



# BRAND IDENTITY STYLE GUIDE

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## CMO COUNCIL CONCEPT

The CMO Council™ is an exclusive and influential peer-networking group of authority leaders in marketing. The council is a valuable, strategic resource not only to its members, but also media, analysts, CEOs, board members, legislators and other functional specialists.

The CMO Council is a private, non-profit organization dedicated to high-level knowledge exchange, thought leadership and personal relationship building among senior marketing and brand decision-makers. The council is based in Northern California, but regional chapters convene worldwide under the auspices of GlobalFluency. The CMO Council is an

exclusive and influential peer-networking group of authority leaders in marketing under the direction of a rotating board of advisors and an annually elected chairperson. The CMO Council is an invitation-only affinity group working to further the stature, credibility, influence and understanding of the strategic marketing function among business executives, opinion leaders and critical stakeholders. CMO Council members are drawn from the upper echelons of corporate management to form a trusted, close-knit community of peers who use their access, connections and expertise for mutual benefit, support, referral and professional advancement.

# CMO COUNCIL CONCEPT

# LOGO + USAGE GUIDELINES



# LOGO

The CMO Council logo is a vital component of the CMO Council brand identity. As such, it needs to be used appropriately and consistently across all printed and on-screen applications. Misuse of the logo will weaken the messaging of the CMO Council. In order to preserve consistency with our identity, never attempt to recreate the logo. The proportions and position of the symbol to the logotype should never be altered.

The following guidelines should be followed whenever creating original printed or on-screen pieces for the CMO COUNCIL.

## Logotype

This logotype was created using a custom typeface. It has been converted to outlines, so you do not need this font for reproduction. Please do not try to recreate the logo.



## Bug

The bug consists of a red circle and three white letterforms inside of it. It should never be altered or recreated.



## Registered Trademark

This legal superscript is an important part of the logo and should never be removed.

