

# CSN Branding Guidelines 1.0

## Integrating your logo with ours!

**PURPOSE:** Guidelines for using the CSN logo when co-branding promotional, written and printed materials.

**CO-BRANDED OPTION:** You may choose either of these recommended options to co-brand your materials. When you choose an option, please stick to it for consistency purposes. If you decided to eventually switch from one option to the other, please remain consistent with your decision.

### OPTION A: NEW GENERATION "CSN Collision Centre - SHOP NAME"



### OPTION B: OLD GENERATION "CSN Collision Centre - SHOP NAME"



### CO-BRANDING SPECS & RECOMMENDATIONS:

**FORMAT:** CSN Collision Centre LOGO & Your Shop LOGO should be "side by side"

**LOGO SIZES:** CSN Collision Centre LOGO & Your Shop LOGO should be used at a "50/50 SPLIT RATIO"

**PROOFING CO-BRANDED MATERIALS:** To ensure that your co-branding initiatives are consistent with the rest of the network and in line with CSN standards, please send all mock ups/proofs to Jenny Trokic at [jennyt@csninc.ca](mailto:jennyt@csninc.ca) for final approval.

**NOTE:** For **OPTION A: NEW GENERATION "CSN Collision Centre - SHOP NAME"**, please request your personalized NEW GENERATION logo from Jenny Trokic at [jennyt@csninc.ca](mailto:jennyt@csninc.ca).

