



BRAND GUIDE

OUR LOGO

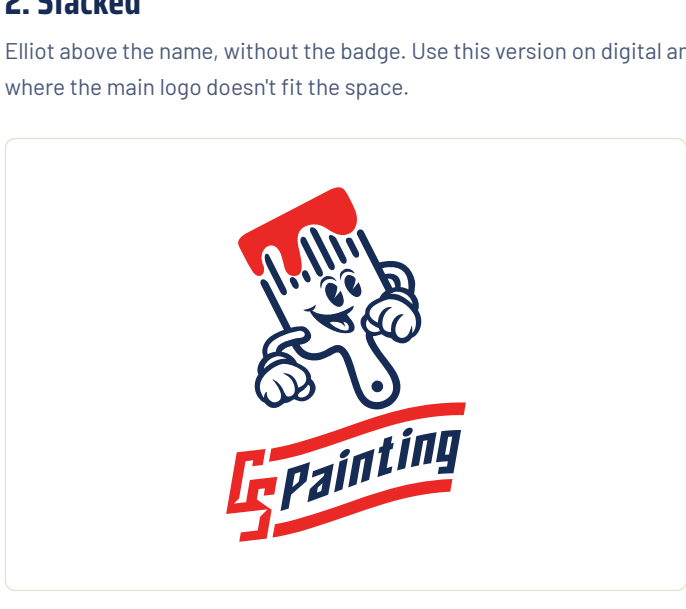
Using our logo

We are very proud of our logo. Follow these guidelines to ensure it always looks its best. Our logo is the combination of Elliot, our paintbrush, and custom slanted lettering on two red stripes, for a look that is **bold, clean and a little punk**.

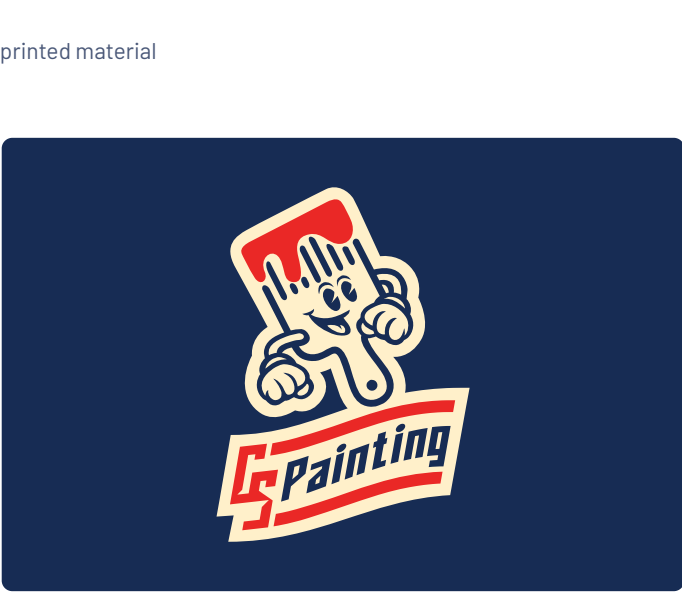
Our logo can be used in the following five (5) styles. Each one comes in full color, for white and light backgrounds, and inverse, with a cream outline for navy, red and other dark backgrounds.

1. Badge MAIN LOGO

Our main badge logo is the full version of our logo. Use it first, anywhere people may be meeting CS Painting for the first time.



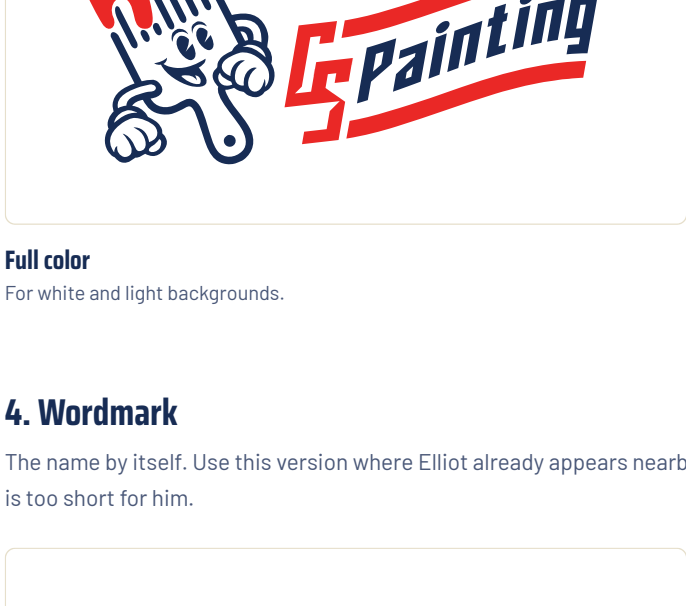
Full color
For white and light backgrounds.



