

BRAND GUIDELINES

JULY 2019 | SUB-BRAND LOGO USAGE



GLEND A BEAULIEU

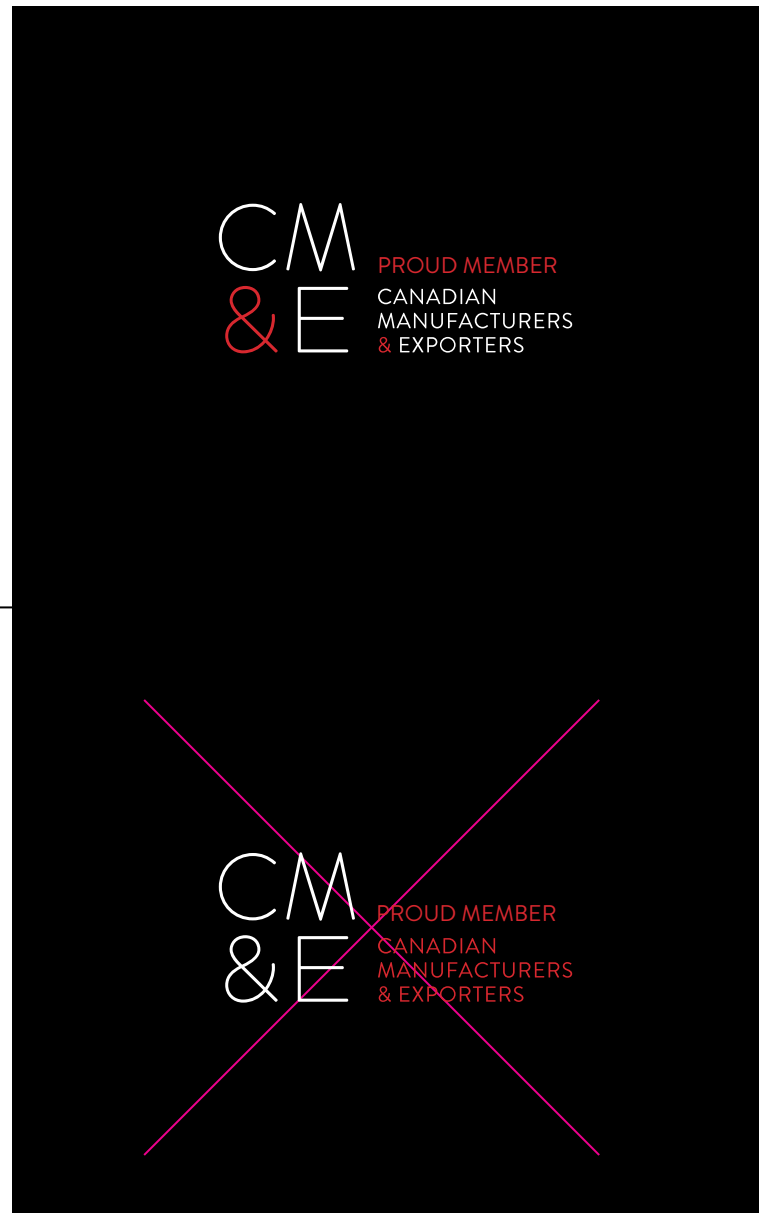
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CME PROUD MEMBER LOGO & COLOUR USAGE

Below are guidelines to keep in mind when using the Proud Member logo on various applications.

The logo should always be used on a solid colour background. Vector format is available upon request.



