

The logo for CUe, featuring the letters 'CUe' in a white, rounded, sans-serif font. The letter 'U' is stylized with a vertical yellow bar in its center. The background is a solid blue color with decorative vertical bars on the left and a pattern of rounded vertical bars at the bottom.

CUe

Logo Standards • May 2014



This is a reference guide for logo integrity when producing internal and external communications including: print collateral, print ads, online banners, website, promotional items, social media and public relations.

PARENT LOGO, TAG LINE AND FAVICON	3
SIZING AND CLEAR SPACE	4
ONE COLOR • BLACK AND WHITE • REVERSE USAGE	5
LOGO USAGE • MISUSE	6
COLOR PALETTE • TYPOGRAPHY	7
WEARABLES	8
AFFILIATE LOGOS	9
SPECIAL USE LOGOS	10
ON CUE PUBLICATION	11
SOCIAL MEDIA	12

The CUE logo is the center of our visual identity system and a valuable asset which will require its integrity to be preserved across all marketing and communications mediums.

Both color option A and B are acceptable.

**A.** Use on a white or light colored background

**B.** Use on solid PMS 294 color background.

See cover of this document for example of correct usage

#### TAG LINE USAGE

In some instances, the tagline may be separated from the logo, however, the logo must still appear elsewhere on the piece. Select the appropriate version based on the space available and overall design of the specific application.

Affiliate and special usage logos should adhere to the same standards as the CUE parent logo when it comes to use and misuse since they are an extension of the CUE family.

#### FAVICON

The Favicon is associated with the URL and is visible in the address bar of any browser.



**A**



TAGLINE

**B**



To protect the visual integrity and legibility of the CUE logo, please follow these layout guidelines:

**A.** Allow for ample clear space (free of text and/or graphics) around the signature as shown. A minimum of .25" in all areas surrounding logo.

**B.** The recommended minimum size for the logo without the tagline is .75" wide and with the tagline 1.25" w.

**C. TAGLINE**

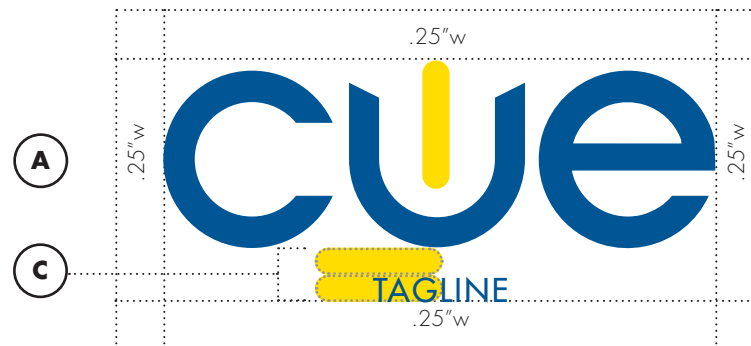
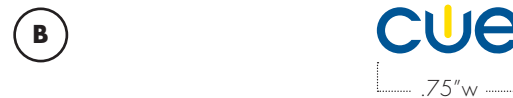
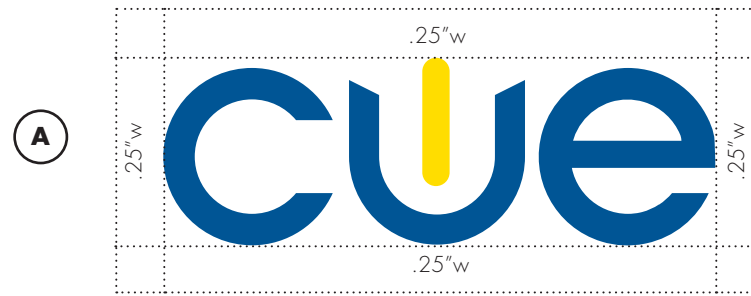
FONT: Futura Medium

TRACKING: 75

FONT SIZE: equal to the height of the yellow power bar

SPACING: between U and actual tagline is the width of the yellow power bar. Tagline is centered horizontally below the logo.

NOTE: Sizing guidelines apply to all variations of the logo. Always insure the logo and tagline are legible.



CORRECT USAGE

INCORRECT USAGE

BLACK AND ONE COLOR USAGE

When the two color logo cannot be used, a one color or black logo is acceptable.

INCORRECT USAGE

Do not "screen" the logo, use at 100% color.  
Do not use PMS 109 (yellow) as one color option. Only PMS 294 (blue) is allowed.



REVERSED OR WHITE LOGO USAGE

The logo may be reversed out of the background color provided it provides sufficient contrast and does not exceed 50% black.

The logo may also be reversed out of PMS 294 (blue) or 50% black.

INCORRECT USAGE

Do not use the yellow "power" button with a reversed out CUE combination except for PMS 294.



Note: Clear space and sizing guidelines apply to all variations of the logo.

COLOR LOGO ON A BACKGROUND

It is acceptable to use the full color logo on a white background or light background that provides sufficient contrast. Never use the color logo on a background color that interferes with the legibility of the logo.



