



# THE CENTRAL POST

BRAND USAGE GUIDELINES

# MOODBOARD



# LOGOS & ICONS



## MAIN LOGO (A)

When printed or placed into a square medium, the full logo with the square outlines should be used (building signage, coasters, etc.).



## MAIN LOGO (B)

When printed or visible on a non-square or borderless medium, this logo with no outlines should be used (apparel, pint glasses, menu cover, window decal).

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## SECONDARY LOGO

The secondary logo is a stylized version of the type, but without the filligree. It can be black, white or gold.



## ICON

Stamp shape is always either black or white and the CP is always the inverse. The two overlapping rectangles are always gold (DA405) unless it's the b/w version of the icon, in which case the rectangles match the color of the letters.

LOGO W/ ADDRESS



## BLACK & WHITE VERSIONS

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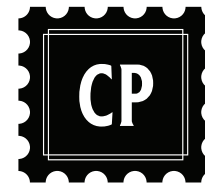
### MAIN B/W LOGO

To be used on one color applications like black and white documents, an event's sponsor page where multiple organizations' logos are all printed in one color, and when engraved like rubber stamps or laser-etched into metal or wood. Only when color is available should the filigree be seen in the logo. The b/w version is the more simple one.

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### WORD MARK

(written in Blackriver)



### MONOCHROME ICON

# UNAPPROVED LOGO USES



Text or graphics should come no closer to the logo than indicated by the frame above.



The square frame should only be used when the logo sits inside a squared medium



Because of the detail work, never use the main logo when it's going to be too small to see the detailed gold portions

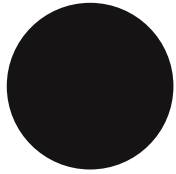


Because the colors of the logo depend on a dark background, the bg color should have a tone of at least 75% black



Never use the logo in other colors than indicated by the approved color palette.

# COLOR PALETTE



**BLACK**

#161616



**WHITE**

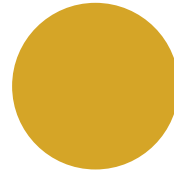
#FFFFFF

& #F2F2F2



**GOLD LEAF (FOIL)**

N/A



**RGB GOLD**

#D6A405

When applicable, the gold in the logo should be displayed in a gold leaf foil decal. Otherwise, when printed, the RGB gold should be used.

# TYPOGRAPHY

## CRAFTER BERG BLACKRIVER

There are three fonts used in the main logo, before they were altered into the final shape. "The" is written in Crafter. "Central," is written in Berg Regular and "Post," is written in Blackriver. The "Toledo, OH" is also written in Crafter.

The icon uses Blackriver again for the CP inside the stamp shape.

For things like the restaurant menus or website:

H1 – Blackriver

H2 – Archer

Body Type – Product Sans



# BRANDING IN USE

