



CENTRAL
McGOWAN™

MARKETING PLAYBOOK

Standards & Style | *Web 11.27.2020*

WE WORK FOR YOU.™



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Standards

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- Fonts/Typography (heading sizes, hierarchy, etc.)
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- Tagline/Other Iconography



Style

- Personality/Tone of Voice
- Our Beliefs
- Photography
- Patterns and Textures
- Copy Guidelines

CM LOGO – FULL COLOR MAIN



SPARK
PMS PROCESS BLUE

CENTRAL
GOTHAM FONT (modified)
PMS Pro Black - 80%

MCGOWAN
BOLSTER FONT (modified)
PMS Pro Black - 100%

CM LOGO - BLACK

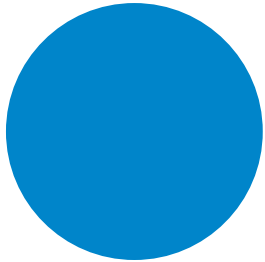


CM LOGO WHITE+RO (REVERSED OUT)

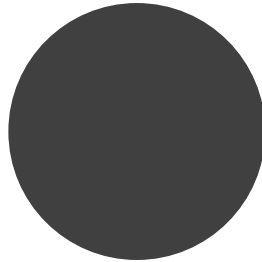


COLOR PALETTE

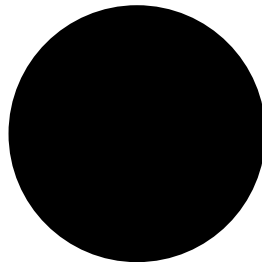
Primary Colors



PMS Process Blue
 RGB 0 / 133 / 202
 CMYK 100 / 15 / 0 / 6
 HEX# 0085CA

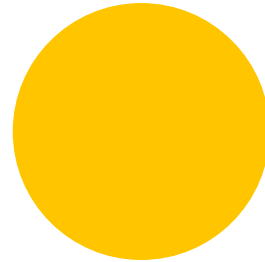


PMS Process Black-80%
 PMS 425 C
 RGB 84 / 88 / 90
 CMYK 48 / 29 / 26 / 76
 HEX# 54585°

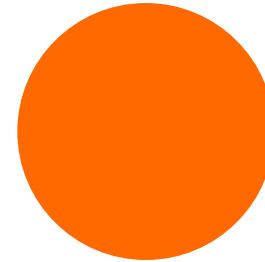


PMS Process Black- 100%
 RGB 44 / 42 / 41
 CMYK 0 / 0 / 0 / 100
 HEX# 2C2A29

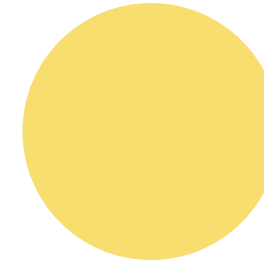
Secondary Colors



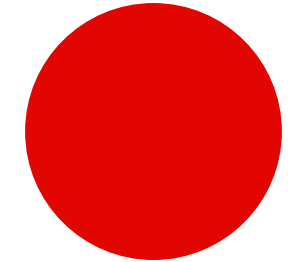
PMS 7548 C
 RGB 255 / 198 / 0
 CMYK 0 / 12 / 98 / 0
 HEX #FFC600



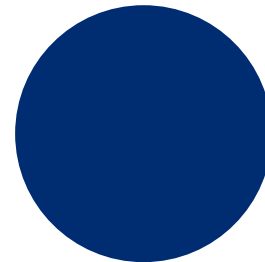
PMS 1505 C
 RGB 255 / 105 / 0
 CMYK 0 / 56 / 90 / 0
 HEX# FF6900



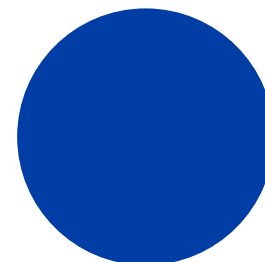
PMS 120 C
 RGB 251 / 219 / 101
 CMYK 0 / 5 / 64 / 0
 HEX# FBDB65



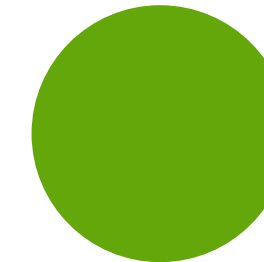
PMS 2347 C
 RGB 209 / 212 / 211
 CMYK 0 / 88 / 100 / 0
 HEX# E10600