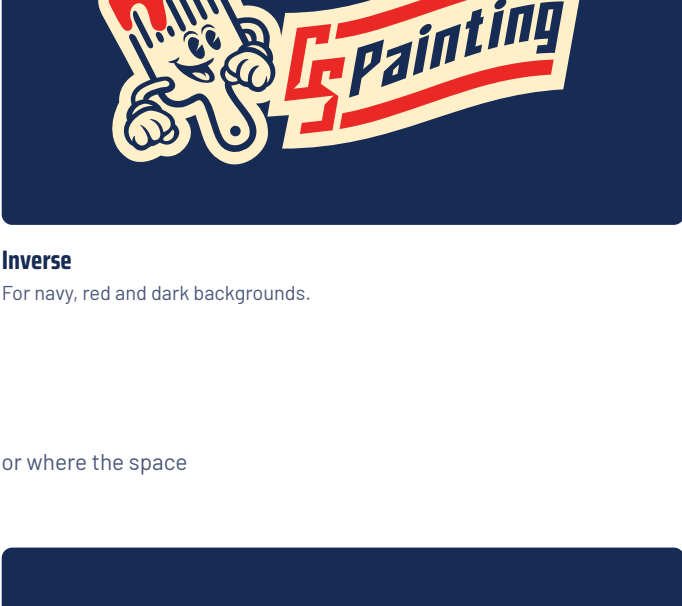
Inverse
For navy, red and dark backgrounds.

2. Stacked

Elliot above the name, without the badge. Use this version on digital and printed material where the main logo doesn't fit the space.



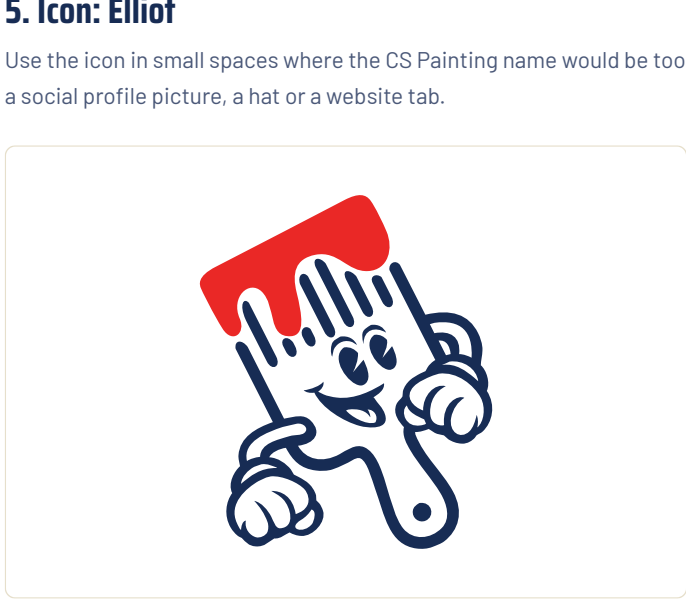
Full color
For white and light backgrounds.



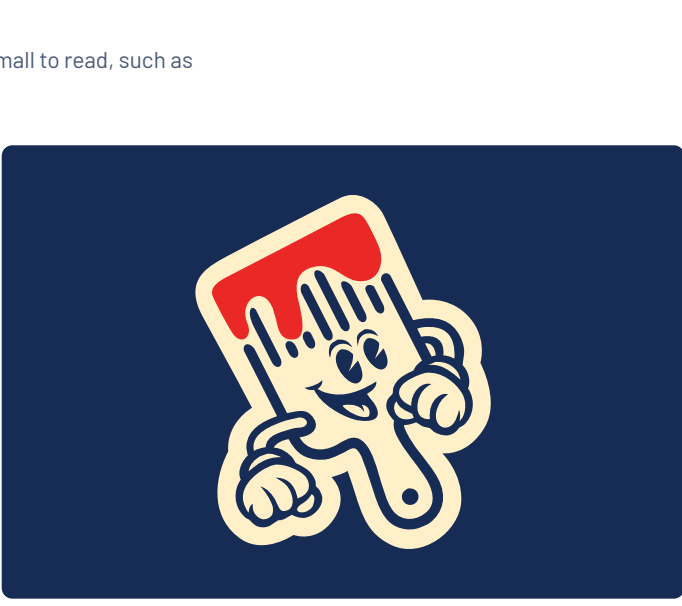
Inverse
For navy, red and dark backgrounds.

3. Horizontal

Elliot beside the name. Use this version in wide, short spaces such as a website header, an email signature or the side of a truck.



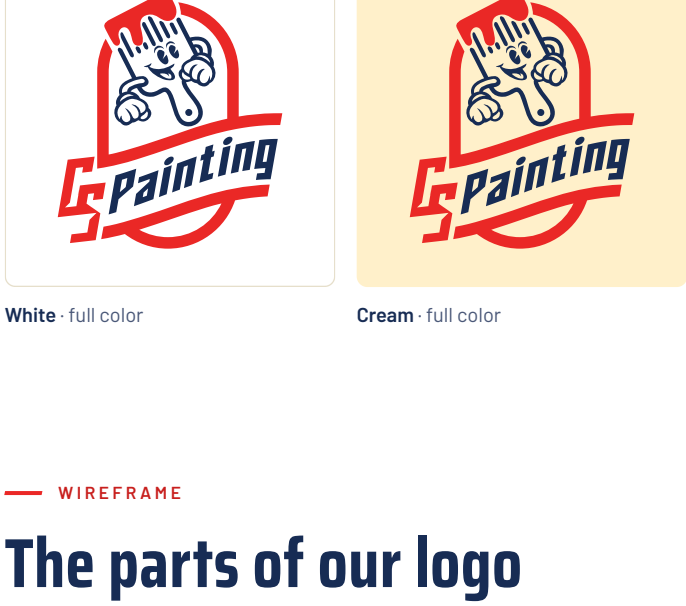
Full color
For white and light backgrounds.



