



IDENTITY STANDARDS

LOGO USAGE



THE APPROVED PROJECT LOGO



Stacked project logo



Horizontal project logo

SIZE

In order to maintain legibility, the minimum size to which the project logo can be reduced is 0.5" (1/2") high. Exceptions include business cards and/or small promotional marketing materials (pens, pencils, thumb drives, etc.)



PLACEMENT

Whenever possible, the project logo should appear in the lower left- or right-hand corner and set an equal distance from adjacent edges of all documents. When using the project logo in conjunction with the four-arrow graphic as a header element, they should be offset from each other, never placed on the same side of the document (Example: arrow graphic in the upper right-hand corner and project logo in the lower left-hand corner). Placement on other materials is dependent on the material format and communication objectives.



Equal distance from adjacent document edges





AREA OF ISOLATION

The project logo should always maintain an area which is free of other elements. The padding surrounding the logo should be equivalent to one logo height if used in conjunction with other logos or images. Text may be placed up to a half logo height away from the project logo.



UNACCEPTABLE LOGO USES

The project logo must always appear as a unit in and of itself. The project logo should never have any other text or logos linked to it.

- » The project logo is not to be combined with any other project, contractor or partnering company logos.
- » If the project logo is used adjacent to another logo, maintain the proper padding around the logo.
- » Do not use the project logo as part of a sentence, headline or statement. If using "Getting You There" or "Council Bluffs Interstate" in a sentence or statement, it must be in text format (i.e., ...is a segment of Council Bluffs Interstate).
- » Do not arc, skew, stretch or alter the logo in any way.
- » Do not rotate the logo, create perspective or 3D effects with it.
- » Do not outline the logo.
- » Do not make the logo transparent, or use as a wallpaper or background watermark.



DO NOT combine with other logos



DO NOT use in a sentence



DO NOT add to the logo



DO NOT make transparent



DO NOT skew or stretch the logo



DO NOT fade or alter



DO NOT outline



DO NOT use perspective or 3D effects



DO NOT use as wallpaper





APPROVED PROJECT LOGO VARIATIONS

CBIS-Logo-Stacked



CBIS-Logo-Horiz



CBIS-Logo-Stacked-GRAYSCALE



CBIS-Logo-Horiz-GRAYSCALE



CBIS-Logo-Stacked-BW



CBIS-Logo-Horiz-BW



CBIS-Logo-Stacked-REV



CBIS-Logo-Horiz-REV



CBIS-Logo-Stacked-DARK



CBIS-Logo-Horiz-DARK

