Commonwealth Electric Style Guide

Primary Logo

Primary Logo – Color

Primary Logo – Grayscale

Primary Logo – Color with tag

Primary Logo – Grayscale with tag

Primary Logo – Reversed

Primary Logo – Reversed with tag

Commonwealth Electric Style Guide

Secondary Horizontal Logo

Horizontal Logo – Color

Commonwealth Electric Company
of the Midwest

Horizontal Logo – Grayscale

Commonwealth Electric Company
of the Midwest

Horizontal Logo – Color with Tag

Commonwealth Electric Company
of the Midwest
Committed to Excellence

Horizontal Logo – Grayscale with tag

Commonwealth Electric Company
of the Midwest
Committed to Excellence

Horizontal Logo – Reversed

Commonwealth Electric Company
of the Midwest

Horizontal Logo – Reversed with Tag

Commonwealth Electric Company
of the Midwest
Committed to Excellence

Commonwealth Electric Style Guide

Secondary Vertical Logo

Vertical Logo – Color

**Commonwealth
Electric Company**
of the Midwest

Vertical Logo – Grayscale

**Commonwealth
Electric Company**
of the Midwest

Vertical Logo – Color with Tag

**Commonwealth
Electric Company**
of the Midwest

Committed to Excellence

Vertical Logo – Grayscale with tag

**Commonwealth
Electric Company**
of the Midwest

Committed to Excellence

Vertical Logo – Reversed

**Commonwealth
Electric Company**
of the Midwest

Vertical Logo – Reversed with Tag

**Commonwealth
Electric Company**
of the Midwest

Committed to Excellence

Commonwealth Electric Style Guide

Icon Mark Logo

Icon Mark Logo – Color

Icon Mark Logo – Grayscale

Icon Mark Logo – Color with Tag

Committed to Excellence

Icon Mark Logo – Grayscale with tag

Committed to Excellence

Icon Mark Logo – Reversed

Icon Mark Logo – Reversed with Tag

Committed to Excellence

Commonwealth Electric Style Guide

Commonwealth Communications Logo

Primary Logo – Color

Primary Logo – Grayscale

Primary Logo – Reverse

Secondary Horizontal Logo – Color

Secondary Horizontal Logo – Grayscale

Secondary Horizontal Logo – Reversed

Secondary Vertical Logo – Color

Secondary Vertical Logo – Grayscale

Secondary Vertical Logo – Reverse

Commonwealth Electric Style Guide
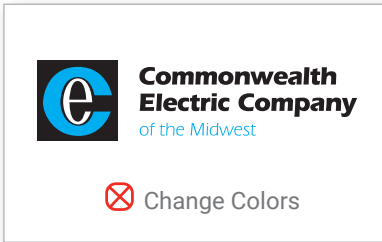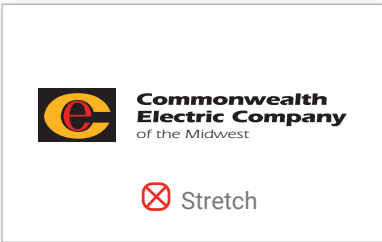
Logo Guidelines

Using the width of the "E" as one "x" unit, no content or objects should be placed within one "x" unit of any edge of the logo.

The logo may not be reproduced to measure smaller than .5" high.
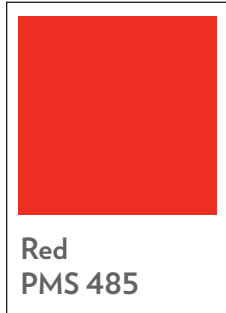

.5"

Do not skew or slant the logo in any way. Do not disproportionately scale or stretch the logo. Do not change or add extra colors to the logo. Do not type in the company name or overlap the tagline or address with the provided logo files.

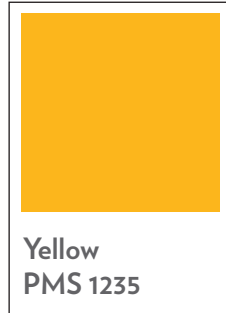
⊗ Skew

⊗ Stretch

⊗ Change Colors

Full color logo, including yellow, should be used even when printing on Safety Green shirts and vests.
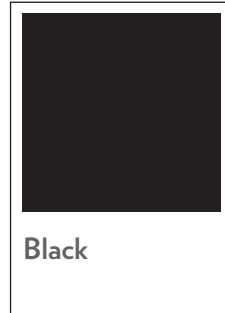
Commonwealth Electric Style Guide

Brand Colors

Red PMS 485	Yellow PMS 1235	Black

C 0 M 95 Y 100 K 0
R 218 G 41 B 28
HTML #DA291C

C 0 M 31 Y 98 K 0
R 255 G 184 B 28
HTML #FFB81C

C 0 M 0 Y 0 K 100
R 35 G 31 B 32
HTML #231F20

Logo Files for Print

Each logo file provided has a specific use. When working on a piece to be printed, it is best to use an EPS file.

When Printing in Digital or 4-Color Process
CECM_CMYK.eps
CECM_CMYK_tag.eps

When Printing Spot Color
CECM_485_1235.eps
CECM_485_1235_tag.eps

When Printing Black and White
CECM_BW.eps
CECM_BW_tag.eps
CECM_Reverse.eps
CECM_Reverse_tag.eps

Logo Files for Digital Media

Use PNG files for web and digital media not to be printed.

When Using Logo on Web
CECM_RGB.png
CECM_RGB_tag.png
CECM_Reverse.png
CECM_Reverse_tag.png

Commonwealth Electric Style Guide

Typography

For headlines use Roboto Condensed Bold in all caps. When Roboto Condensed Bold is not available, use Arial Narrow Bold. When neither fonts are available, use Arial Bold.

ROBOTO CONDENSED
123456789

Bold

ARIAL NARROW
123456789

Bold

For body text use Roboto Regular. When Roboto Regular is not available, use Arial Regular.

Roboto
123456789

Regular

Arial
123456789

Regular

For call to action use Roboto Condensed Bold. When Roboto Condensed Bold is not available, use Arial Narrow Bold. When neither fonts are available, use Arial Bold.

Roboto Condensed
123456789

Bold

Arial Narrow
123456789

Bold

Note: Roboto is an Adobe Cloud Typekit font.