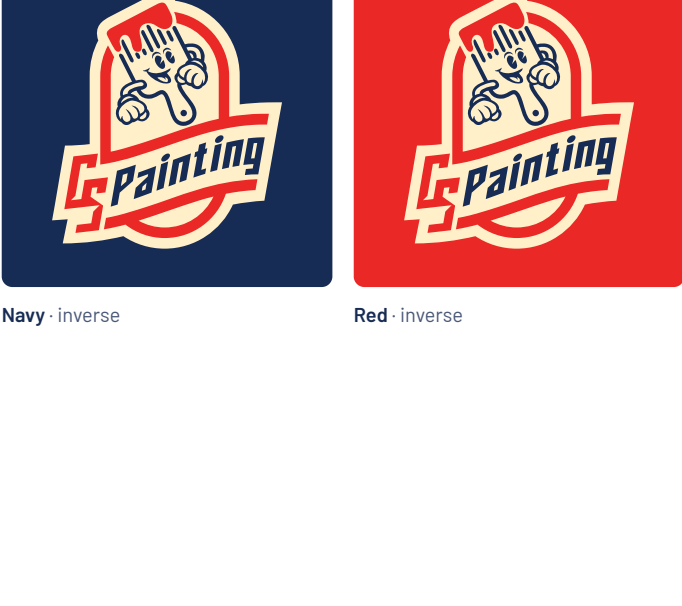
Inverse
For navy, red and dark backgrounds.

4. Wordmark

The name by itself. Use this version where Elliot already appears nearby, or where the space is too short for him.



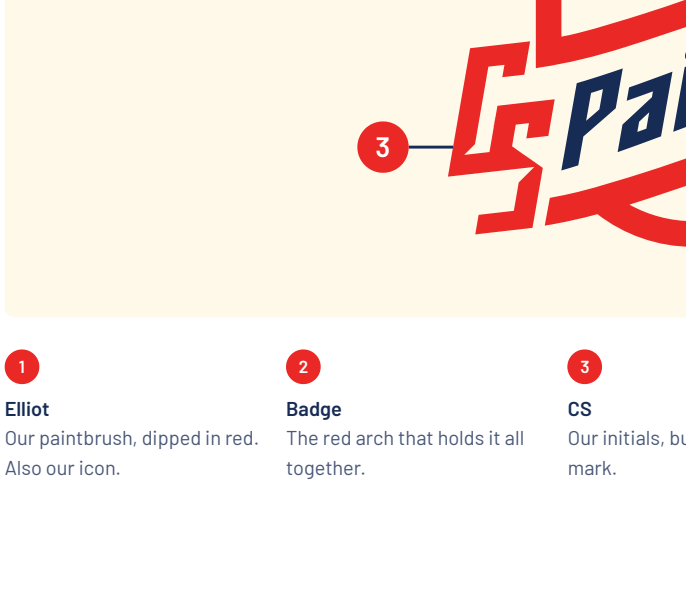
Full color
For white and light backgrounds.



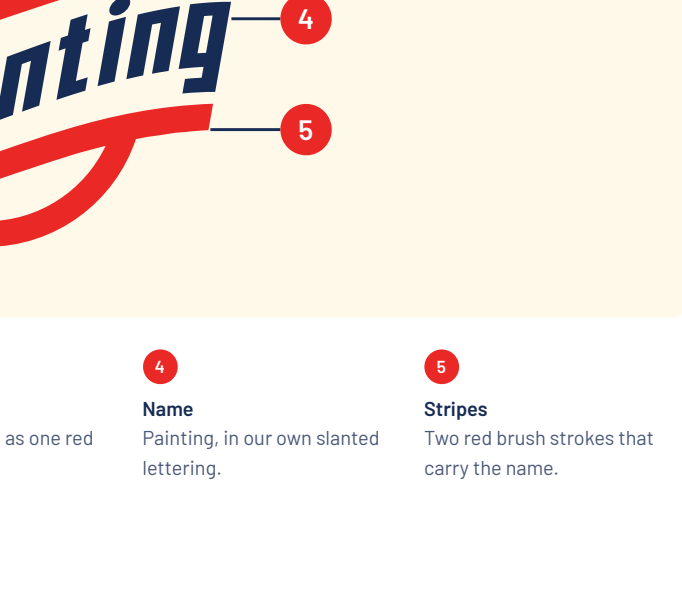
Inverse
For navy, red and dark backgrounds.

