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## Logo and Tagline

Mark for horizontal and vertical treatment



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Mark & Tagline



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Tagline

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# Logo Usage



Logo usage for CMF ministries



## Incorrect logo usage

Please do not attempt to scan, repropotion, reconstruct or modify the mark, logotype or tagline in any way. Below are several examples of incorrect logo usage.

1. Do not stretch the logo vertically.
2. Do not stretch the logo horizontally.
3. Do not put new content in the area reserved for the tagline
4. Do not display the tagline above the logotype  
(or move any of the logo parts/pieces around, except for the standards given in this document).
5. Do not recolor the logo. For one color usage all white or all black logo can be used.
6. Do not modify any lettering or typeface in the logotype or tagline.

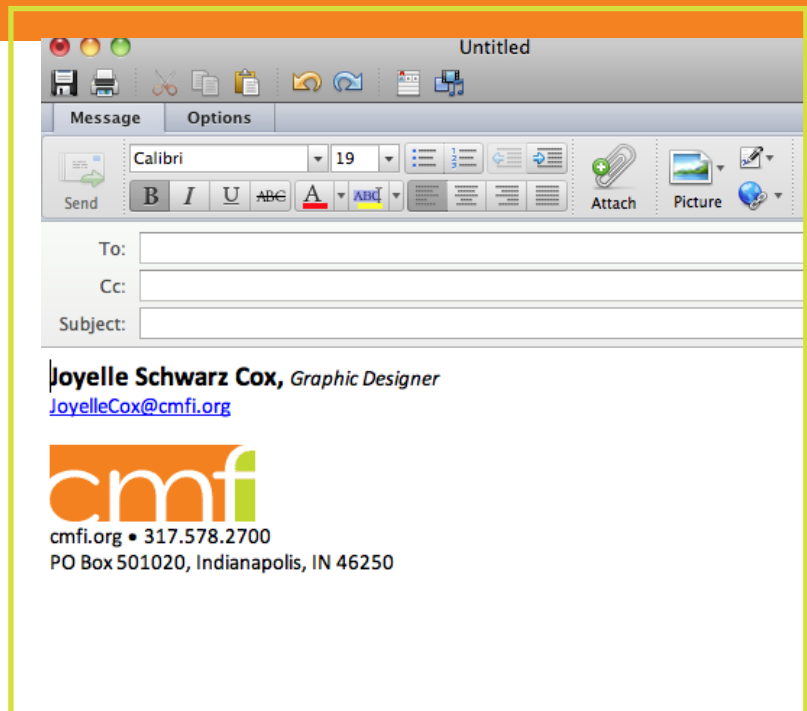


# Typeface Usage & Email Signatures

The use of recognizable, signature typestyles further ensures consistency within an organization. The following typefaces will help build a familiarity with anyone receiving communication pieces for CMF International.

One family of typefaces may be used for all communication pieces – **the Helvetica Family**.

Additional headline fonts that could be used are orbitron (website) and Montag (logo font). These typefaces should be not be used for body text.



All staff email signatures should be the same. No background images or custom colors.

## Follow these instructions to create your CMF email signature graphic.

### IN YOUR WEB BROWSER

Browse to <http://www.cmfi.org/dev/signature.php>  
Fill in your name, title, and email address to create your custom signature  
Submit form  
Under the “File” menu, select “Save Page As...”  
In the “Save as type:” option, select “Webpage, HTML only”  
Save the file to a location you can find easily (ie, Desktop, My Documents)

### IN MICROSOFT OUTLOOK

Under the “Tools” menu, select “Options”  
Click the “Mail Format” tab  
In the “Signatures” section, click the “Signatures” button to create a new email signature  
Click “New...” and enter a name for your signature file  
Select “Use this file as a template:” and “Browse” to the file you saved from your web browser  
Click Next  
Click Finish, then OK  
In the Options window (in the Signatures section), select your newly created signature for new messages and for replies and forwards  
Click OK  
Congratulations ... you have a new email signature!



Body text on letterhead: Helvetica Regular 10pt. size with 13pt. line spacing

## Primary Color Palette

Correct usage of the CMF color palette is an important part of building consistency with the CMF mark, logotype, tagline and overall identity.

The PMS colors, shown below, have been specifically selected for CMF. The RGB formulas are provided for use in Web design and electronic media.

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PMS 375  
45-0-100-0  
151-215-0  
97D700

PMS 151  
0-60-100-0  
255-121-0  
ff8200



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PMS 382  
31-1-100-0  
190-214-0  
bed600

## Secondary Color Palette

Pantone Logo Colors\* and complementary colors to the CMF identity

PMS 151	0-60-100-0	255-121-0	ff8200
PMS 381	26-0-100-0	201-221-10	c9dd0a
PMS 382	31-1-100-0	190-214-0	bed600
PMS 375	45-0-100-0	151-215-0	97D700
PMS 102	5-3-100-0	251-231-0	fbe700
PMS 552	25-8-10-0	190-213-219	bed5db
PMS 7500	8-4-17-0	233-233-213	ede9d5
PMS 601	8-2-48-0	238-234-157	eeea9d
PMS 293	100-76-8-1	0-70-173	0046ad
PMS 463	41-62-93-38	111-76-35	6f4c23
PMS 484	26-92-99-22	156-48-34	9c3022
PMS 7531	46-48-59-15	133-115-98	857362
PMS 425	65-55-52-27	87-90-93	575a5d