
G 160
B 207

Hex
#a5a0cf

PMS
7445c
7445u

C 10
M 0
Y 18
K 0

R 229
G 241
B 216

Hex
#e5f1d8

PMS
7485c
7485u

C 33
M 1
Y 14
K 0

R 168
G 217
B 219

Hex
#A8D9DB

PMS
324c
7464u

C 100
M 20
Y 0
K 15

R 0
G 148
B 194

Hex
#0094C2

PMS
7461c
2945u

C 100
M 45
Y 0
K 37

R 0
G 82
B 136

Hex
#005288

PMS
7462c
295u

C 0
M 0
Y 0
K 80

R 88
G 89
B 91

Hex
#58595b

PMS
7546c
7547u

# Typeface

The modern, forward-looking nature of our organization is also found in the “form” of our words. Typography is the element that gives our words a distinctive look and feel, even before someone reads the text. Handle typography sensitively, using a keen eye to keep the overall layout organized, yet dynamic.

### Primary Font—Open Sans

Open Sans is our primary font and should be used for all internal and external materials. It is a sans-serif font with a clean, contemporary, and friendly feel that matches our products and company.

Open Sans font may not be altered by shadowing, stretching, outlining or applying any other modifications.

Note: Our use of Open Sans does not include the Italics. To call out areas of copy, use underline, color, case, scale or weight; bold titles of movies, books and plays; and use quotation marks for titles of articles.

### Download Open Sans Font

Open Sans is a clean and modern sans-serif typeface designed by Steve Matteson and commissioned by Google. It is especially designed for legibility across print, web, and mobile interfaces.

Open Sans is excellent for any type of use. It’s incredibly readable in small sizes and also works great when printed in huge letters. The best thing of all: it’s a free font! You are free to use and download it for your next design project.

Primary Font

# Open Sans Light

Body Copy = Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#$%^&*

Body Copy Specifications:
Size: 9pt, over 14pt leading (line spacing)
Color: 80% Black

Sub Heads = Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#$%^&*

Subhead Specifications:
Size: 9pt, over 14pt leading
Color: 100% Black

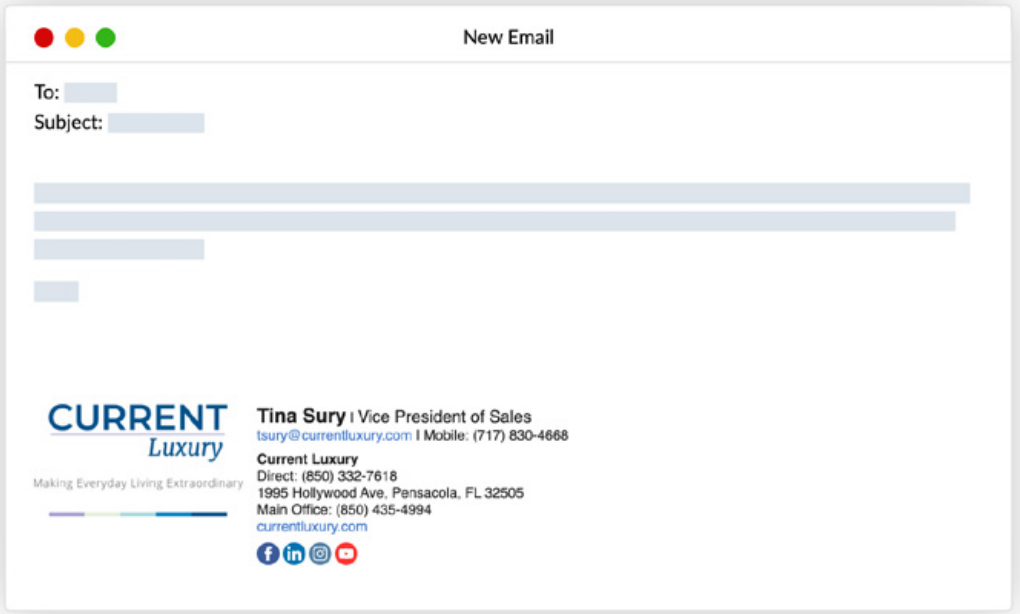
# E-Mail Signatures

Open Sans, the Curent Luxury font, should be used for both e-mail body copy and signatures. Current Luxury recommends the layout to the right for simplicity. Based on guidance from IT experts, the recommended e-mail signature does not include the logo or areas of focus graphic files. This is to reduce e-mail file sizes, which conserves space. In addition, it is difficult to maintain logo consistency with e-mail signatures, and recipients need to have the capability to receive HTML e-mail.