5. Icon: Elliot

Use the icon in small spaces where the CS Painting name would be too small to read, such as a social profile picture, a hat or a website tab.



Full color
For white and light backgrounds.

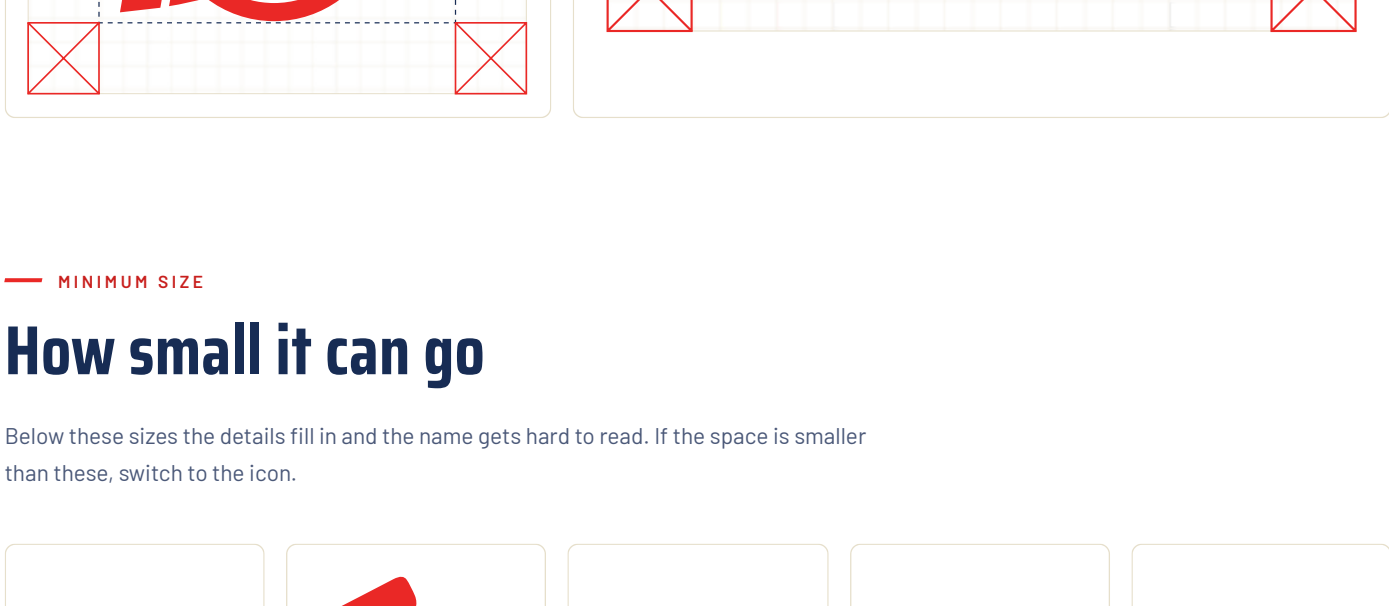


Inverse
For navy, red and dark backgrounds.

BACKGROUNDS

Using the logo on color

The full-color logo is for white and light backgrounds. On dark or colored backgrounds, use the inverse version. These are the preferred background colors.



