

## SECTION 2

# THE CROSS-CULTURAL SOLUTIONS LOGO

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OUR LOGO REPRESENTS THE CROSS-CULTURAL SOLUTIONS BRAND. TO MAINTAIN THE REPUTATION ASSOCIATED WITH THE CROSS-CULTURAL SOLUTIONS BRAND, CONSISTENT USE OF THE LOGO IS IMPERATIVE. IN THIS SECTION, SPECIFIC GUIDELINES FOLLOW THAT EXPLAIN THE PROPER USE OF THE LOGO. ALWAYS ADHERE TO THESE GUIDELINES WHEN PREPARING ARTWORK FOR COMMUNICATION MATERIALS.

## 2. THE CROSS-CULTURAL SOLUTIONS LOGO

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### The Cross-Cultural Solutions Graphic Logo

The CCS Logo is available in both a horizontal or vertical version, consisting of a core graphic, defined as big and little man and a logotype – the actual words that form Cross-Cultural Solutions. You may not alter, replicate or create your own version. You should never use the core graphic alone, unless as a secondary graphic image only – such as a screened back image or to act as a folio.

#### VERTICAL LOGO FORMAT



#### HORIZONTAL LOGO FORMAT



## 2. THE CROSS-CULTURAL SOLUTIONS LOGO

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### Minimum Logo Size

The logo must be clearly visible wherever it appears, therefore the logo should not appear in sizes smaller than 1.25" in height for the vertical logo and 1.75" in length for the horizontal logo.

Vertical logo at 1.25" wide



Horizontal logo at 1.75" wide



### Minimum Clear Space

The logo must never be obstructed from view by distracting graphics or images. Always maintain a minimum clear space around the logo as exhibited here. When using the vertical logo, clear space should be equivalent to the "C" in the logotype. When using the horizontal logo, clear space should be equivalent to the lowercase "s" in the logotype.

minimum clear space



minimum clear space



## 2. THE CROSS-CULTURAL SOLUTIONS LOGO

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### Correct uses of the Cross-Cultural Solutions Logo and Visibility Guidelines

Below are examples of approved logo versions. The color version of the logo is preferred, however there are exceptions. The white (or reversed) logo may be used when the background area is dark, the color logo clashes with the other colors in the photo, or the project/layout is limited to a single color print job. Never use the white logo on a light background. The black logo may be used in a single color print job, as well as on a light background area. Most importantly the CCS brand logo should always be legible and easy to identify.

#### VERTICAL LOGO FORMATS



#### HORIZONTAL LOGO FORMATS



## 2. THE CROSS-CULTURAL SOLUTIONS LOGO

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### Misuse of the Cross-Cultural Solutions Logo



Cross-Cultural Solutions

⊘ Do not change the font for CCS



Cross-Cultural Solutions

⊘ Do not change the color



Cross-Cultural Solutions

⊘ Do not change the scale of the Logo elements



⊘ Do not add anything to the Logo



⊘ Do not rotate the Logo



⊘ Do not rearrange the Logo elements



⊘ Do not reverse Logo elements separately



⊘ Never trap a logo within a box, including color



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⊘ Do not stretch the Logo elements