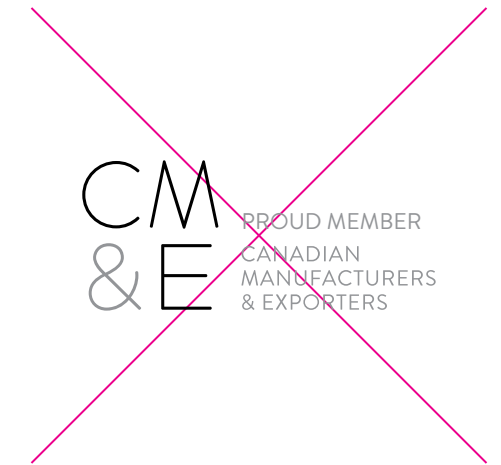
FULL COLOUR



FULL COLOUR / KNOCKOUT



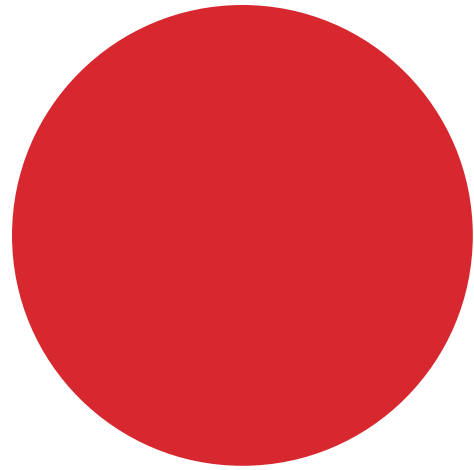
BLACK / WHITE



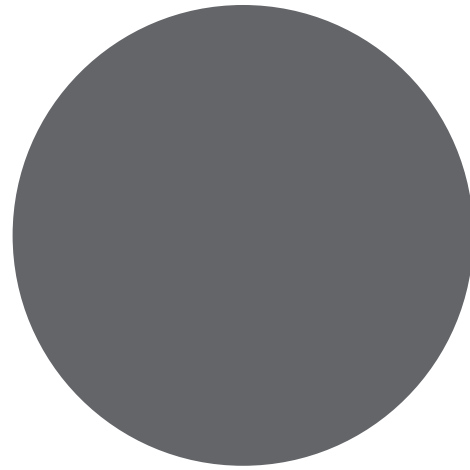
GREYSCALE
MAKE COLOUR 50% BLACK

CME PRIMARY COLOUR PALETTE

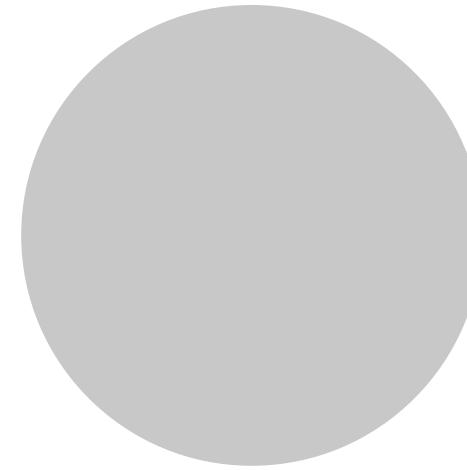
The flagship colours are red and black. Shades of gray should be used sparingly to compliment these colours.



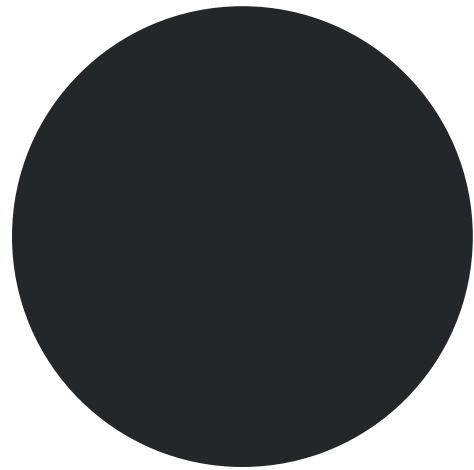
PMS 1795
CMYK 10 98 93 1
RGB 215 39 46
HEX D7272E



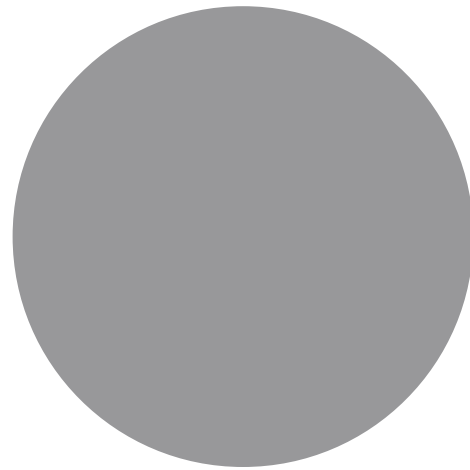
PMS COOL GRAY 10
CMYK 62 53 48 19
RGB 99 101 106
HEX 63656A



PMS COOL GRAY 3
CMYK 21 17 17 0
RGB 201 199 199
HEX C9C7C7



PMS 426
CMYK 74 66 62 67
RGB 37 39 41
HEX 252729



PMS COOL GRAY 7
CMYK 43 35 35 1
RGB 152 152 153
HEX 989899



PMS COOL GRAY 1
CMYK 14 11 12 0
RGB 217 216 214
HEX D9D8D6

CME LOGO BUFFER ZONE

The logo should have a minimum margin of clear space on all sides, equal to half the height of the E. In instances where this is not possible, please use your best judgment.

