

CROSS COUNTRY MANUFACTURING

BRAND GUIDELINES



Use the full-color logo whenever possible. Switch to white on dark backgrounds. The black version is a last resort, for one-color printing, engraving, or other cases where full color isn't an option.

01 PRIMARY LOGO



Use Whenever Possible

02 PRIMARY LOGO WITH SLOGAN



Formal Use Only

03 ON BACKGROUNDS



Use Primary Logo on white or light background whenever possible



Use of Secondary (White) Logo required on dark backgrounds

04 ICON MARKS



Primary - Use
Whenever Possible

Required on Dark
Background

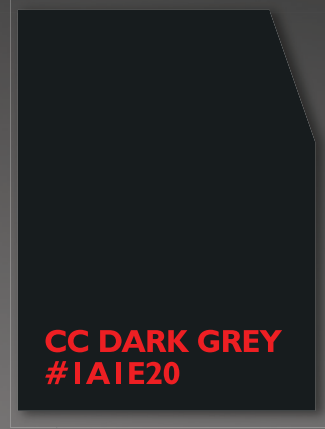
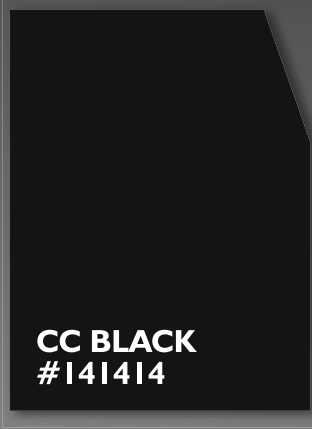
Last resort when
color Not Available

05 LOGO VARIATIONS



Alternate shapes and arrangements. Use when space or layout calls
for something other than the primary layout.

06 COLOR SYSTEM



07 TYPOGRAPHY

Aa

Humanist 52I BT - Bold

The typeface used in the logotype. Use it for headlines, section titles, and anywhere the brand needs presence such as signage, packaging, cover pages. Set in Bold, uppercase, with slightly open letter-spacing. Not for body text or long paragraphs.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

.,:;!?"'()&@#%*+.-=/

Aa

Myriad Pro - Regular

The pairing font for everyday text. Use it for body copy, documentation spec sheets, and captions. Regular weight for paragraphs, Semibold for subheads or emphasis.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

.,:;!?"'()&@#%*+.-=/

08 USAGE RULES

- Keep clear space around the logo equal to the width of the letter C.
- Don't use the black version unless the full-color logo can't be reproduced.
- Don't recolor the logo outside the approved black, red, and white.
- Don't stretch, squish, warp or rotate the logo.
- Don't add outlines, glows, or other effects. Drop shadows may be used to enhance the logo, but require marketing team approval.
- Don't place the color logo on a background it doesn't contrast well against.
- Don't use the logo as a mask to fill it with a photo, texture, or pattern.
- Don't remove the circle outline from the icon. This variation is reserved for **internal use only**, with marketing team approval.

