CENTRAL McGOWAN™

MARKETING PLAYBOOK

WEB VERSION | *REVISED 08.28.22*

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INTRODUCTION

This guide outlines general direction for branding of everything Central McGowan including business cards to buildings to vehicles to cylinders and tanks.

These items convey our identity, promote brand awareness, communicate key messages and information, and help people navigate to and identify our buildings, locations, vehicles, tanks, cylinders and other assets.

Central McGowan brand colors should be the only colors used in our signage and vehicle markings. See STANDARDS section for details. For information on matching colors in paint, vinyl, and other substrates, please consult Marketing.

All exterior and interior signage must use the Central McGowan typefaces for consistency in appearance and to support our brand identity. See STANDARDS section for main fonts and acceptable alternates. Type size should be consistent to established standards. Slight variances may occur due to physical size constraint or other factors.

For all applications, Marketing should be consulted and included in the final review and approval process to ensure consistency. As color variation commonly occurs in production based on substrate, this final review is critical.

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Standards

- Primary Logo (versions & specs)
- Color Palette (primary, secondary with color pantone/rgb/cmyk/hex)
- Application & Usage Rules (minimum size, clear zone, colors by application, alt. versions, what NOT to do, etc.)
- Fonts/Typography (heading sizes, hierarchy, etc.)
- Sub-Brands
- Tagline/Other Iconography

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Style

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

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CM Logo – Full Color MAIN

CM LOGO – BLACK

CM LOGO WHITE+RO (REVERSED OUT)

SPARK
PMS
PROCESS
BLUE

CENTRAL
GOTHAM FONT (modified)
PMS Standard/Flat Black – 80%
PMS 425 C

MCGOWAN
BOLSTER FONT (modified)
PMS Standard/Flat Black – 100%

WE WORK FOR YOU.™
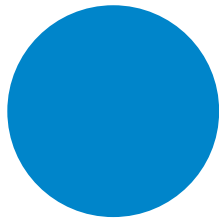
CM Logo – Allowable Variations

CM LOGO – 2C BLACK & BLUE

CM LOGO – 2C WHITE & BLUE

Color Palette

Primary Colors

PMS Process Blue
RGB 0 /133 / 202 (online)
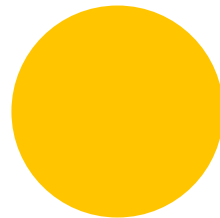CMYK 100 / 34 / 0 / 21 (print)
HEX# 0085CA
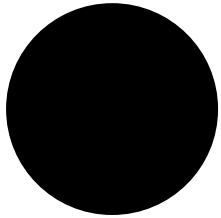
PMS Standard/Pure Flat
Black- 100%
RGB 0/0/0 (online)
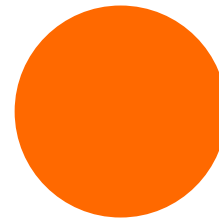CMYK 0 / 0 / 0 / 100 (print)
HEX# 0000
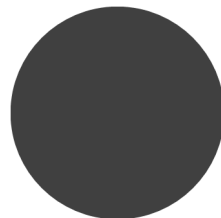
PMS Standard/Pure Flat
Black- 80%
RGB 0/0/0 (online)
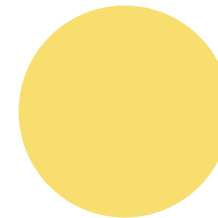CMYK 0 / 0 / 0 / 100 (print)
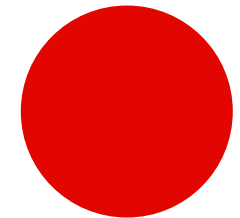HEX# 0000

Secondary Colors

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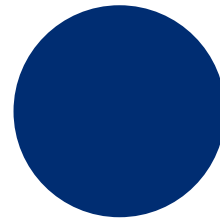CMYK 0 / 12 / 98 / 0
HEX #FFC600

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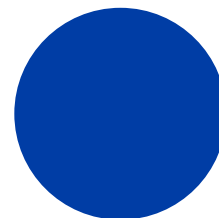RGB 255 / 105 / 0
CMYK 0 / 56 / 90 / 0
HEX# FF6900

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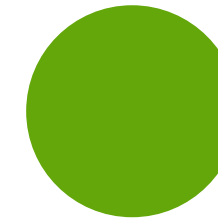RGB 251 / 219 / 101
CMYK 0 / 5 / 64 / 0
HEX# FBDB65

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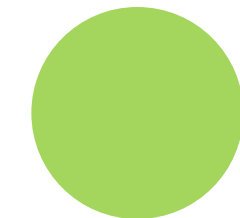CMYK 0 / 88 / 100 / 0
HEX# E10600