E-mail signatures should not include:

- Color backgrounds or designs
- Font colors that are not part of the the brand's color palette
- The areas of focus modified for use as a unique tagline, slogan or signoff
- Quotes
- Any logo, graphic or icon that is not the Current Luxury logo

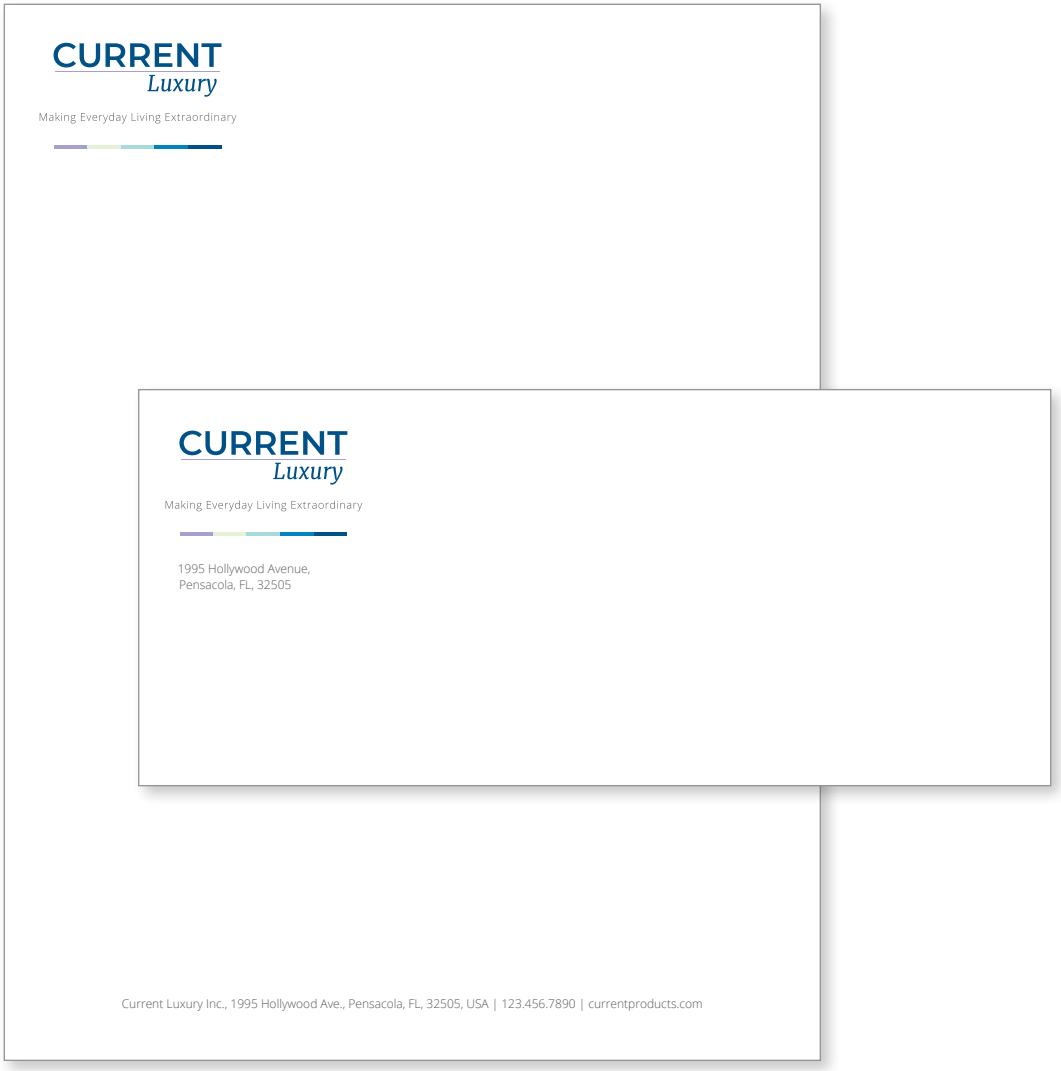
Recommended format for e-mail signature



