GRAPHIC STANDARDS MANUAL

PREPARED SEPTEMBER 2018

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MISSION STATEMENT

OUR CHALLENGE IS TO COLLABORATIVELY EMPOWER "OUTSIDE THE BOX" THINKING IN ORDER TO DELIGHT THE CUSTOMER. OUR BRAND IS TO ENSURE THAT WE KEEP UP OUR FUN AND EASY GOING FLOW OF LIFE. WE ARE HERE TO SUPPORT OUR AUDIENCE WITH FUN AND EDGY FASHION AND MERCHANDIZE. TO BE THE NEWEST COOLEST DARK STORE IN THE MALL.

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THE LOGO

The Logo on a white background.

The Logo on a black background.

The Logo in black and white.

The Logo in black and white and on a black background.

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THE LOGO
DO NOT'S

DO NOT rearrange or change the colors of the logo.

DO NOT stretch the logo.

DO NOT tilt the logo.

DO NOT reposition the logo text or image elements in any way.

DO NOT add to the logo.

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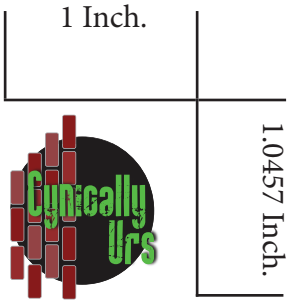
SCALING & TYPOGRAPHY

The Minimum size guidlines shoulds always be followed to protect the integrity of Cynically Urs logo. In all printed miedia, the logo should never be below 1.0457 inch wide and 1 inch wide.



LOGO FONTS

Type should always be an important element in consitent brand identity. The Font shown here are the only Acceptebale fonts used throughout for producing Cynically Urs Company Material.

There is only one font used in the logo for Cynically Urs: "Subway Novella"

Subway Novella
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

OTHER TYPEFACE FONTS

For a complete union of corporate identity. "**Avenir**" and "**Mohave**" will be used for other typeface throughout other forms of information. There are different weights of this font family, so weight used is based off importance of the text.

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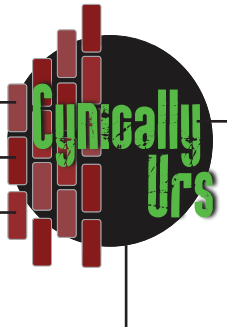
COLOR BREAKDOWN

These official colors are an important element of the Companies Identity. The consistent use of these colors in all comunication material will establish a continuity of apperance that will support the overall effectiveness. The diagram below list the support of the overall efectiveness. The diagram below list the specific used.

CYMK: 31 80 66 22
RGB: 147 68 69

CYMK: 29 98 97 33
RGB: 134 28 28

CYMK: 27 92 85 25
RGB: 148 45 44



CYMK: 67 0 100 0
RGB: 25 227 41

CYMK: 70 67 65 74
RGB: 34 31 31

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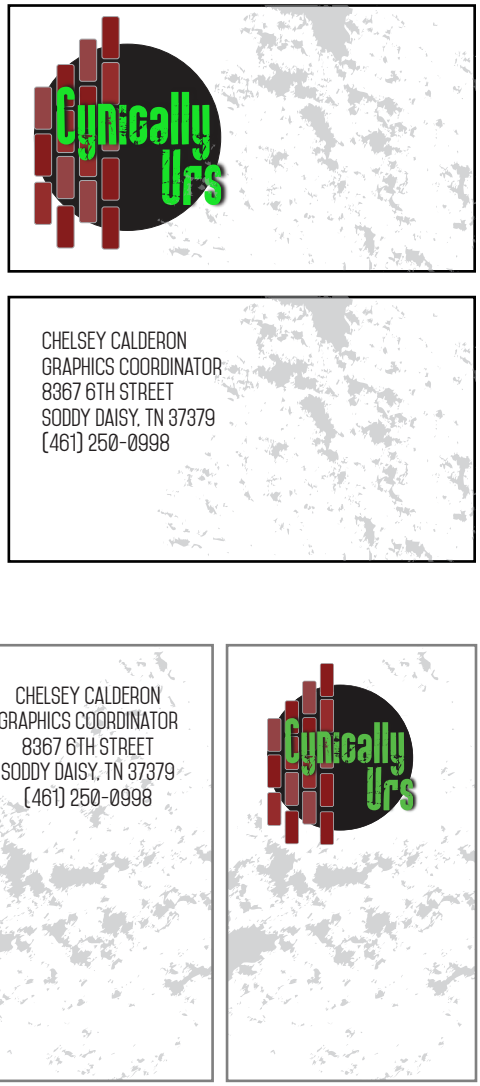
STATIONARY