White - full color

Cream - full color

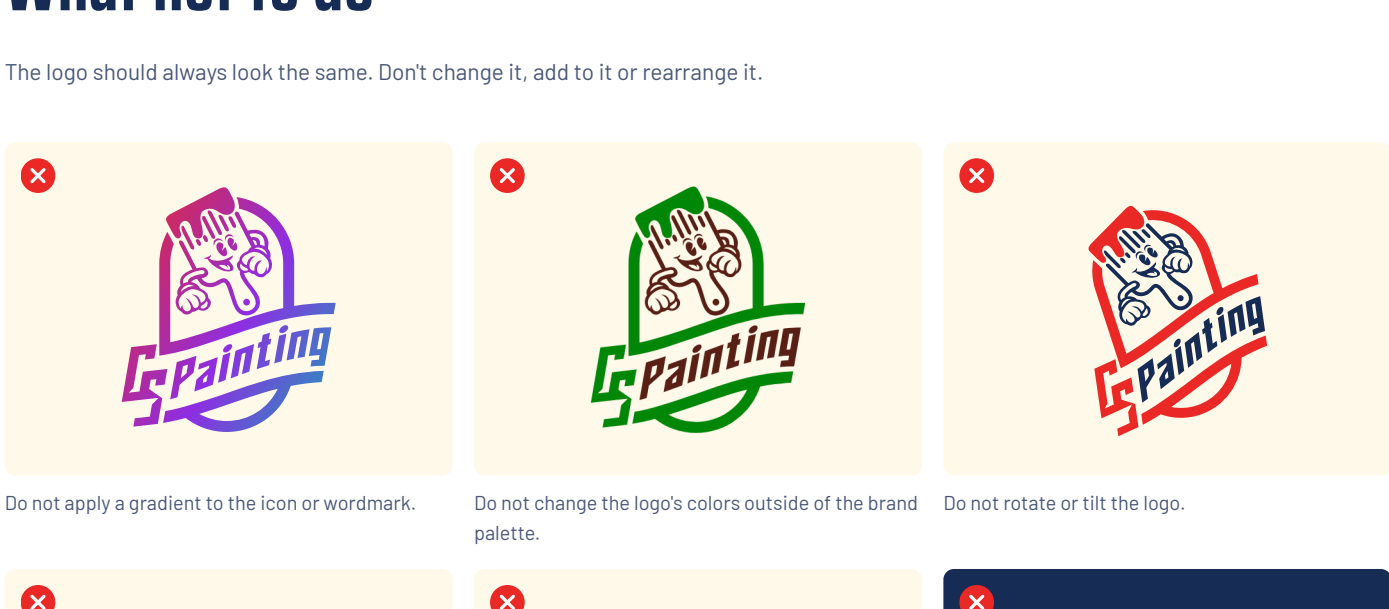
Navy - inverse

Red - inverse

WIREFRAME

The parts of our logo

Every piece has a job. The other logo styles are these same parts, rearranged by our designer. Don't rearrange them yourself.



- 1. Elliot**
Our paintbrush, dipped in red. Don't trim it, also our icon.
- 2. Badge**
The red arch that holds it all together.
- 3. CS**
Our initials, built as one red mark.
- 4. Name**
Painting, in our own slanted lettering.
- 5. Stripes**
Two red brush strokes that carry the name.

EXCLUSION ZONE

Give the logo room

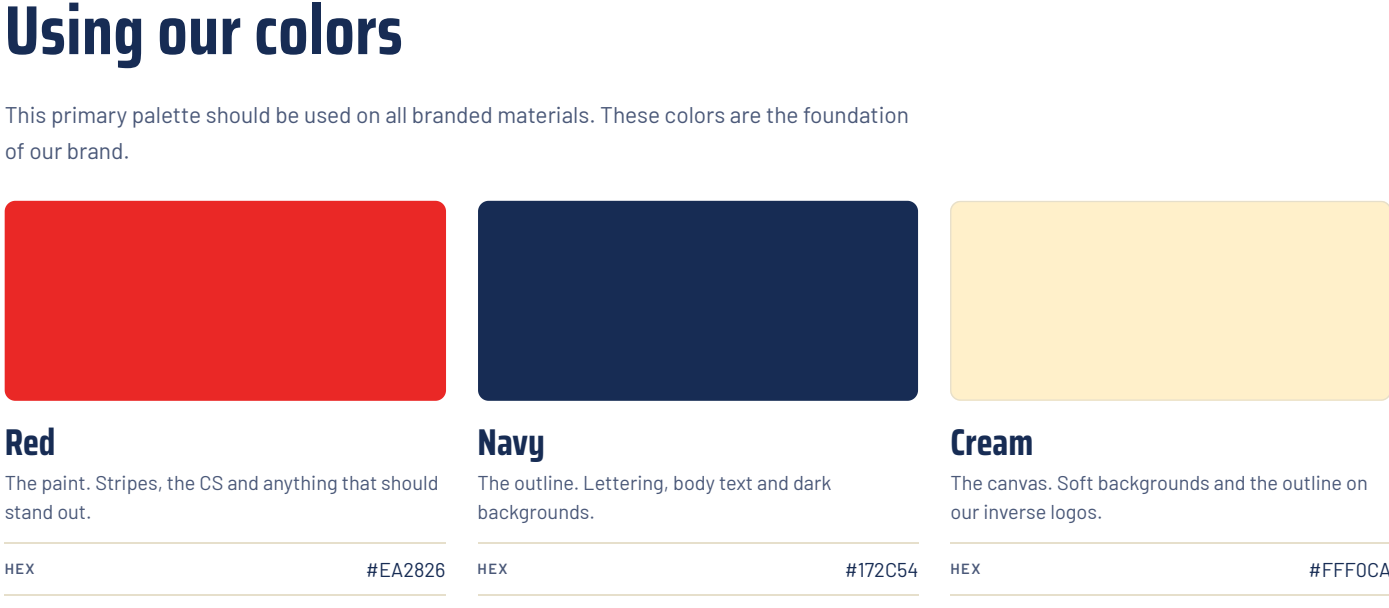
Keep clear space on every side of the logo equal to **one third the height of Elliot**, measured from the top of the paint to the bottom of his handle. Nothing else enters this space: no text, photos or page edges.



MINIMUM SIZE

How small it can go

Below these sizes the details fill in and the name gets hard to read. If the space is smaller than these, switch to the icon.