# Stationery

## Business Card

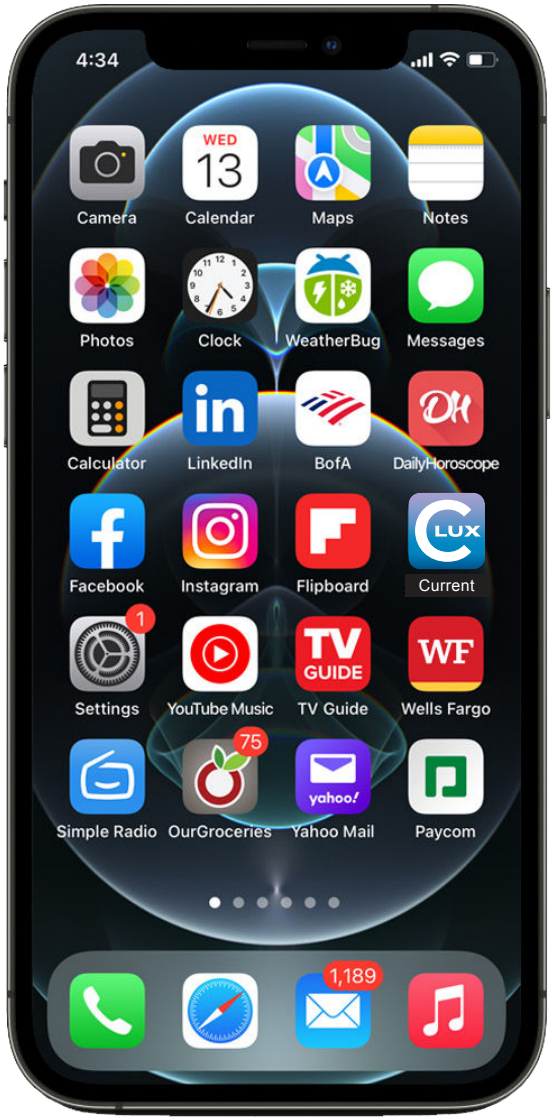
## Letterhead (Shown at 50%)



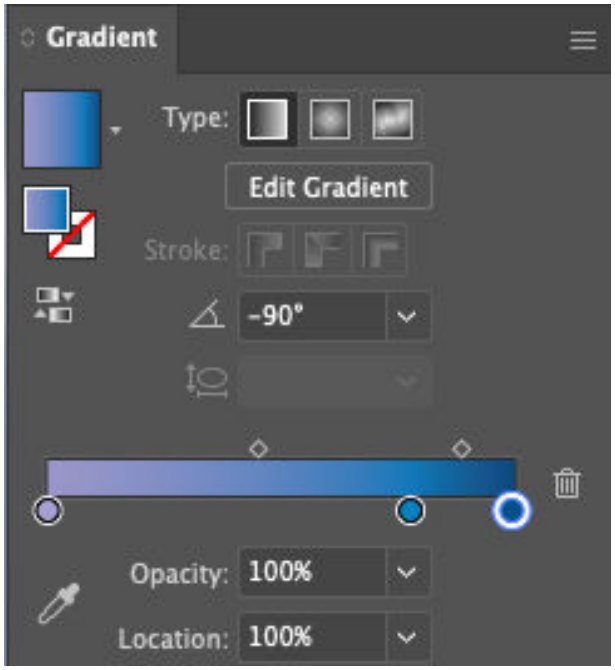
# Current Luxury - App Icon

Icon

In-Place Example




Gradient Color Breakdowns

| R 165<br>G 160<br>B 207 | R 0<br>G 131<br>B 191 | R 0<br>G 82<br>B 136 |
|---|---|---|
| Hex<br>#a5a0cf | Hex<br>#0083bf | Hex<br>#005288 |

Background Gradient Slider Positions