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

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TAGLINE

SPARK
PMS PROCESS BLUE

GOTHAM FONT (modified)
PMS Standard/Flat Black - 80%
PMS 425 C Gray

BOLSTER FONT (modified)
PMS Standard/Flat Black - 100%

BOLSTER FONT (modified)
ALL CAPS
PMS PROCESS BLUE

Logo, Tagline & Icons

SPARK
PMS Process Blue

GOTHAM FONT (modified)
PMS Standard/True Black - 80%
PMS 425 C Gray

BOLSTER FONT (modified)
PMS Standard/True Black - 100%

BOLSTER FONT (modified)
ALL CAPS
PMS Process Blue

CO2 TEXT
PMS True Black - 100%

CO2 ICON BUBBLES
PMS Process Blue
Variations

AUTO, IND,
SPECIALTY ICONS
PMS Process Blue

MEDICAL
ICON
PMS 185 C

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

FOR WEB

Heading or Impact Font

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

Kimberly BL Regular
(follow rules for PRINT)

Subheading Font

Gotham Bold or **Gotham Black**
(at least 18 pt, color will vary by application)

Montserrat Regular BOLD
(follow rules for PRINT)

Body Paragraph Font

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

Montserrat Regular
(follow rules for PRINT)

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USAGE RULES

X = Half of height of letters of CENTRAL

Minimum Clear Space

Resizing

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.

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.

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WHAT NOT TO DO

🚫 Don't recolor the logo with unapproved hues.

🚫 Don't reduce the opacity of the logo.

🚫 Don't rotate the logo or change the spatial relationship between its parts.
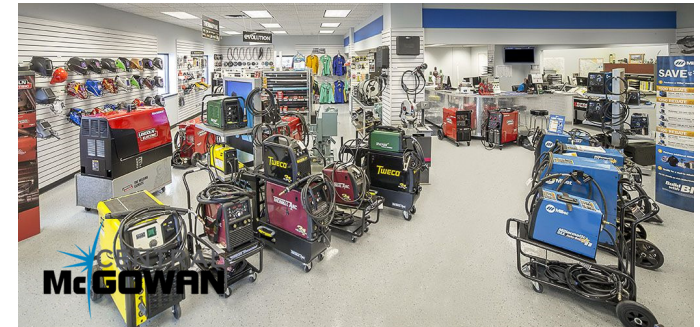
🚫 Don't place the logo over a gradient unless all parts of logo remain visible.

🚫 Don't display the logo with only an outline.

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

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LOGO VERSIONS-APPLICATION RULES

Logo version used will be dependent upon lightness or darkness of the background. Need to choose version that provides adequate contrast to background for good visibility. Red dashed lines indicate when contrast is no longer acceptable.

CM FULL COLOR MAIN
For Light to Mid Backgrounds

CM LOGO-2 COLOR MAIN-MID
For Light to Mid Backgrounds

CM LOGO-2 COLOR MAIN-MID
For Mid to Dark Backgrounds

CM LOGO-2 COLOR MAIN-DARK
For Dark Backgrounds

CM LOGO - BLACK
For Light to Mid Backgrounds

CM LOGO – WHITE/REVERSED
For Dark to Mid 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.

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OTHER ICONOGRAPHY

SPARK
Process Blue, White & Black

TAGLINE
Process Blue, White & Black

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ICONS FOLLOW SAME
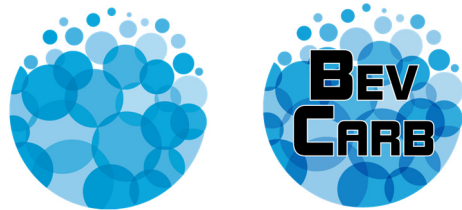VERSION-APPLICATION
GUIDELINES AS MAIN LOGO.

OTHER ICONOGRAPHY, CONT.

SBU & PRIMARY CATEGORY ICONS

SBU – SECONDARY CATEGORY ICONS

PLAIN BUBBLE ICON (for BEVCARB)

SERVICE ICON

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

LOGO – BLACK

LOGO WHITE+RO (REVERSED OUT)