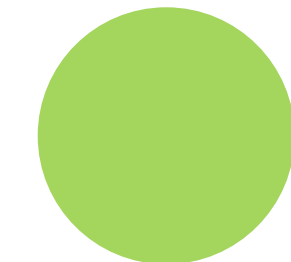
PMS 288 C
 RGB 0 / 45 / 114
 CMYK 100 / 80 / 63 / 2
 HEX# 002D72



PMS 293 C
 RGB 0 / 61 / 165
 CMYK 100 / 69 / 0 / 4
 HEX# 003DA5



PMS 369 C
 RGB 100 / 167 / 11
 CMYK 68 / 0 / 100 / 0
 HEX# 64A70B



PMS 367 C
 RGB 164 / 214 / 94
 CMYK 41 / 0 / 68 / 0
 HEX# A4D65E

TAGLINE

SPARK
PMS PROCESS BLUE

GOTHAM FONT (modified)
PMS Pro Black - 80%
PMS 425 Gray



CENTRAL
McGOWANTM

BOLSTER FONT (modified)
PMS Pro Black - 100%

BOLSTER FONT (modified)
ALL CAPS
PMS PROCESS BLUE

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PRIMARY FONTS

Font pairings is crucial to creating a pleasing aesthetic Text appears smaller on a computer screen, so paragraphs and headings need to be slightly larger than what would appear on a print document to ensure legibility across a variety of screen sizes. The recommended font size for a website is 16 point font as it's generally legible when viewed on a mobile screen. Headings are going to be at least 18 point font, but more likely in the 20-24 range for the first level header.

FOR PRINT

Heading or
Impact Font

Bolster

(in brand BLUE and all caps for headlines, tagline, etc.)

Subheadin
g Font

Gotham Bold or Gotham Black

(at least 18 pt, color will vary by application)

Body
Paragraph
Font

Gotham, **Gotham Medium** or Gotham Light
(shoot for 12pt font, Regular case)

FOR WEB

Kimberly BL Regular

(follow rules for PRINT)

Montserrat Regular BOLD

(follow rules for PRINT)

Montserrat Regular
(follow rules for PRINT)

USAGE RULES



Clearspace

is the space around the logo where no other visual element is allowed to cross. This is to ensure your logo has both maximum visibility and impact.



Resizing

Don't distort the logo when resizing. To properly resize, select your logo and drag to the new size from the CORNERS only. Be sure to make sure proportion of the width and height remain the same.

WHAT NOT TO DO



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**CENTRAL
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Don't recolor the logo with unapproved hues.

**CENTRAL
McGOWAN**

**CENTRAL
McGOWAN**

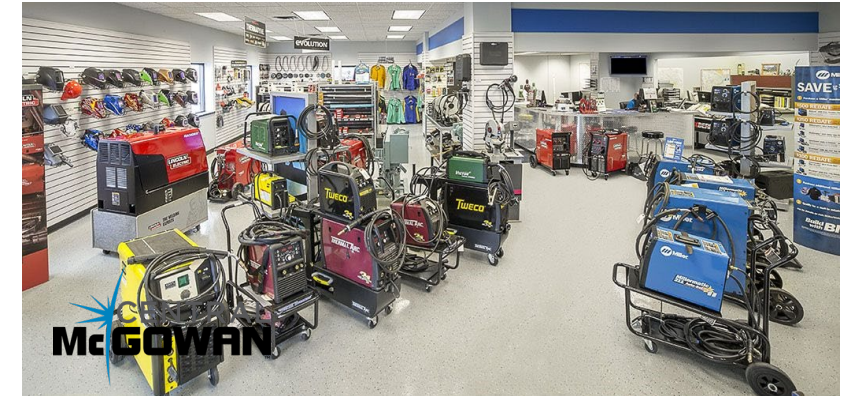
Don't rotate the logo or change the spatial relationship between its parts.

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Don't place the logo over a gradient unless all parts of logo remain visible.

**CENTRAL
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Don't display the logo with only an outline.



Don't place the full color logomark over busy photography, with little-to-no contrast.

