CORE

CHILDREN OF RESTAURANT EMPLOYEES

Brand Guidelines // June 2021

Logos

Full Color - Primary Logo
For use in most circumstances

Secondary Logos
Use when primary logo can't be used.

One Color

Black

Knockout // White

Logo Typefaces

Raleway
Black 900
All caps

Open Sans
Regular
All caps

Available free from Google Fonts

Raleway: https://fonts.google.com/specimen/Raleway

Open Sans: https://fonts.google.com/specimen/Open+Sans

System Font: Calibri® // Should come installed on most computers

CORE Hopeful Palette

This clean, modern palette introduces warm, hopeful tones and includes a broader color spectrum that reflects the diversity in our industry.

Pantone (PMS) 1795 C
RGB 219 31 48
HEX/HTML #DB1F30
CMYK 8 100 90 1

Pantone (PMS) 1225 C
RGB 255 200 69
HEX/HTML #FFC845
CMYK 0 16 80 0

Pantone (PMS) 4009 C
RGB 241 156 73
HEX/HTML #F19C49
CMYK 0 42 76 0

Pantone (PMS) 534 C
RGB 28 53 87
HEX/HTML #1C3557
CMYK 96 81 40 33

Pantone (PMS) 2293 C
RGB 139 196 0
HEX/HTML #8BC400
CMYK 43 0 100 0

Pantone (PMS) 306 C
RGB 0 181 226
HEX/HTML #00B5E2
CMYK 76 0 0 0

Logo Clear space / Minimum Size

Logomark Clear Zone
The logomark should always be surrounded by a clear space at least the weigth of the "E" used in CORE. Marked above as the grey E.

Logomark Minimum Size:
No smaller than 2 inches wide

Logomark Minimum with no tag Size:
No smaller than 1 inches wide

Only use this iteration when there is not enough space to use the logo with the tag

Logo Don'ts

Basically, just don't alter the logo in anyway.

Do not add any drop
shadow or glow
effects to logo.

Do not crop the logo.
The logo should
always be used in its
entirety.

Do not change the
logo's proportions.

Do not deviate from
the approved 2-color
artwork.

Do not alter
the logo contents
of the in any way.

Do not typeset the
logo in any way.

Logo Co-Branding

When locking a program logo with the CORE logo:
- Use the simplified heart version of the CORE logo
- The CORE Logo should be half the width/height of the programs logo
    - If the logos is wider than tall use that
    - If the logo is taller than wide use that
- A divider should be placed equally between
- Divider line spacing roughly the size of the "E" in CORE on it's side.
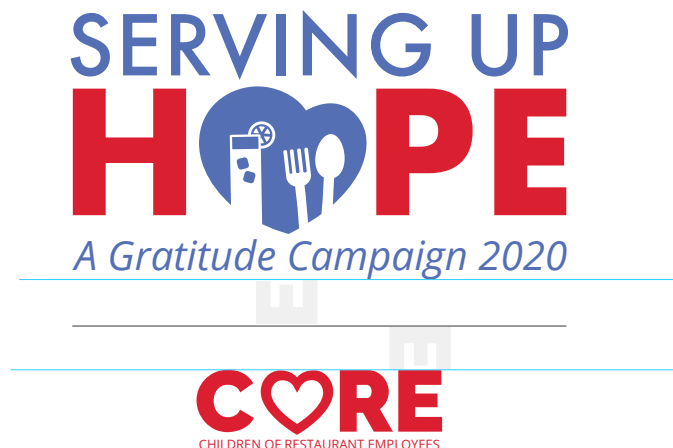
Program Logo Lockup Minimum Size
No smaller than 2 inches tall

Program Logo Minimum with no tag Size
No smaller than 1 inch tall Only use this iteration when there is not enough space to use the logo with the tag

THANKS!