

# CBA Member Mark Style Guide

## Logo Colors

The preferred logo is predominantly black ink with an orange line. The color you see on your monitor should not be used to visually match the color for printing because monitor color is extremely unreliable. Please use the orange listed below.

PMS #471 (for coated and uncoated papers)

CMYK 9 59 100 1

RGB 226 128 37

The black and white version may not be screened or lightened to any degree to produce a grey variation. The black and white version must appear in the true black of the original file.

## Minimum Size of Logo

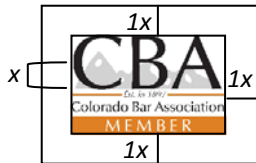
To protect the clarity and readability of the CBA member mark, the logo should never be displayed smaller than .5 inches in height as seen in the diagram below.



The logo should never be altered or re-configured in any way. All elements of the logo must be used in the layout presented. The dimensions must remain the same and the logo may not be stretched or reshaped.

## Protected Surrounding Space

Keeping the logo isolated from other graphic elements helps preserve the clarity of the member mark. A minimum amount of clear and protected space should always surround the logo to separate it from other logos, images, text, and the outer edge of a document. The clear space is defined as at least half the height of the letter "C" in CBA. This dimension is represented by the letter x in the diagram below.



On the rare occasion when the logo needs to appear over a photograph or other graphic element, special care must be taken to ensure visibility of all logo elements. There must be sufficient contrast between the logo and the background image. Remember, visibility is the goal here. Often adjusting the position of the photograph or retouching the area where the logo is placed will help improve readability.

## Placement

The preferred placement of the CBA member mark is in the lower-right corner (keeping the correct amount of protected surrounding space in mind – please see above for more information) for brochures, advertisements, presentations and all other printed material.

In instances where readability or emphasis is reduced by using the preferred positioning, please place the logo in a more appropriate position.

*All standards as listed above apply to Web usage as well as print.*

**All questions concerning CBA mark usage should be directed to: Alexa Drago at  
303-824-5313 or [adrago@cobar.org](mailto:adrago@cobar.org).**