

## CSN Branding Guidelines 2.0

### The Rules of the CSN Logo and Colour Chart!

**PURPOSE:** Guidelines on alterations and colour changes to the CSN co-branded logo on written, printed, web and promotional items.

**THE CSN LOGO:** If you are using the CSN logo alone or alongside your personal logo please remember that there are a few rules to follow.



**RULE 1:** The CSN LOGO cannot be changed, manipulated or altered. The CSN can never be separated from the "Collision Centre" beneath.

**RULE 2:** Do not attempt to re-type or re-create the CSN logo or any of the elements of the CSN logo.

**RULE 3:** A minimum amount of 1/8" of free space must always surround all versions of the logo, for maximum impact and legibility. Maintaining proper clear space protects the visual identity from competing graphic elements such as text, photography or background patterns that may otherwise draw attention away from the logo.



**RULE 4:** You may not change the colours of the CSN logo to match other logos, taglines and marketing materials. The colours may ONLY be changed as per the corporate colour chart and guidelines below.

**THE CSN LOGO COLOURS:** Just as your shop has specific brand colours that you always use, the same holds true for the CSN logo. Below are the colours to be used for print materials and web applications.



**CORPORATE COLOUR CHART:**

**CSN Blue:**



C-98 M-65 Y-11 K-4



Pantone PMS 7462-C



Web colour: 005C9A

**CSN Grey:**



C-0 M-6 Y- 0 K-70










Pantone PMS  
Cool Grey-10



Web colour: 6d686d

**LOGO COLOUR GUIDELINES:**

CSN LOGO ALONE	NEW GENERATION LOGO
<p>Full colour logo on a white/light background</p> 	<p>Full colour logo on a white/light background</p> 
<p>One-Colour blue logo on a dark background</p> 	<p>One-Colour blue logo on a dark background</p> 
<p>One-Colour grey logo on white/light background</p> 	<p>One-Colour grey logo on white/light background</p> 
<p>One-Colour grey logo on white/light background</p> 	<p>One-Colour grey logo on white/light background</p> 