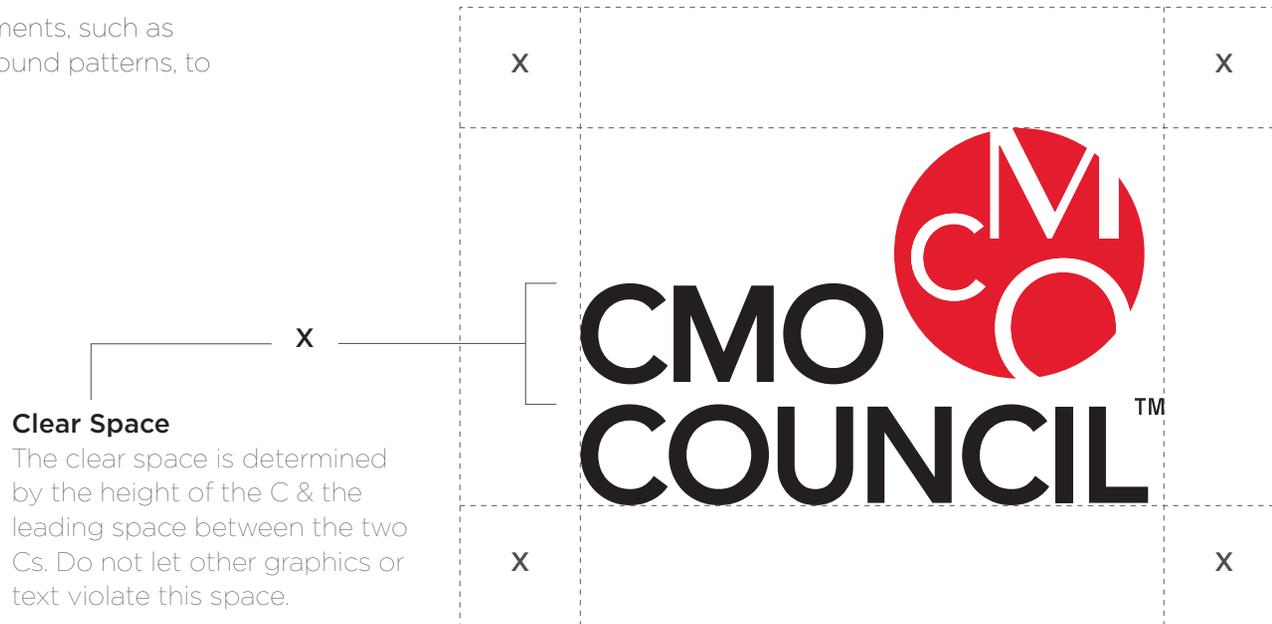


# LOGO + USAGE GUIDELINES

## CLEAR SPACE

A clear space is defined to maintained the signature's integrity. If the minimum clear space is not applied, the signature's impact will be compromised.

Do not allow any graphic elements, such as copy, photography or background patterns, to clutter up the clear space.



# LOGO + USAGE GUIDELINES

## TAGLINE

The tagline should be used in conjunction with the CMO Council signature whenever possible. The font used is Univers Medium tracked. Should the signature be 3/4 of an inch or smaller, use the signature without the tagline.

This logo is distributed by Marketing Creative Services upon request. Please do not attempt to recreate this yourself.

### Tagline

This tagline was created using Avenir Book but was converted to outline so you won't need the font for reproduction. It is always positioned under the logotype and aligned left.



If the logo is 3/4 of an inch tall, or smaller do not use the signature with the tagline. Instead, use the logo without the tagline for better readability.



# LOGO

# COLOR VARIATIONS

## One Color

The preferred colors for offset printing are Pantone® 186 C and black.

## One Color Negative

The one color negative logo may be used on dark backgrounds—100% to 60% tint and photographic backgrounds that create enough contrast for the logo to stand out.

## Black and White

The black and white logo may be used only positive and never reverse. The logo should not appear in a screen tint of black.

Do not use the black and white logo for any print jobs where color is available.

# LOGO



## Pantone® 186

Used primarily when printed on promotional material: stationery, packaging, presentation folders, direct mail.



## 4-color CMYK

Used primarily for desktop printing: any kind of 4-color print materials.



## RGB

Used for all forms of digital and electronic media and on the web.



## 1-color negative

Used primarily on dark backgrounds that create enough contrast for logotype to stand out (100% to 60% screen tint).



## 1-color positive

Used primarily for limited color jobs when the full color signature cannot be achieved.



## Negative color

Used sparingly, should be; only for limited use where the logo is needed in a simplified and subtle way.

# BACKGROUND CONTROL

The preferred background color for the CMO Council signature is white. If using a background color other than white, a 10-30% tint is preferred. If the background is darker than 70%, use a Negative or 1-Color Negative logo to increase contrast. Avoid solid color backgrounds that wash out the logo. These tints range between 40-60%. If the CMO Council logo must be on a red background, be sure to use a Negative Color logo (ref. page 15).

When placing the CMO Council logo on a photographic image, the background should always provide sufficient contrast to the signature. Textured backgrounds should be subdued and should never compete visually with the signature.



White background is always preferred.

# USAGE GUIDELINES



Black 30% tint or lower provides ample readability.



Black 50% tint - do not use tints that decrease contrast and readability



If red must be a background, use Negative Color logo signature



Never place the full color signature on red or equivalent background.



Photographic background should provide sufficient contrast to the signature.



Do not use 1-color negative signature on photographic background that does not create enough contrast for the logo to stand out.

## LOGO MISUSAGE

Do not alter or distort the CMO Council logo in any of the following ways.



Do not use a portion of the signature. Do not use only the logotype or bug separately.



Do not use change colors of the bug or signature.



Do not convert the signature to grey scale.



Do not alter or distort the signature.



Do not reposition the signature elements. Do not enlarge or reduce a portion of the signature.

# USAGE GUIDELINES

# COLOR PALETTE



# MAIN COLOR PALETTE

CMOC Red and CMOC Dark Grey are the main colors of the CMO COUNCIL corporate color palette.

