CONTENT
STRATEGY
& INTEGRATION

CS&I STYLE GUIDE
April 2024

CONTENT STRATEGY & INTEGRATION

INNOVATIVE

CONNECTED

DIGITAL

ALIGNED

PROGRESSIVE

LOGOS

MAIN LOGOS

PRIMARY LOGO

This logo represents the link between innovation and our training heritage: documentation and training materials integrating with new strategies and multimedia technology.

White is the preferred background color. Do not put the logo on a different color background. It can be placed on an image or video video, but should not be busy or not allow the lock-up to stand out.

SECONDARY LOGO

The same guidelines as the primary logo apply to this version. Only use this version when an icon is needed.

ONE COLOR LOGOS

PRIMARY LOGO

The CS&I logo is available in the follow colorings. The white logo is available for dark backgrounds. This includes flat-color backgrounds or the dark portions of photos.

SECONDARY LOGO

The same guidelines as the primary logo apply to this version. Only use this version when it is necessary to display an icon. For instances where a white icon is not needed, use the full color version.

EMAIL SIGNATURES

PRIMARY LOGO

The CS&I logo is available in the follow colorings. The white logo is available for dark backgrounds. This includes flat-color backgrounds or the dark portions of photos.

SECONDARY LOGO

The same guidelines as the primary logo apply to this version. Only use this version when it is necessary to display an icon. For instances where a white icon is not needed, use the full color version.

COLOR PALETTE
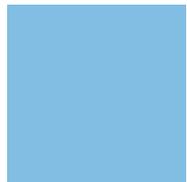
COLOR PALETTE

PRIMARY COLORS

These colors should be used with any collateral branded under WSHES.

HEX: 6787b7
CMYK: 6, 42, 9, 0
RGB: 103, 135, 183

HEX: 505fab
CMYK: 78, 69, 0, 0
RGB: 80. 95. 171

HEX: 83bce2
CMYK: 46, 13, 2, 0
RGB: 131, 188, 226

HEX: e66e50
CMYK: 5, 70, 73, 0
RGB: 230, 110, 80

HEX: 99cc99
CMYK: 42, 2, 51, 0
RGB: 153, 204, 153

SECONDARY COLORS

These should be used minimally to enhance the primary color palette.

HEX: ebd869
CMYK: 9, 9, 72, 0
RGB: 235, 216, 105

HEX: eaa33d
CMYK: 7, 39, 87, 0
RGB: 234, 163, 61

HEX: ddf1f7
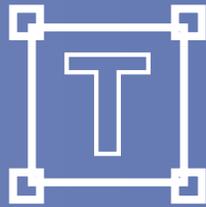CMYK: 12, 0, 2, 0
RGB: 221, 241, 247

HEX: 2b4364
CMYK: 90, 74, 38, 25
RGB: 43, 67, 100

HEX: c2c2c2
CMYK: 24, 19, 19, 0
RGB: 194, 194, 194

HEX: 53565a
CMYK: 66, 57, 52, 29
RGB: 83, 86, 90

TYPOGRAPHY

TYPOGRAPHY

HEADLINES

Headlines should be written in all uppercase letters and tracked out at least 100 points.

POPPINS REGULAR
ABCDEFGHIJKLMNOPQRSTUVWXYZ

POPPINS BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ

ALTERNATIVE HEADLINES

Only use Century Gothic when Poppins is unavailable.

CENTURY GOTHIC REGULAR
ABCDEFGHIJKLMNOPQRSTUVWXYZ

CENTURY GOTHIC BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ

BODY COPY

Poppins Regular
Poppins Italic
Poppins Medium
Poppins Medium Italic
Poppins Semibold
Poppins Semibold Italic
Poppins Bold
Poppins Bold Italic

Lorem ipsum dolor sit amet, *consectetur* adipiscing *elit*, **sed do *eiusmod*** tempor incididunt **ut labore *et dolore magna aliqua***.

ALTERNATIVE BODY COPY

Only use Georgia when Poppns is unavailable.

Georgia Regular
Georgia Italic
Georgia Bold
Georgia Bold Italic

Lorem ipsum *dolor sit amet,* **consectetur adipiscing elit**, sed do eiusmod t***empor incididunt*** ut labore et dolore magna aliqua.

RESTRICTIONS

CS&I logos are approved for internal use only. These logos may not

be used for external use. Departmental/organizational logos such as the CS&I logos may not be used in e-mail signatures without express permission. If you have questions about usage, please contact Lauren Tidmore.

TEMPLATES

CS&I logos and templates are available upon request. Please e-mail Lauren Tidmore for access.

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