LOGO ON A PHOTO

Use of the color logo on a photographic background texture is acceptable. Never use the color logo on a background image that interferes with the legibility of the logo.

Never stretch, condense, skew or recolor the logo.

NOTE: Do not reproduce the logo at smaller than the recommended minimum size. Sizing guidelines apply to all variations of the logo.



DO NOT STRETCH OR CONDENSE THE LOGO



DO NOT SKEW OR TILT THE LOGO



DO NOT RECOLOR THE LOGO

The two colors selected in the CUE palette were chosen for their ability to visually reinforce specific attributes of our identity. By using this color palette consistently, a recognizable look and feel for the CUE identity is established.

Use the approved PANTONE® (PMS) colors or CMYK (process color builds) indicated in this manual for reproduction of the logo. When printing on an Uncoated paper stock Spot and/or CMYK builds my need to be adjusted based on paper selected.

WEB COLORS are provided in RGB (screen) and Hexidecimal usage (for Web)

Never alter the assigned colors or values for any reason.

NOTE: the color samples shown in this document are for reference only and should not be matched for final artwork.

The consistent use of logo standard fonts as indicated communicates consistency and integrity.

Words needing emphasis can use the **Bold version or brand colors.**

NOTE: All fonts are speced on a Mac Platform. PC versions are available through various reliable font founderies.

PC standard font substitute \ PowerPoint use if you do not have Futura installed on your PC

Futura → Verdana

USE FOR PRINTING OFFSET



PMS 294 C (coated)  
PROCESS BUILD  
C 100 • M 58 • Y 0 • K 21



PMS 109 C (coated)  
PROCESS BUILD  
C 2 • M 9 • Y 100 • K 0



Process Black and 50% black can also be used as support colors

USE FOR WEB/SCREEN

R 0 • G 52 • B 121  
HEX 003479

R 255 • G 210 • B 0  
HEX ffd200

FONT FAMILY: Futura

Light  
Book ..... ABCDEFGHIJKLMNOPQRSTUVWXYZ  
Medium abcdefghijklmnopqrstuvwxyz  
**Bold** 1234567890

BODY HEADLINES \ BOOK, ALL CAPS, TRACKING 5

Body copy \ Light, Tracking 5

## SCREEN PRINTED SHIRT

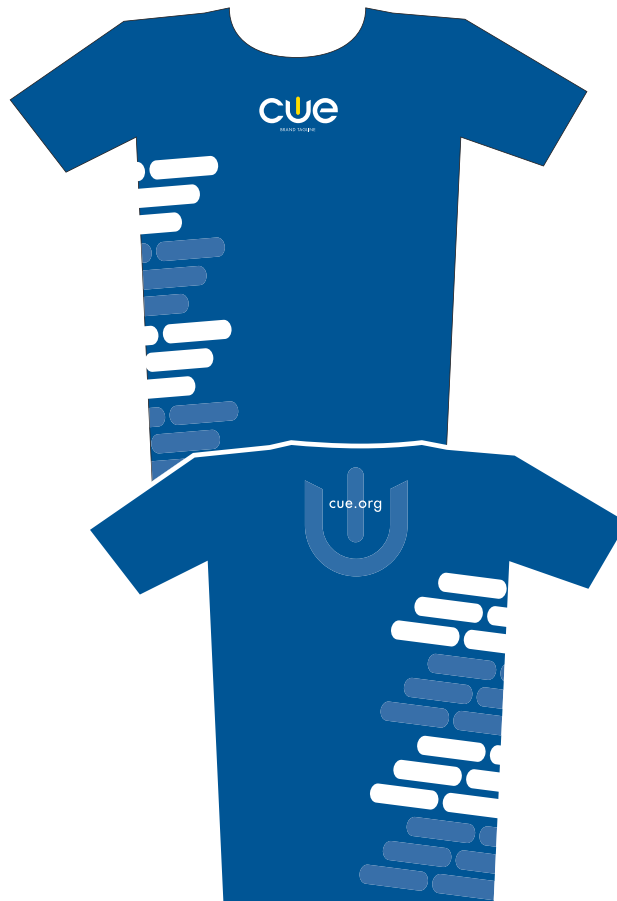
Using elements from the logo help build identity recognition. This three color screen print provides a unique and contemporary wearable item.

## EMBROIDERED SHIRT

The approved thread colors are PMS 294 (blue) and 109 (yellow) for a two color job or black or white for a one color job.

Match thread and screen printing ink color to closest PMS color.

Actual logo size for printing:  
2.5" wide for embroidery and printing of url on sleeve.  
Font: Futura Medium, size 53 pt, tracking 50





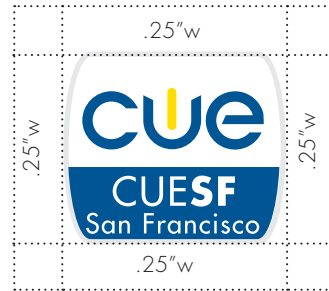
**1.**

The logo for each Affiliate is based on a simple format that complements the CUE Parent logo.

