

CISION[®]

BRAND IDENTITY GUIDELINES

Version 01 | October 2015

Unit Identity

File path for logo: Mdrive\DESIGNRESOURCES\Logos

Main logo with tagline:



Without tagline:



Just tagline:

Power Your Story.®

Black (should primarily be used when printing in black and white):



Power Your Story.®

White:



Power Your Story.®

White logo on other primary color backgrounds:



White logo on secondary color backgrounds:



Incorrect Usage:

Unacceptable backgrounds:

The white version should be used on any dark backgrounds and the orange should be used on any really light backgrounds.




Incorrect logo usage:

Any time you're using a small version of the logo, please defer to the one without the tagline.



CISION®

Cision Main Branding Colors




65%

35%

CMYK/Spot
0,79,100,0
PMS: 1665C

RGBa
(241,93,34)
(248,185,156)
(252, 215,195)

HEX
#D45526
#F8B99C
#FCD7C3




65%

35%

CMYK/Spot
92, 57, 28, 8
PMS: 7707C

RGBa
(12, 99, 137, 1)
(12, 99, 137, .65)
(12, 99, 137, .35)

HEX
#0C6389
#586778
#969A9



65%


35%

CMYK/Spot
65, 57, 57, 35
PMS: 7540C

RGBa
(79, 79, 79, 1)
(141,141,141)
(194,194,194)

HEX
#4F4F4F
#8D8D8
#C2C2C2

Cision Secondary Branding Colors




65%

35%

CMYK/Spot
82, 95, 9, 1
PMS: 268C

RGBa
(86, 54, 137, 1)
(86, 54, 137, .65)
(86, 54, 137, .35)

HEX
#563689
#917CB2
#C4B9D6




65%

35%

CMYK/Spot
40, 100, 47, 30
PMS: 235C

RGBa
(124, 8, 71, 1)
(124, 8, 71, .65)
(124, 8, 71, .35)

HEX
#7C0847
#B06B91
#D1A9BF




65%

35%

CMYK/Spot
84, 31, 48, 7
PMS: 7717C

RGBa
(21, 130, 130, 1)
(21, 130, 130, .65)
(21, 130, 130, .35)

HEX
#158282
#67AEAE
#ADD3D3




65%

35%

CMYK/Spot
60, 69, 44, 26
PMS: 7666C

RGBa
(99, 77, 94, 1)
(99, 77, 94, .65)
(99, 77, 94, .35)

HEX
#634D5E
#998B96
#C9C1C7



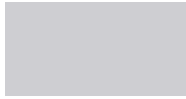
65%

35%

CMYK/Spot
43, 35, 35, 1
PMS: Cool Gray 7C

RGBa
(152, 152, 153, 1)

HEX
#989899



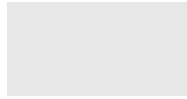
65%

35%

CMYK/Spot
18, 14, 12, 0
PMS: 427C

RGBa
(206, 206, 210, 1)

HEX
#CECED2



65%













35%

CMYK/Spot
8, 6, 6, 0
PMS: Cool Gray 1C

RGBa
(232, 231, 231, 1)

HEX
#E8E7E7

Sub-Brand Assignments

PRWeb		HARO	
			
			
			
CMYK/Spot 24, 100, 100, 20 PMS: 7628C	CMYK/Spot 71, 65, 64, 67 PMS: 419C	CMYK/Spot 69, 33, 100, 19 PMS: 364C	CMYK/Spot 43, 35, 35, 1 PMS: Cool Gray 7C
RGBa (163, 19, 12, 1) (163, 19, 12, .65) (163, 19, 12, .35)	RGBa (41, 41, 41, 1)	RGBa (84, 119, 48, 1) (84, 119, 48, .65) (84, 119, 48, .35)	RGBa (152, 152, 153, 1)
HEX #D45526 #C36561 #DFADAA	HEX #292929	HEX #547730 #90A678 #C3D0B7	HEX #989899

PROXIMA NOVA

Proxima Nova is a clean and bold font that can be used for main copy, callouts and statistics that need to stand out from the main copy. This font, in concert with Roboto and Open Sans make up the Cision typographic brand.

Proxima Nova Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Proxima Nova Regular Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Proxima Nova Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Proxima Nova Semibold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Proxima Nova Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Proxima Nova Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Proxima Nova Extrabold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Roboto Condensed

Roboto is our main font used in product design. It can also be used in non-website assets with Open Sans and Proxima Nova to add an additional dimension to the typographic landscape.

Roboto Condensed Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Roboto Condensed Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Roboto Condensed Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Roboto Condensed Light Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Roboto Condensed Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Roboto Condensed Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Open Sans

Open Sans is a clean and simple font that can be used for headlines and body copy. Open Sans comes in different weights which can be used for emphasis. Body copy should never be set below 16px on the web.

Open Sans Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Open Sans Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Open Sans Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Open Sans Semibold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Open Sans Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Open Sans Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Open Sans Extrabold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789