

STYLE GUIDE

Position #1

FONT USAGE

LATO REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

LATO BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

SECONDARY FONTS

For body text you should use sans serif fonts such as Calibri, that compliment the Lato font.

COLOR USAGE



#79C8A3
R: 121
G: 200
B: 163



#000000
R: 0
G: 0
B: 0



#6D6E71
R: 109
G: 110
B: 113

CMG STYLE GUIDE

Tech Squad



#79C8A3
R: 73
G: 164
B: 219

E-Unit



#FDCD09
R: 253
G: 205
B: 9

Activities Division



#BE2C91
R: 190
G: 44
B: 145

Media Center



#EE3559
R: 238
G: 53
B: 89

Connect Crew



#64C5B9
R: 100
G: 197
B: 185

CMG color palette

LOGO USAGE

Digital NEST

Lato / Regular

Lato / Bold

When creating program flyers, the above logo should be placed in position #1 or position #2. Flyers without the NEST logo will not get approved for print or social media distribution.



The NEST bug should be used for stylistic purposes, and must not be used as a replacement for the first logo.

bizNEST

This logo should only be used for bizNEST purposes and must be approved for use by a member on the bizNEST team.

QR USAGE



When recruiting for events it is suggested that you create an eventbrite event, make the page live, and then turn the URL into a QR code that way members can easily register with their mobile device. You can google "QR generator" in order to create a code and add it to your flyer.

Position #2