The following guidelines should be followed whenever creating original printed or on-screen pieces for the CMO Council. Do not convert Pantone® colors to CMYK, RGB or HEX. Only use Pantone® colors when producing a 1 or 2 color print job. Otherwise use CMYK colors for digital printing. To ensure quality color reproduction, refer to the current edition of the Pantone® Color Guide.

When producing designs to be viewed digitally, including websites, use RGB or HEX colors so that the colors appear properly on screen.

Pantone® is a registered trademark of Pantone Inc.

# COLOR PALETTE



## CMOC Red / North America

PMS 186 U or 186 C  
C4 M100 Y91 K1  
R229 G26 B46  
#e51a2e



## CMOC Black

PMS —  
C0 M0 Y0 K0  
R0 G0 B0  
#000000



## CMOC Dark Grey

PMS 447 U or 447 C  
C67 M 63 Y62 K58  
R51 G51 B51  
#333333



## CMOC Medium Grey

PMS 418 U or 424 C  
C64 M55 Y56 K31  
R85 G85 B85  
#555555



## CMOC Light Grey

PMS Cool Gray 4  
C27 M21 Y22 K0  
R187 G187 B187  
#bbbbbb

# REGIONAL COLORS

The following colors can be used to define the CMO COUNCIL regions. CMOC Red is used to represent North America.

Follow the rules pertaining to use of Pantone®, CMYK, RGB and HEX colors outlined on the previous page.



## CMOC Africa

PMS  
C53 M84 Y31 K11  
R127 G68 B113  
#7f4471



## CMOC Asia Pacific

PMS  
C0 M85 Y70 K0  
R255 G75 B51  
#ff4b32



## CMOC Europe

PMS  
C100 M96 Y26 K14  
R20 G37 B113  
#142571



## CMOC India

PMS  
C0 M75 Y100 K0  
R249 G101 B27  
#f9651b



## CMOC Latin America

PMS  
C0 M39 Y94 K0  
R255 G168 B40  
#ffa828



## CMOC Middle East

PMS  
C100 M0 Y85 K0  
R0 G200 B115  
#00c773

# COLOR PALETTE

# TYPOGRAPHY

## PRINT FONT

The Gotham font family is the primary font to be used for brand collateral and other print materials. Gotham Thin should be used for secondary headlines and body. Gotham Bold is to be used for all main headlines.

**Abcd**

### **Gotham Bold**

Used for Heading 1 and Heading 2. Most often in CMOC Red, White, or as a watermark.

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#%^&\*

**Abcd**

### **Gotham Medium**

Used for Heading 3 and Heading 4 Titles. Most often in CMOC Red, White, or Black.

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#%^&\*

Abcd

### **Gotham Thin**

Used for body copy, image and chart captions in CMOC Dark Grey..

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#%^&\*

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## WEB FONT

Open Sans is the primary font family to be used on the CMO Council website. The weights and sizes vary to define its uses. When designing anything specific to the CMO Council brand for the website, be sure to follow these guidelines pertaining to typography.

Please note: websites are ever-evolving designed pieces. If guidelines for a specific use are not outlined here, please refer to the existing site and creative judgment for guidance.

Abcd

### Open Sans Semibold

Used for headlines and buttons.

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*

Abcd

### Open Sans Regular

Used for subheads and highlighted text.

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*

Abcd

### Open Sans Light

Used for body copy and captions.

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*

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# TYPOGRAPHY

## OFFICE DOCUMENTS FONT REPLACEMENT

For the office documents such as Microsoft Word and Powerpoints, we require usage of Calibri font to guarantee the consistency across all systems. It also provides editing accessibility for non-creative teams and individuals.

# Abcd

### Calibri Bold

Used only for documents that will be handed off to non-creative teams to edit (i.e., PowerPoint presentations).

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*

# Abcd

### Calibri Regular

Used only for documents that will be handed off to non-creative teams to edit (i.e., PowerPoint presentations).

