

GRAPHICS STANDARDS



Effective January 1, 2018



Your Style With Our Solutions Creates Home

CANYON CREEK
Cabinet Company

www.canyoncreek.com

Logo & Use

The Canyon Creek logo is provided in a Corporate and Dealer version, with a secondary colorway for vendor use. Alternate one color options are also offered.

Primary BLUE logo for CCCC use



Primary "Proud Dealer" GREEN logo for dealer use (also acceptable in one color variations as shown below)



Secondary GREEN logo for customer & vendor use



One color BLACK on white/light background



One color WHITE on black/dark background



GOLD on navy background for apparel; tonal thread acceptable



Minimum Print Width: 1.5"

Minimum Web Width: 180 pixels



Clear space: allow size of "N" on all four sides



The CC "bug" is for CCCC use only; typically for digital icons that are too small for full logo legibility

Logo & Use: Don'ts

Canyon Creek's logo is a critical part of the company's brand awareness in the marketplace. Avoid treating the logo in the following ways:

Stretching the logo out of proportion



Skewing or warping



Adding a drop shadow, glow or other filter



Altering colors



Cropping the logo - it must be shown in its entirety



Angling all or part of the logo



Using a word processing program to make "something that looks similar"



Have ideas for signage or logoed merchandise that doesn't fit the standard? Ask us before you buy!

Many vendors offer products that illuminate a logo, or emboss it into a material. We're open to those treatments, and we'd really like to be in on the fun.

Occasionally, an item will be too small for the logo to be legible. Ask us about typesetting or other options.

*When in doubt,
email marketing@canyoncreek.com*

Color Palettes

The color palettes presented are grounded in dark blues on white with a selection of secondary and accent colors.

Blue Logo
PMS 7462 (bars)
PMS 7459 (words)



PMS 7462 – Primary

PMS 7459 – Secondary

PMS 295 – Footers/Accent

PMS 561 Accent

PMS 7473 Accent

PMS 142 Accent

Green Logo
PMS 7462 (bars)
PMS 7473 (words)



PMS 7462 – Primary

PMS 7473 – Secondary

PMS 295 – Footers/Accent

PMS 561 Accent

PMS 7459 Accent

PMS 142 Accent

PMS colors and equivalent builds

PMS 7462
CMYK 100 | 66 | 24 | 6
RGB 0 | 90 | 140
Hex #005a8c

PMS 7459
CMYK 77 | 27 | 20 | 0
RGB 44 | 149 | 181
Hex #2c95b5

PMS 295
CMYK 100 | 69 | 8 | 54
RGB 0 | 40 | 85
Hex #002855

PMS 7473
CMYK 81 | 17 | 53 | 1
RGB 13 | 155 | 140
Hex #0d9b8c

PMS 561
CMYK 89 | 42 | 64 | 29
RGB 16 | 94 | 85
Hex #105e55

PMS 142
CMYK 4 | 27 | 83 | 0
RGB 243 | 189 | 72
Hex #f3bd48
THREAD: Robison-Anton
"Penny" #233

Tagline & Tone of Voice

Your Style With Our Solutions Creates Home

Used by CCCC Marketing team on website, literature, and digital communications

- >> "Your Style" puts our customers first, and recognizes their knowledge, professionalism and design skills.
- >> "Our Solutions" references the many ways we support our customers, with selection, information, ease of doing business with, delivery, consistency and customer care.
- >> "Creates Home" speaks to the relationship between our customers and their clients as well as our partnership with our various internal and external customers.

Our Tone of Voice is

Optimistic
Friendly
Conversational

We are NOT trite, sales-y, corporate or defensive

CCCC in Writing

Canyon Creek Cabinet Company has built strong name recognition over its nearly 40 year history. The following guidelines should be observed in written communication.

YES:

Canyon Creek Cabinet Company
Canyon Creek
Canyon Creek cabinets
CC or CCCC (after initial full spelling)

NO:

Canyon Creek Cabinets
(Reads as an official name with uppercase "Cabinets.")

Texting is a little different:

CC or CCCC is just fine with someone that knows you as a CC employee/rep

Fonts

All material produced by Canyon Creek's marketing department will use the Myriad Pro family.

The website and Constant Contact email templates use Arial.

Myriad Pro Regular
Myriad Pro Light
Myriad Pro Condensed
Myriad Pro Condensed Semibold