

### The Civic 50 in Text

When referring to The Civic 50, it is necessary to capitalize and include - the “The”. Civic 50 may not be used as a standalone phrase.

### Logo Usage

In order to maintain the integrity of The Civic 50 logo we ask that you follow these guidelines when using the logo:

- The proportion and arrangement of the logo has been specifically determined. Please do not alter the logotype or wreath in any way.
- The logo should never be typeset or recreated.
- An alternate logo can be used without the POINTS OF LIGHT text, only if the Points of Light logo is presented next to The Civic 50 logo.
- Whenever possible The Civic 50 logo should be displayed in full color. Because of the use of the gradient within the logo, the logo is best reproduced in its CMYK breakdown when printed.
- A creme version of the logo is acceptable in circumstances when the logo needs to be placed over a color background.
- To maintain readability, the logo should not appear any smaller than ¾-inch in length for the primary version.
- For maximum visibility and legibility, always surround the logo with the amount of clear space shown: equal or greater to half the height of the “0”.

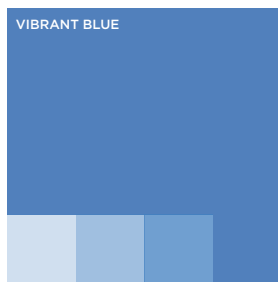


### Badge Usage

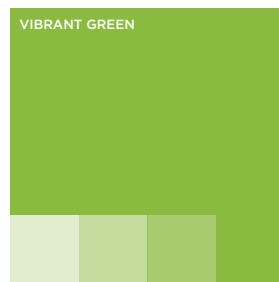
For the purposes of recognition, badges can be used in email signatures, web footers, certificates, etc. The badge shown is the only version that is on brand and any alteration to the design is against brand guidelines.



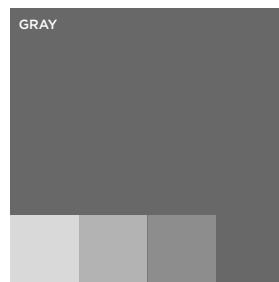
## Colors



PANTONE: 660C  
HEX: #4280C2  
CMYK: 75/44/0/0  
RGB: 66/128/194



PANTONE: 360C  
HEX: #8CBB3F  
CMYK: 51/6/100/0  
RGB: 140/187/63



PANTONE: Cool Gray 10C  
HEX: #686868  
CMYK: 59/51/50/19  
RGB: 104/104/104



PANTONE: Cool Gray 1C  
HEX: #EFEFEF  
CMYK: 5/4/3/0  
RGB: 239/238/239

## Unacceptable Usage

To maintain consistent use of The Civic 50 logo across all applications please follow the proceeding pages of this style guide. To avoid misusing the logo, please:

- Do not alter the relationship between the logotype and the wreath.
- Do not condense the logo or break it into any other formation.
- The wreath symbol should not be altered in any way.
- The logotype may not appear on its own without the wreath.
- Do not condense, extend, redraw, or otherwise distort or manipulate the logo's proportions.
- Do not recreate the logo using another typeface.
- Do not use any colors other than the approved variations.