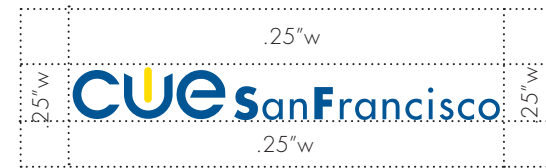
There are two formats for each Affiliate:

- 1. BADGE**
- 2. HORIZONTAL**

Each provides recognition for the acronym and the full name of the Affiliate - whether the word CUE comes before or after the location identifier.



**2.**



**3.**



**CLEAR SPACE**

Allow for ample clear space (free of text and/or graphics) around the signature as shown. A minimum of .25".

**MINIMUM SIZE**

The recommended minimum size for the BADGE logo is 1.125" wide and the HORIZONTAL logo is .275" high. Always insure the logo and name are legible.



1.125" w



.275" w

One color and black and white version.

**3. FAVICON**

The third mark is the Favicon that should be given to the web programmer for each Affiliate so it is associated with the URL when it comes up in the address bar of any browser.



As the CUE identity filters to various departments or partners within the family, it is important to differentiate them while remaining true to the CUE identity.

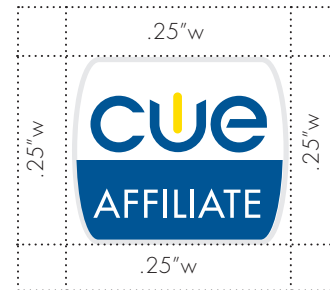
Here are four examples of special use logos that can stand alone as a BADGE while honoring the CUE name recognition.

**CLEAR SPACE**

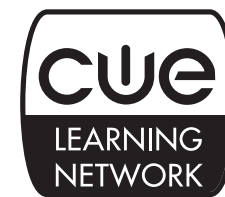
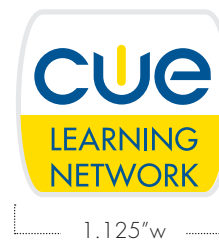
Allow for ample clear space (free of text and/or graphics) around the signature as shown. A minimum of .25".

**MINIMUM SIZE**

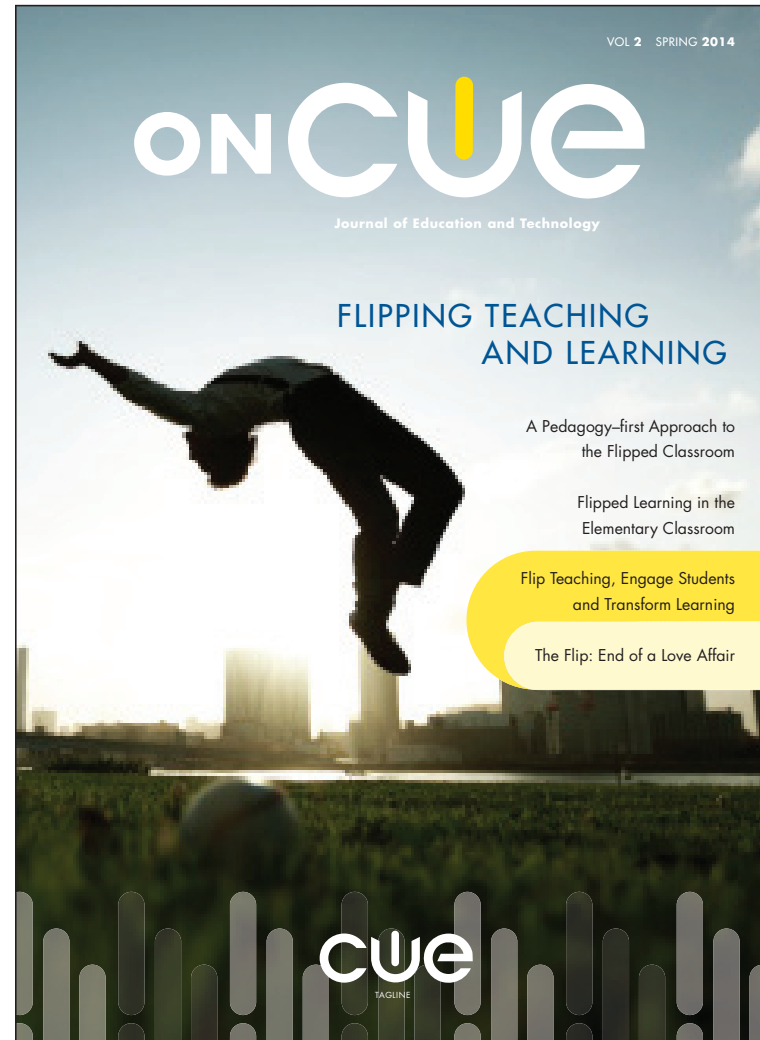
The recommended minimum size for the BADGE logo is 1.125" wide. Always insure the logo and name are legible.



One color and black and white version.



This sample shows how the CUE identity can easily translate to the CUE publication and its associated App Icon.



This example shows how the CUE identity can easily be translated to social media such as Google+, Twitter, Facebook, Instagram etc. Utilizing the logo, color palette and design elements, the Parent site as well as each Affiliate site

