



[content]watch™

Style  Usage
Guide

The **CORPORATE LOGO & TAGLINE** (*top*) is the primary visual element that identifies and differentiates ContentWatch from other companies. It is to be present on all materials and communications associated with or representing ContentWatch. This is the main tool in the branding toolbox. The **CORPORATE LOGO** without the tagline (*middle*) is also an acceptable signature. But whenever possible, the logo and tagline should be used together. The **ABBREVIATED MARK** (*bottom*) is available for use as a visual accent (where the company name is spelled out in the copy or text) or in special applications (t-shirts, caps, etc). All logos should be used as presented in this guide; no manipulation, distortion, or color changing is acceptable.

corporate logo
& tagline:



corporate logo:



abbreviated mark:





The identity system below shows the correct size relationship the logo and/or mark should have on a page.

sizing:



spacing:



Proper spacing around the logo is necessary to preserve its importance on the page. Images, graphics and text should be at least one “C” away from the logo. The size of the “C” is taken from “content” in the ContentWatch logo and is relative to the size of the logo itself.

CORPORATE COLORS: The corporate colors (CW orange, CW blue and black) are the only colors that should be applied to the ContentWatch logo on an ongoing basis. **SECONDARY COLORS:** The secondary colors may be used in a wide variety of design applications both on their own and in conjunction with the ContentWatch logo and corporate colors. Additional colors may be used on a limited basis for special, one-off events and similar promotional activities. All colors may be used as solids, shades, blends and duotones.

corporate colors:

CW ORANGE
(coated) PMS 136 C
(uncoated) PMS 129 U
C:0 M:40 Y:100 K:0
R:250 G:170 B:20
web #FCB034



CW BLUE
PMS 288
C:100 M:80 Y:0 K:30
R:10 G:45 B:105
web #144C78



secondary colors:

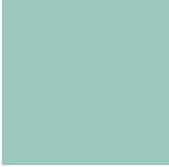
DEEP RED
PMS 188
C:0 M:100 Y:100 K:50
R:150 G:0 B:0
web #990000



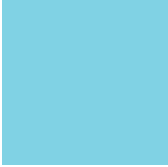
SAND
PMS 4525
C:0 M:10 Y:40 K:15
R:210 G:185 B:125
web #D2B97D



SAGE GREEN
PMS 623
C:35 M:0 Y:25 K:10
R:135 G:185 B:170
web #87B9AA



SUMMER SKY
PMS 636
C:45 M:0 Y:5 K:0
R:90 G:190 B:220
web #1F82C3



PRIMARY FONTS: When possible, use the font families below for all corporate literature. Other fonts may be introduced on a limited basis for one-off events, specials and advertising. Classical Garamond regular can be used for **body copy** (*below 12 pt.*), **headlines** (*above 18 pt.*) and **captions** (*bold/italic*). Trade Gothic can also be used for **body copy**, **headlines**, **sub-headlines**. **SECONDARY FONTS:** The following fonts can be substituted when the primary fonts aren't available: TIMES NEW ROMAN for Classical Garamond and ARIAL or HELVETICA for Trade Gothic. **WEB FONTS:** HTML text is generally ARIAL or HELVETICA.

Trade Gothic

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789
<i>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789</i>	<i>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789</i>
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789
<i>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789</i>	<i>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789</i>

Classical Garamond

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789
<i>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789</i>
<i>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789</i>