



The Premier Community for Community Professionals

Branding Guidelines

August 2018 / Version 0.7

Logo

Primary Logo



Primary Logo (Sub Brand)



Primary Logo Usage



Greyscale



Reverse Greyscale

Sub Brand Logo Usage



Greyscale



Reverse Greyscale



Black



White



Black



White

Color palette



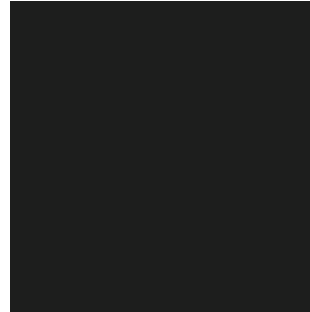
CMX CLASSIC BLUE
CMYK / 64 / 35 / 0 / 0
RGB / 66 / 154 / 254
HEX / 429AFE



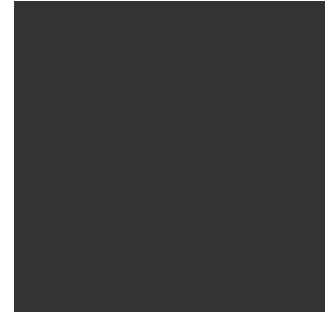
DARK BLUE
CMYK / 93 / 83 / 51 / 64
RGB / 14 / 24 / 47
HEX / 0E182F



GOLD
CMYK / 17 / 27 / 100 / 0
RGB / 217 / 179 / 16
HEX / D9B310



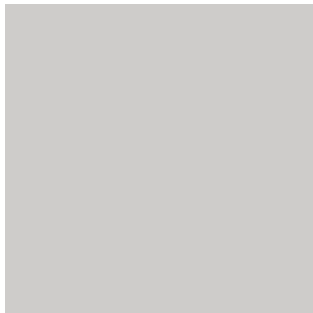
DARKEST GREY
CMYK / 72 / 66 / 65 / 74
RGB / 32 / 32 / 32
HEX / 202020



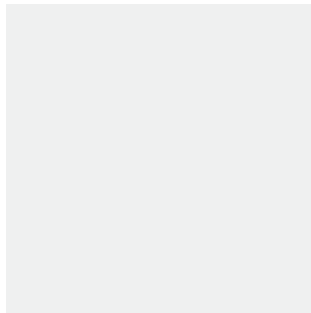
VERY DARK GREY
CMYK / 69 / 63 / 62 / 58
RGB / 51 / 51 / 51
HEX / 333333



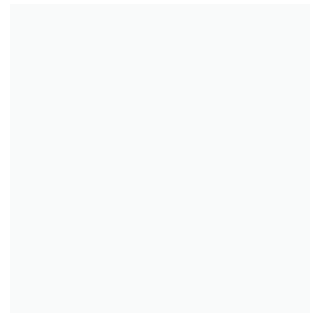
DARK GREY
CMYK / 56 / 48 / 47 / 14
RGB / 102 / 102 / 102
HEX / 666666



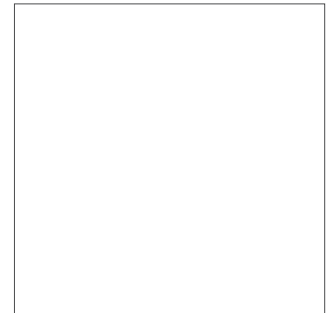
GREY
CMYK / 19 / 15 / 16 / 0
RGB / 204 / 204 / 204
HEX / CCCCCC



LIGHT GREY
CMYK / 5 / 4 / 4 / 0
RGB / 238 / 238 / 238
HEX / EEEEEE



LIGHTEST GREY
CMYK / 2 / 1 / 1 / 0
RGB / 248 / 248 / 248
HEX / F8F8F8



WHITE
CMYK / 0 / 0 / 0 / 0
RGB / 255 / 255 / 255
HEX / FFFFFFFF

Typography Options

Primary Typography

Work Sans

<https://fonts.google.com/specimen/Work+Sans>

Headline Font
Work Sans Bold, Dark Blue

Body Copy Font
Work Sans Light, Dark Grey

Sub-Headline Font
Work Sans Bold, Dark Blue

Sub-Head Font
Work Sans SemiBold, CMX Blue

Body Copy Font
Work Sans Light, Dark Grey

Sample Text Usage:

Buy the CMX Summit 2017 Videos

Empower your journey as a professional community builder with over 13 hours of insights, tactics, and inspiration from 33 industry experts. Whether you're building at an enterprise level, startup, or nonprofit, you'll find plenty of new and refreshing perspectives and ideas.

If you're not ready to buy, check out the free, full session from storyteller and community pro Michael Margolis at the link below.

The CMX Values

We take our values seriously, and it drives every decision we make. We also believe these are great values for running a community, so feel free to steal them. They are:

- 1. Community First** – We prioritize the needs of our members and commit to diversity, accessibility and inclusion.
- 2. Dream Big** – We aim to have a global impact, to be our best selves and do exceptional work.
- 3. Defend your Health** – We set clear boundaries and standards, and we never sacrifice your health.
- 4. Practice Radical Candor** – We give honest feedback early and often, and trust that we all have each other's best interests in mind.
- 5. Empower Others** – We give others the opportunity to contribute and lead.

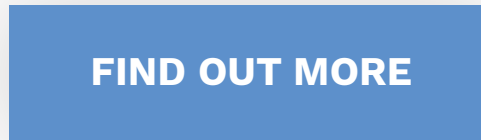
Button Styling

(Pending website design)

Primary CTA



OR



BUTTON TEXT

WORK SANS BOLD / ALL CAPS

PRIMARY

CMX CLASSIC BLUE

CMYK / 64 / 35 / 0 / 0

RGB / 66 / 154 / 254

HEX / 429AFE

PRIMARY / DROP SHADOW

CMX CLASSIC BLUE

CMYK / 64 / 35 / 0 / 0

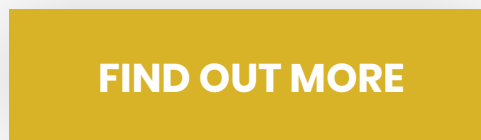
RGB / 66 / 154 / 254

HEX / 429AFE

Secondary CTA



OR



BUTTON TEXT

WORK SANS BOLD / ALL CAPS

SECONDARY

GREEN

CMYK / 57 / 2 / 80 / 0

RGB / 119 / 190 / 101

HEX / 77BE65

SECONDARY / DROP SHADOW

GREEN

CMYK / 57 / 2 / 80 / 0

RGB / 119 / 190 / 101

HEX / 77BE65

Image Styling

Authentic, Realistic, Story Telling, Action, Dynamic, Energetic, Engaging

