

CISION[®]

BRAND IDENTITY GUIDELINES

Version 01 | October 2015

Unit Identity

Main logo (should primarily be used on a white background)



Power Your Story.®

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



Power Your Story.®

White:



Correct Usage (acceptable backgrounds)

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.















TAGLINE VS. NO TAGLINE

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






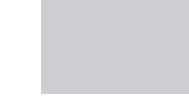
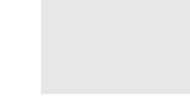










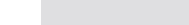
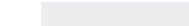
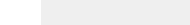
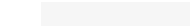


CISION®
















Cision Main Branding Colors

			
 	 	 	 
CMYK/Spot 0,79,100,0 PMS: 1665C	CMYK/Spot 97, 70, 47, 40 PMS: 3035C	CMYK/Spot 92, 57, 28, 8 PMS: 7707C	CMYK/Spot 65, 57, 57, 35 PMS: 7540C
RGBa (241,93,34) (241,93,34, .65) (241,93,34, .35)	RGBa (5, 58, 79, 1) (5, 58, 79, .65) (5, 58, 79, .35)	RGBa (12, 99, 137, 1) (12, 99, 137, .65) (12, 99, 137, .35)	RGBa (79, 79, 79, 1) (141,141,141) (194,194,194)
HEX #F15D22 #F79362 #FBC2A1	HEX #053A4F #5C7F8C #A8BAC2	HEX #0C6389 #6199B2 #AAC9D6	HEX #4F4F4F #8D8D8 #C2C2C2

Cision Secondary Branding Colors

						
 	 	 	 	 	 	 
CMYK/Spot 82, 95, 9, 1 PMS: 268C	CMYK/Spot 40, 100, 47, 30 PMS: 235C	CMYK/Spot 84, 31, 48, 7 PMS: 7717C	CMYK/Spot 60, 69, 44, 26 PMS: 7666C	CMYK/Spot 43, 35, 35, 1 PMS: Cool Gray 7C	CMYK/Spot 18, 14, 12, 0 PMS: 427C	CMYK/Spot 8, 6, 6, 0 PMS: Cool Gray 1C
RGBa (86, 54, 137, 1) (86, 54, 137, .65) (86, 54, 137, .35)	RGBa (124, 8, 71, 1) (124, 8, 71, .65) (124, 8, 71, .35)	RGBa (21, 130, 130, 1) (21, 130, 130, .65) (21, 130, 130, .35)	RGBa (99, 77, 94, 1) (99, 77, 94, .65) (99, 77, 94, .35)	RGBa (152, 152, 153, 1)	RGBa (206, 206, 210, 1)	RGBa (232, 231, 231, 1)
HEX #563689 #917CB2 #C4B9D6	HEX #7C0847 #B06B91 #D1A9BF	HEX #158282 #67AEAE #ADD3D3	HEX #634D5E #998B96 #C9C1C7	HEX #989899	HEX #CECED2	HEX #E8E7E7

Sub-Brand Assignments

PRWeb		HARO		
				
65% 				
35% 				
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	CMYK/Spot 71, 65, 64, 67 PMS: 419C
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)	RGBa (41, 41, 41, 1)
HEX #D45526 #C36561 #DFADAA	HEX #292929	HEX #547730 #90A678 #C3D0B7	HEX #989899	HEX #292929

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