BUSINESS CARDS:



LETTER

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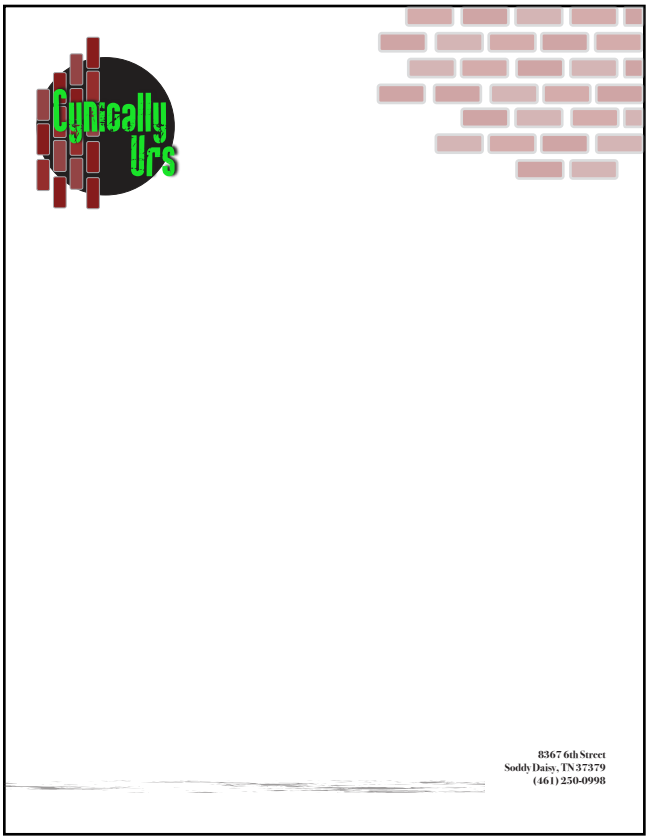
CARDS:

LETTER HEAD:

CYNICALY URS Letterheads and envelops are standard goverment sizes: 8 Y2" x 11" (21.6cm x 27.9 cm) Letter heads and 4 Ya" x 9W" (10.5cm x 24.1 cm) #10 envelops. The letterhead and envelops may be printed in either of the two standard color schemes. In version one the logo type is printed in CYNICALLY URS green with all typography and postal indicia in black.



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STATIONARY

ENVELOPE:

In version two, the logotype, all typography and the postal indicia are printed in CYNICALLY URS red.

Contact the CYNICALLY URS Graphics Coordinator for advice and counsel on problems related to letterheads and envelopes.

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ELOPE:

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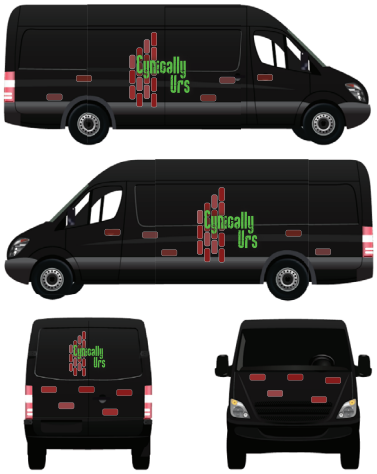
COLLATERAL

CAPS, PHONESTAND, VEHICAL WRAP:

Visual Unity between all collateral pieces is important to create a corporate ID look for both our audience and fans. As well as our competetors.



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