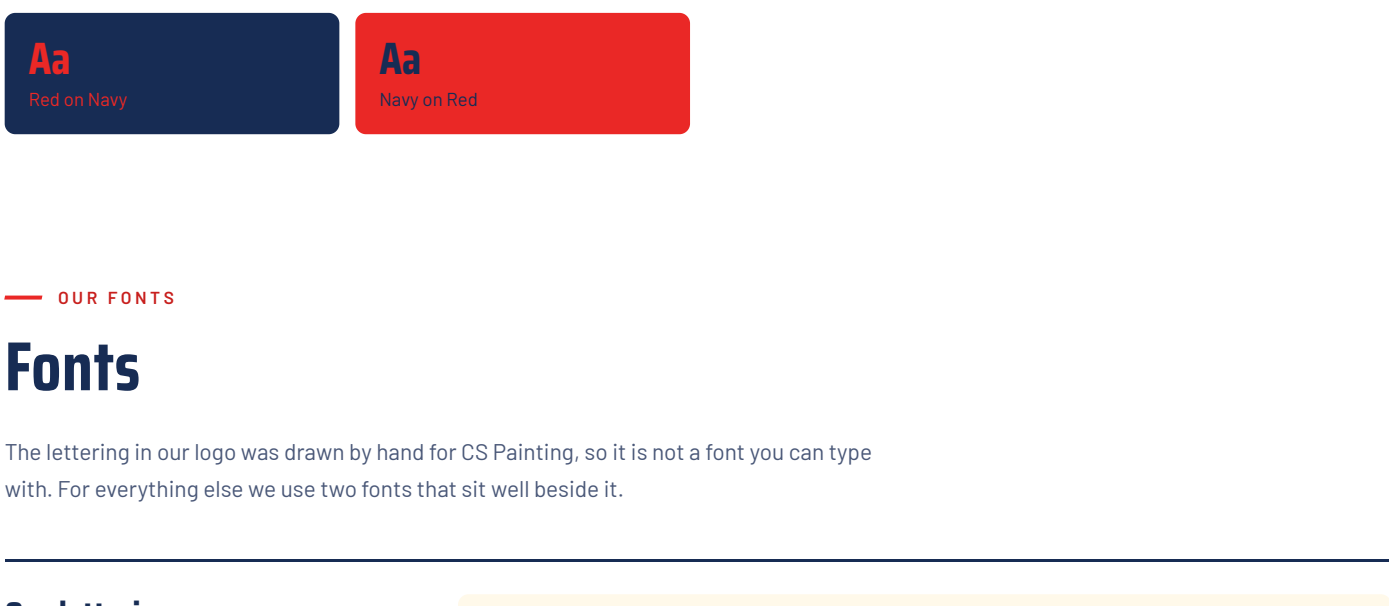


- Badge**
150 px wide on screen - 40 mm in print
- Stacked**
150 px wide on screen - 40 mm in print
- Horizontal**
200 px wide on screen - 52 mm in print
- Wordmark**
150 px wide on screen - 40 mm in print
- Icon**
48 px wide on screen - 13 mm in print

LOGO MISUSE

What not to do

The logo should always look the same. Don't change it, add to it or rearrange it.



Do not apply a gradient to the icon or wordmark.

Do not recolor it, crop into it or put text, effects or other logos over it.

Do not rotate or tilt the logo.

Do not distort or stretch the logo in any way.

Do not remove or reposition any part of the logo.

Do not place the full-color logo on a dark background. Use the inverse version.

LOGO ANIMATION

Our logo in motion

Elliot drops in, lays down a stroke of red paint and lands in the badge. Use the animation to open or close a video, on screens at an event and in social posts.



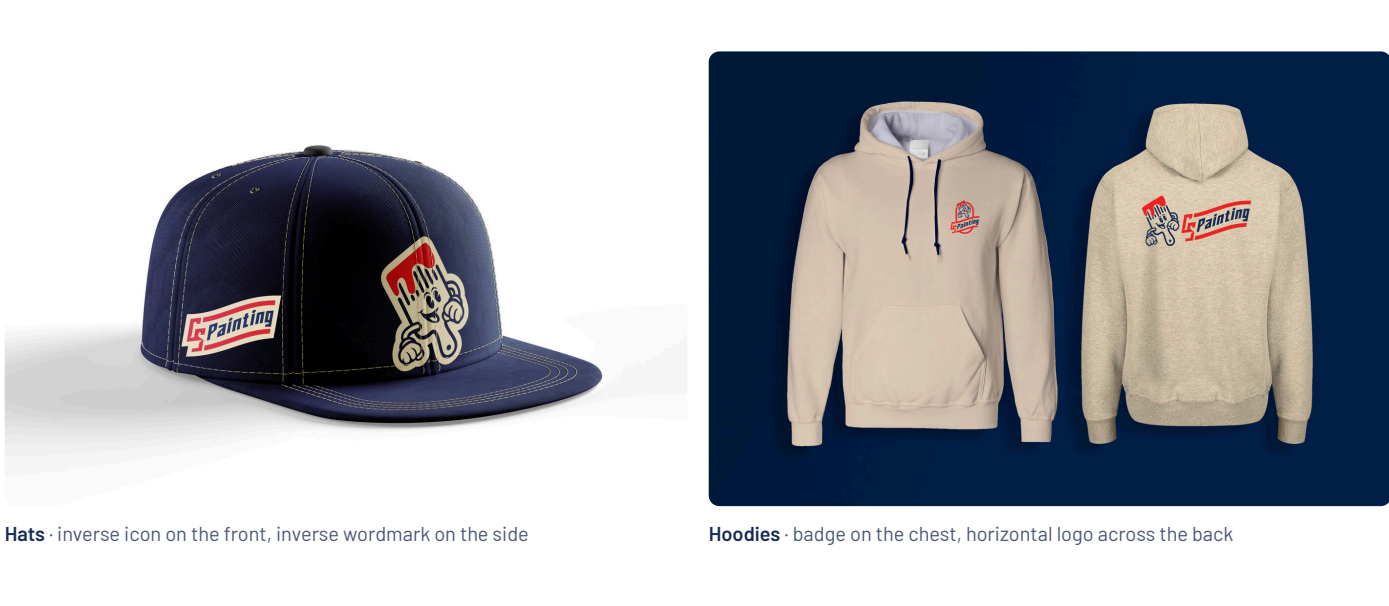
- Let it play**
Show it from start to finish. Don't trim it, speed it up, slow it down or freeze it halfway.
- Leave it as it is**
Don't recolor it, crop into it or put text, effects or other logos over it.
- Wide, tall and see-through**
It comes wide for video and websites, tall for stories and reels, and with a see-through background to lay over footage.

