



# Logo Usage Guide

Updated 06.2024

# Our Brand Logo/Type Mark

The most recent iteration of the CPI logo maintains the equity of the CPI brand while better communicating the humanity and personal connections at the heart of our mission. Updated colors bring a freshness and warmth to the brand. Consistent use of the logo across all communications reflects our customer-centric philosophy of being friendly, open, and approachable.



Logomark



Preferred Version  
Primary Logo/Type Mark // Long Form // Dark Blue Type



Preferred Versions  
Secondary Logo/Type Mark // Initials // Vertical & Horizontal // Dark Blue Type



Primary Logo/Type Mark // Long Form // Grey Type



Secondary Logo/Type Mark // Initials // Vertical & Horizontal // Grey Type



Primary Logo/Type Mark // Long Form // White Type with White Rule



Secondary Logo/Type Mark // Initials // Vertical & Horizontal // White Type with White Rule

# Our Brand Logo/Type Mark

The logo is the key element in the brand identity system.  
The Crisis Prevention Institute logo symbolizes a  
connection of people.



Our icon represents people and collaboration,  
as well as our continued commitment to *Care,  
Welfare, Safety, and Security<sup>SM</sup>*.

The typeface Adonis is both credible and  
approachable, paying homage to our mission to  
teach the world through dignity and respect.



The color palette was chosen to reflect our  
leadership, confidence, and appeal to our  
current and future customers.

We've given more emphasis to "Institute" to  
better articulate our market leadership and  
commitment to higher learning.

### Brand Logo Clear Space & Minimum Size

Our brand logo should always appear in a fixed size and position relationship that does not change. To enhance the presentation of the brand logo, always leave sufficient clear space around it. The minimum amount of clear space is equal to the clear white space in the center of the Logomark.

The minimum height of the brand logo in any print application is 0.25".  
For web, the minimum hieght of the brand logo is 30 pixels.



X-space is equal to the clear white space in the center of the Logomark. Allow for a minimum 2x-space around the logo at all times.

MINIMUM PRINT SIZE: .25" HIGH



MINIMUM WEB SIZE: 30 PIXELS HIGH



Artwork for the brand logo is available as an Encapsulated PostScript file (EPS) or Adobe Illustrator file (AI) for high quality commercial reproduction and a JPG, PNG, GIF, or TIF for internal and electronic uses. It is supplied in black, white, grayscale, four-color process, and RGB values. Never change or modify the brand logo. A registered mark (®) should always be present with the logomark.

In the following sections, the brand logo will be explained more fully with examples of proper and improper uses, color, and how the specialized offerings of CPI are to be treated on CPI materials.

# Our Brand Logo/Type Mark Clear Space & Minimum Sizes

### Logomark Clear Space & Minimum Size

This logomark should always appear in a fixed size and position relationship that does not change. To enhance the presentation of the brand logo, always leave sufficient clear space around it. The minimum amount of clear space is equal to the clear white space in the center of the logomark.

The minimum height of the brand logo in any print application is 0.25".  
For web, the minimum hieght of the brand logo is 30 pixels.



X-space is equal to the clear white space in the center of the logomark. Allow for a minimum x-space around the logomark at all times.

MINIMUM PRINT SIZE: .25" HIGH



MINIMUM WEB SIZE: 30 PIXELS HIGH



Artwork for the logomark is available as an Encapsulated PostScript file (EPS) or Adobe Illustrator file (AI) for high quality commercial reproduction and a JPG, PNG, GIF, or TIF for internal and electronic uses. It is supplied in black, white, grayscale, four-color process, and RGB values. The logomark may appear by itself, but never change or modify the logomark. A registered mark (®) should always be present with the logomark.

# Our Brand Logomark Clear Space & Minimum Size

# Our Brand Logo/ Type Mark Options



## Full-Color Version

There is only one version of artwork for the full logo. Use it for both positive and negative production applications. Whenever possible, apply the full logo in color on a white or light color background. When this is neither practical nor appropriate, apply the full logo in with a white rule and type on a solid color or dark colored background.



**Preferred Primary Version**  
Primary Logo/Type Mark // Long Form // Dark Blue Type



**Preferred Secondary Versions**  
Secondary Logo/Type Mark // Initials // Vertical & Horizontal // Dark Blue Type



Primary Logo/Type Mark // Long Form // Grey Type



Secondary Logo/Type Mark // Initials // Vertical & Horizontal // Grey Type



Primary Logo/Type Mark // Long Form // White Type with White Rule



Secondary Logo/Type Mark // Initials // Vertical & Horizontal // White Type with White Rule

# Our Proper Brand Logo/Type Mark Application

## Proper Brand Logo/Type Mark Application

- 1 Use the full logo at least once in all communication materials.
- 2 Use the full color logo version as the preferred option as much as possible.
- 3 You may place the full logo over imagery as long as the image allows for enough contrast or clear space for legibility.

1



*Always use the full logo at least once in all communication materials.*

2



*Always use the full color logo version as the preferred option whenever possible.*

3



*The full color logo may be placed over imagery as long as it remains legible.*

## Improper Brand Logo/Type Mark Usage

- 1 Do not use the former CPI logo. It is no longer the representation for the CPI brand.
- 2 Do not rotate or skew the full logo.
- 3 Do not use a black logo on a dark color background.
- 4 Do not use the full color logomark in color on a dark background color.
- 5 Do not superimpose the full logo over type or vice versa.
- 6 Do not apply any visual effects to the full logo.
- 7 Do not add any movement or effects to the full logo unless being used in animation.
- 8 Do not add drop shadows to the full logo.
- 9 Do not add additional graphic elements to the full logo.
- 10 Do not change the logo to upper case.
- 11 Do not create new color combinations of the full logo.
- 12 Do not create your own logomark or logotype.



Do not use the old cpi Logo.



Do not rotate or skew the full Logo.



Do not use the full black Logo on dark colored backgrounds.



Do not use full color Logo on dark colored backgrounds.



Do not superimpose the Logomark over type or vice versa.



Do not add visual effects to the full Logo.



Do not add movement or visual effects to the full mark unless being animated.



Do not apply a drop shadow to the full Logo.



Do not apply additional graphic elements to the full Logo.



Do not change the Logotype to lowercase.



Do not create new color combinations of the full Logo.



Do not create your own full Logo.

# Improper Brand Logo/Type Mark Usage

## CONTACT INFORMATION

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