LOGO VERSIONS-APPLICATION RULES

CM FULL COLOR MAIN
For Light Backgrounds



CM LOGO-2 COLOR MAIN-MID
For Mid-Range Backgrounds



CM LOGO-2 COLOR MAIN-DARK
For Dark Backgrounds



CM LOGO - BLACK
For Light-Mid-Range Backgrounds



CM LOGO - WHITE/REVERSED
For Light-Mid-Range Backgrounds



TONE ON TONE
For Apparel ONLY
Can match or go up to TWO shades lighter or darker for dressier apparel. Approval required by marketing.



OTHER ICONOGRAPHY

SPARK
Process Blue, White & Black



TAGLINE
Process Blue, White & Black

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ICONS FOLLOW SAME
VERSION-APPLICATION
GUIDELINES AS MAIN LOGO.

OTHER ICONOGRAPHY, CONT.

SBU & CATEGORY ICONS



PLAIN
BUBBLE
ICON (for
BEVCARB)



ICONS FOLLOW SAME
VERSION-APPLICATION
GUIDELINES AS MAIN LOGO.

OTHER ICONOGRAPHY, CONT.

SBU & CATEGORY ICONS W/LOGO



ICONS FOLLOW SAME VERSION-APPLICATION GUIDELINES AS MAIN LOGO.

SUB-BRAND

COLDZERO DRY ICE - MAIN LOGO



COLD & DRY ICE
 SUI GENERIS RG
 PMS Pro Black - 100%
 White Outline

ZERO
 STORM FONT
 PMS 293 Blue

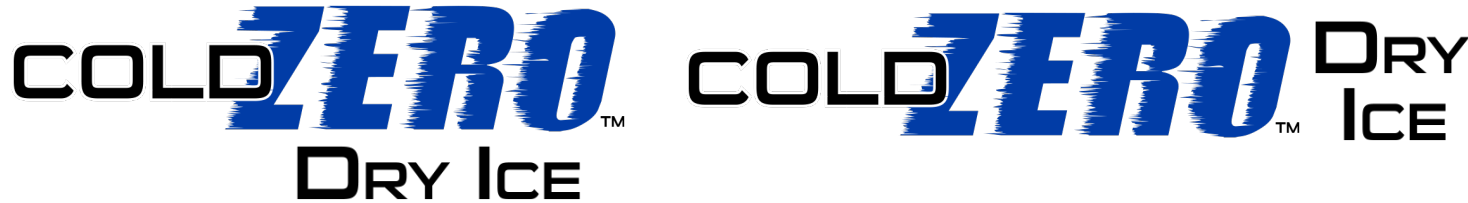
LOGO - BLACK



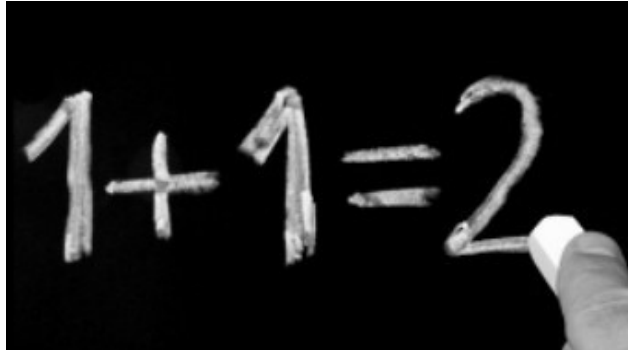
LOGO WHITE+RO (REVERSED OUT)