This is the wide web version, without sound. For the tall version or the see-through version for video editing, text bahr at 208.866.2400.

OUR COLORS

Using our colors

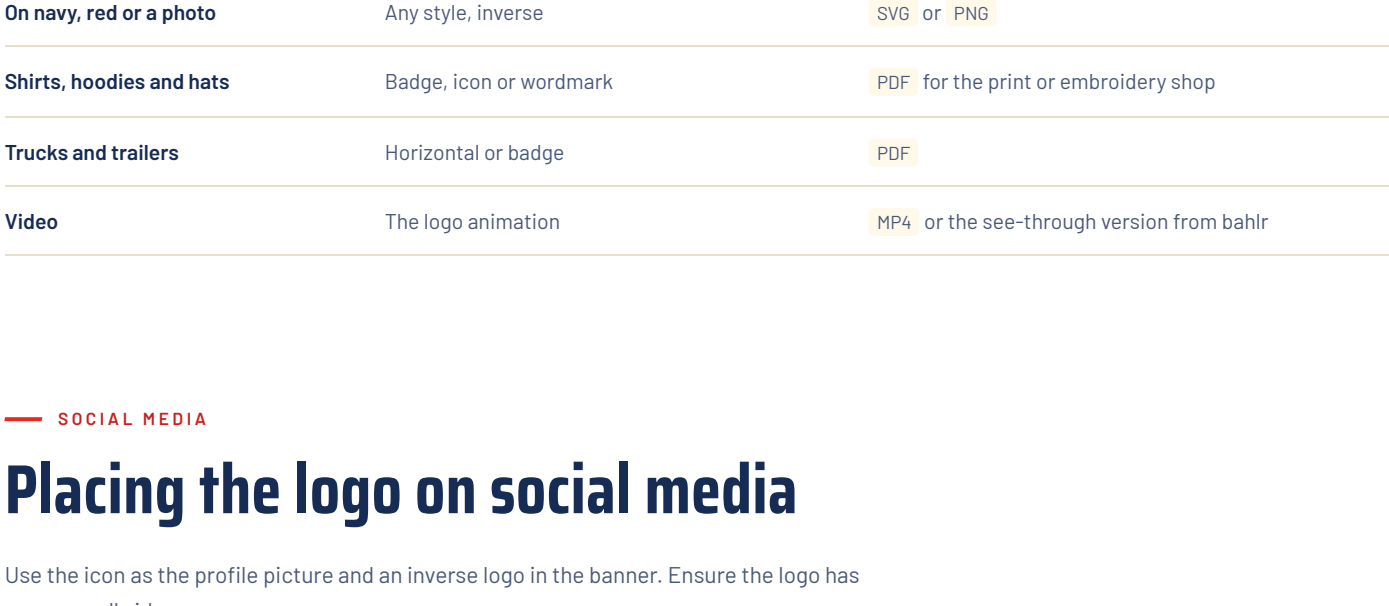
This primary palette should be used on all branded materials. These colors are the foundation of our brand.



- Red**
The paint, Stripes, the CS and anything that should stand out.
HEX #E42026 RGB 234, 40, 38 HSB 1, 84, 92 CMYK 1, 98, 99, 0
- Navy**
The outline, Lettering, body text and dark backgrounds.
HEX #172C54 RGB 23, 44, 84 HSB 218, 73, 33 CMYK 100, 88, 38, 34
- Cream**
The canvas. Soft backgrounds and the outline on our inverse logos.
HEX #FFF0CA RGB 255, 240, 202 HSB 43, 21, 100 CMYK 0, 4, 23, 0