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

ZERO
STORM FONT
PMS 293 C Blue

ALTERNATE APPLICATIONS – LARGER DRY ICE & STACKED

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Personality/Essence Board
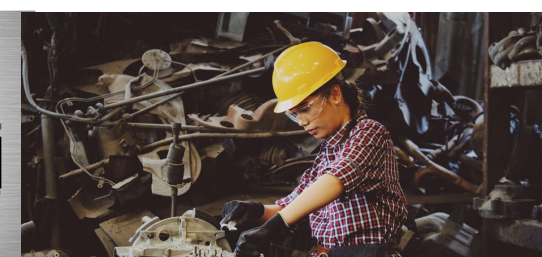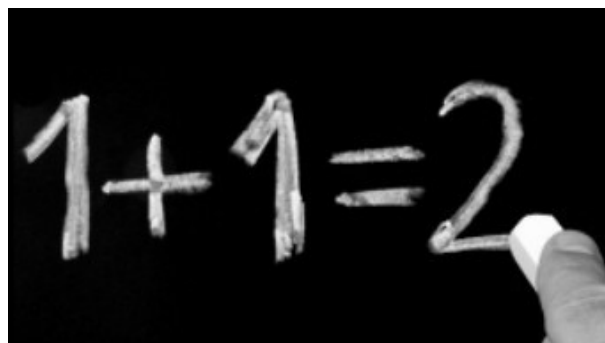
Straightforward
Hardworking
Collaborative
Honest
Adaptable
Trustworthy
Responsive
Fun

TONE OF VOICE

Personable & Friendly — Corp & Professional

Fun — Serious

Traditional — Modern

Conservative — Cutting Edge

Open & Transparent — Closed & Secretive

Slow-Paced, Static — Fast-Moving, Dynamic
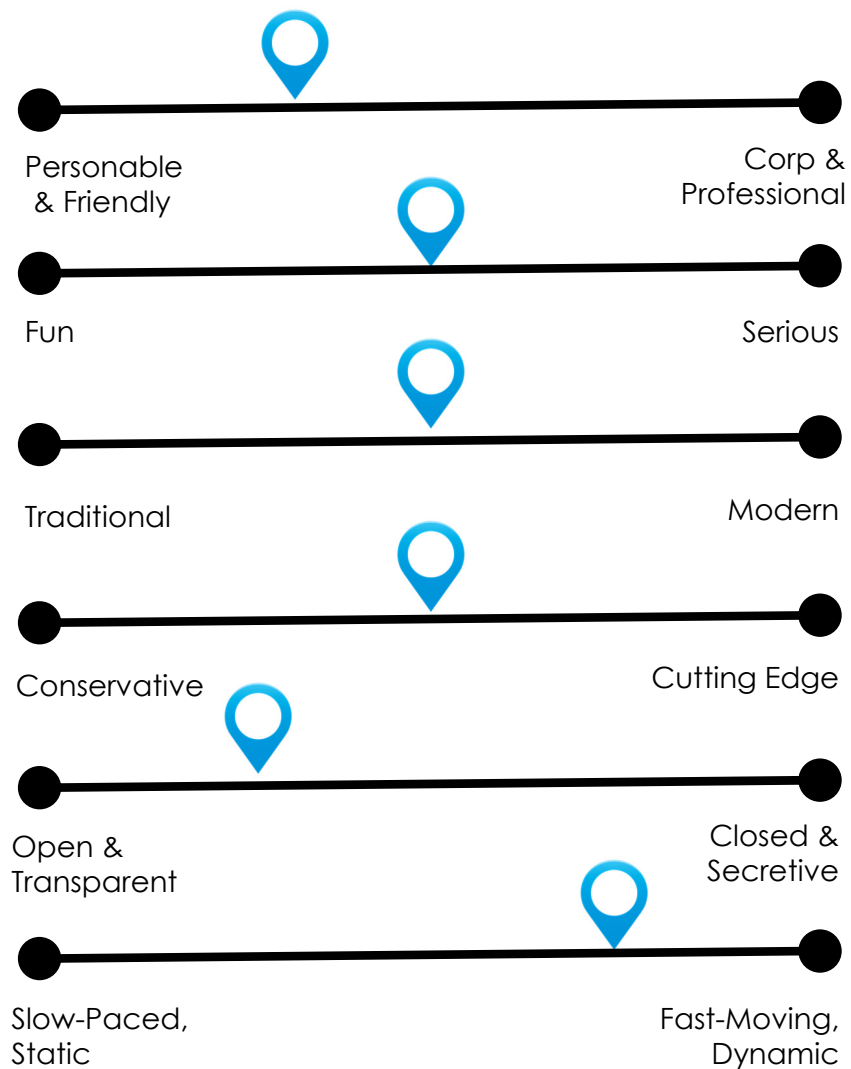
What is Tone of voice?

The character of your brand as expressed through the written word

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

Values   Personality

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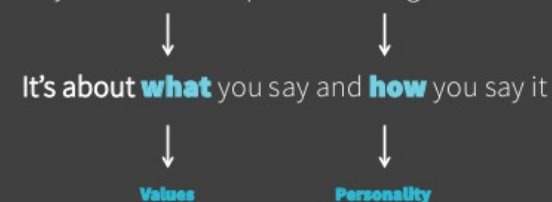
COPY GUIDELINES

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.

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