ALTERNATE APPLICATIONS - LARGER DRY ICE FOR SIGNAGE/VEHICLES



PERSONALITY/ESSENCE BOARD

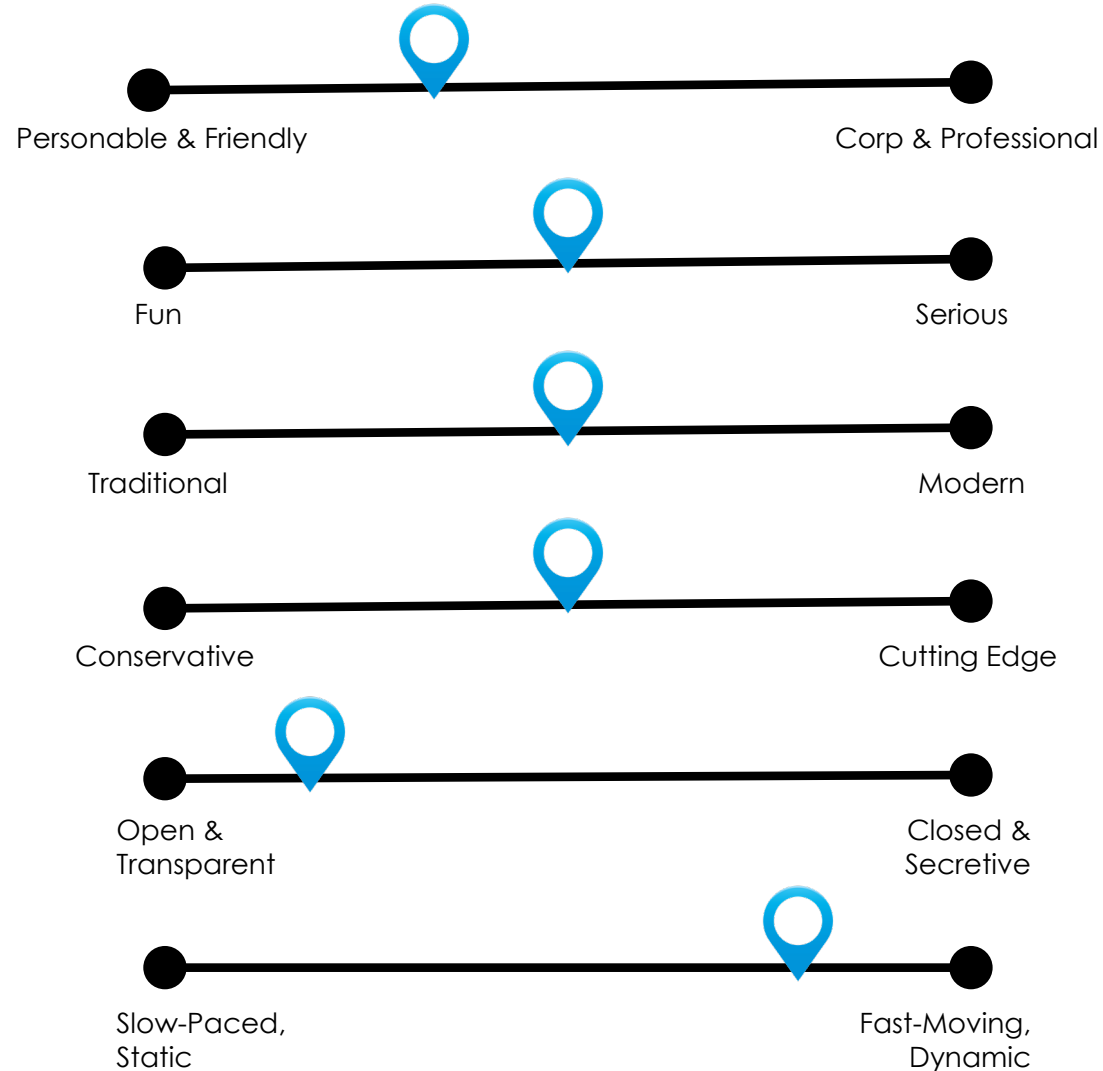


Straightforward
Hardworking
Collaborative
Honest
Adaptable
Trustworthy
Responsive
Fun

Honest
hearts
produce
honest
actions.



TONE OF VOICE



What is Tone of voice?

The character of your brand as expressed through the written word

It's about **what** you say and **how** you say it

↓
Values

↓
Personality

COPY GUIDELINES

A short list of DOs and DON'Ts for copy.

COPY

Don't

1. Curse or use any derogatory terms
2. Write childishly (keep it fun, yet professional and intelligent)
3. Use stuffy or flowery language
4. Use phrases like “in regards to,” “in order to,” “pursuant to.”
5. Use buzzwords or jargon that isn't familiar to all

Do

1. Write in the company's brand voice
2. Be conversational, use contractions
3. Use internet slang and emoticons sparingly
4. Use visual formatting to help break up copy (ie. indent bullet points, use subheads, etc.)
5. Capitalize titles and formal names
6. Follow AP style guide for punctuation (OK to use numbers vs. writing them out, postal abbreviations for states, etc.)
7. Keep sentences and thoughts succinct and focused
8. Be consistent with punctuation and use of abbreviations, numbers, etc.