Readable color pairs

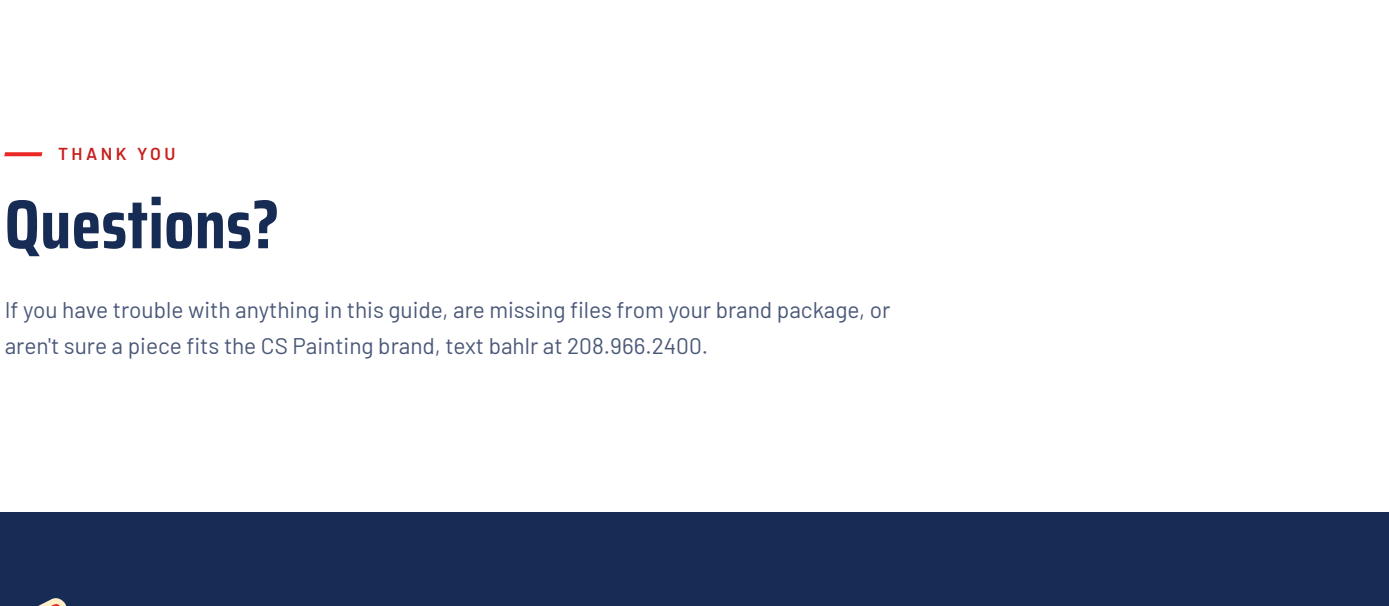
Use these pairs for text. Each one has been checked so the words are easy to read.



OUR FONTS

Fonts

The lettering in our logo was drawn by hand for CS Painting, so it is not a font you can type with. For everything else we use two fonts that sit well beside it.



- Our lettering**
Custom, slanted and squared off, made only for our name. Never retype CS Painting in another font to stand in for the logo. Use the logo files.
- Saira Condensed**
Our headline font, and the closest match to the lettering in our logo: tall, tight and squared off. Use Bold for headlines and big numbers. Free from [Google Fonts](#).
- Barlow**
Our everyday font. Plain, sturdy and easy to read. Use it for paragraphs, buttons, labels and captions. Free from [Google Fonts](#). This guide is set in Barlow.

- Capitals**
ABCDEFGHIJKLMNOPQRSTUVWXYZ
- Lowercase**
abcdefghijklmnopqrstuvwxyz
- Numbers and symbols**
0123456789 & ! ? @ # \$ % () + , .
- Semibold**
Sandpoint, Idaho

Type in use

How a label, headline and paragraph look together.

- Headlines**
Saira Condensed Bold in navy. Short and direct.
- Labels and buttons**
Barlow Semibold, small capitals with wide spacing.
- When our fonts aren't available**
In email, use Arial. Google Docs and Slides have both fonts built in.

ON THE CREW

The brand on the job

How the logo sits on gear. Elliot goes up front, and the name backs him up.

Hats - inverse icon on the front, inverse wordmark on the side

Hoodies - badge on the chest, horizontal logo across the back

WHICH FILE TO USE

The right file for the job

Every file is in the brand package. When someone asks for "the logo", this is what to send.

Website and email	Horizontal or badge, full color	SVG or PNG
Social profile picture	Icon	PNG, centered on cream or navy
Printing (cards, flyers, yard signs)	Badge or horizontal	PDF, Printers prefer it.
On navy, red or a photo	Any style, inverse	SVG or PNG
Shirts, hoodies and hats	Badge, icon or wordmark	PDF for the print or embroidery shop
Trucks and trailers	Horizontal or badge	PDF
Video	The logo animation	MP4 or the see-through version from bahr

SOCIAL MEDIA

Placing the logo on social media

Use the icon as the profile picture and an inverse logo in the banner. Ensure the logo has space on all sides.

THANK YOU

Questions?

If you have trouble with anything in this guide, are missing files from your brand package, or aren't sure a piece fits the CS Painting brand, text bahr at 208.866.2400.

Brand by **bahr**