

TYPE STYLE

The primary font family for Crosswalk Center is **Arial**. The font family has a wide range of weights from which to choose. The CWC logo uses **regular and narrow**.

The secondary font for Crosswalk Center is **vtksposter**.

This font is safe for both PC and MAC.



Arial

Regular / Narrow

vtksposter

Regular

Color Palette

The color palette is used to express the brand. The colors are bold and serve as brand representatives.

Color Profiles

The logo has 2 color profiles. The profiles should never extend beyond these two profiles profile.



PRIMARY COLOR PALETTE



CMYK: 0, 31, 99, 0
RGB: 255, 183, 21
Hex #: ff715



CMYK: 77, 66, 23, 5
RGB: 81, 94, 139
Hex #: 515e8b



CMYK: 62, 54, 53, 26
RGB: 93, 92, 92
Hex #: 5d5c5c

COLOR VARIATIONS

There are multiple versions of the CWC logo to accommodate varying applications

The standard version and the two black and white variations.

The cross icon is part of and always present when the CWC logo is used.



LOGO CLEARSPACE

Clearspace is the minimum amount of space surrounding the logo at all times. To maintain the integrity of the logo, this area must be free of distracting elements and maintain good contrast, ensuring legibility. In addition, the trim edge

Proper clearspace is determined by measuring the distance from the top and the bottom points of the logo.

