

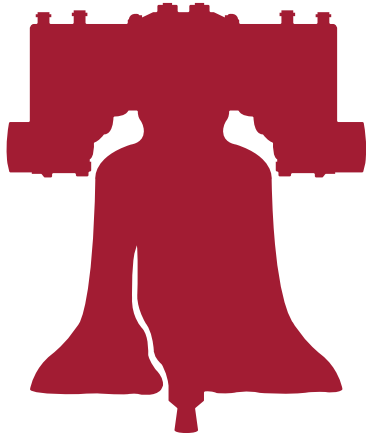


# CREW PHILADELPHIA

BRAND GUIDELINES

SEPTEMBER 2018

# BRAND COLORS & FONT



HEX: A30630 (WEB COLOR)

CMYK: 24, 100, 80, 19 (WEB COLOR)

RGB: 163, 6, 48 (WEB COLOR)

PMS: 194 (PRINT COLOR)

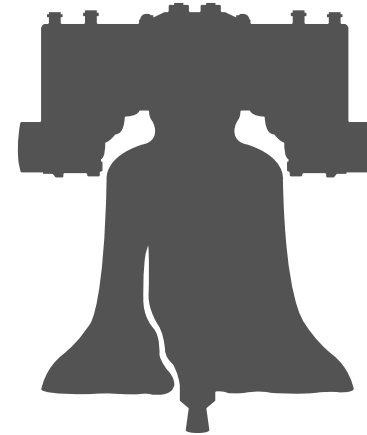


HEX: 005C79 (WEB COLOR)

CMYK: 100, 59, 35, 15 (WEB COLOR)

RGB: 0, 92, 121 (WEB COLOR)

PMS: 308 (PRINT COLOR)



HEX: 545454 (WEB COLOR)

CMYK: 64, 56, 56, 32 (WEB COLOR)

RGB: 84, 84, 84 (WEB COLOR)

---

FIRA SANS

LIGHT

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn

Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

FIRA SANS

MEDIUM

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn

Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

# CREW LOGO



## ICON

- The liberty bell is iconic and recognizable.
- The bold CREW letters in the red brings attention to the organization and the brand right away.

## COLORS

- The “red, white, and blue” color scheme which says, independence and Philadelphia.

# LOGO VARIATIONS



BLACK



WHITE

# LOGO SIZE AND SPACING



MINIMUM SIZE - 2" WIDE



MINIMUM SPACING - .25" AROUND

# LOGO USAGE

To maintain brand consistency, do not adjust the logo in any of the following ways:

- Do not change the color.
- Do not move any part of the logo.
- Do not set the logo on an angle.
- Do not add any shadows or other effects.