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*

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## SPECIAL CASE: USING OTHER FONTS

In the rare instance that a font becomes part of a graphical illustration in a multimedia or campaign communication, it may become necessary to use a font other than CMO Council main font . In these cases, always ensure you are using a high quality font that complements CMO Council brand fonts.

# TYPOGRAPHY

# GRAPHIC ELEMENT

# CMO COUNCIL BUG AS A GRAPHIC ELEMENT

We don't allow to use a CMO Council red bug separately from the logo itself.

At the same time, we are using a cropped version of this graphic element on the CMO Council stationary. This is a unique application and is not allowed to be replicated on any other materials.



# GRAPHIC ELEMENT

# IMAGERY + GRAPHICS

# GENERAL

Imagery plays an important role in CMO Council brand as integral part of its own brand identity and also part of an authority leadership content CMO Council produces. This content includes programs, initiatives, and campaigns; online and live events; reports, white papers, infographics; CMO Council website, microsites, print digital publications, marketing and advertising; co-sponsored content, etc. To ensure brand integrity of the CMO Council assets, it is important that the imagery can be described as:

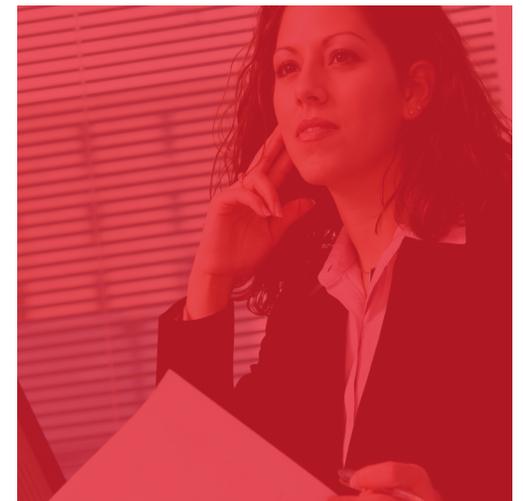
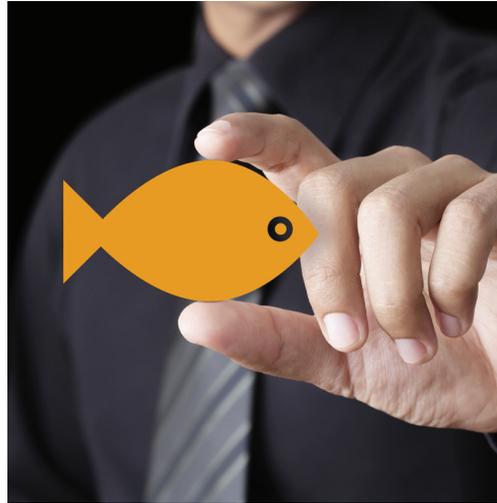
- **Bold:** This is the marketing industry. Bold imagery captivates viewers.
- **Clever:** Clever and playful uses of imagery, whether it is a metaphor or simply a goofy character.
- **Practical:** If layering type over your imagery, Photoshop shades of light or dark to increase the contrast and readability. Be subtle and elegant or else this tactic will look outdated and cheesy.
- **Modern:** Use modern and on-trend images and techniques to best represent the brand.

# IMAGERY + GRAPHICS

# PHOTOGRAPHY

Photography style for CMO Council as an organization is reflecting reflecting its values, mission, status and audience.

- **Style:** Clean and in-focus, sharp and crisp
- **Content:** Business leaders collaborating, having a dialogue or exchanging opinions. Image to reflect global and diverse nature of CMO Council membership base. The details of the photo such as interior, furniture, clothing, devices and electronics used - are modern, and up-to-date.
- **Composition:** The powerful and interesting composition, cropping and angle of the photo is dictated by the need of the creative and meda. We also like to use image composites as a powerful way to convey a message.
- **Effects:** For certain type of collateral we allow to use such effects as color shading to allow the white text over the image.



# IMAGERY + GRAPHICS

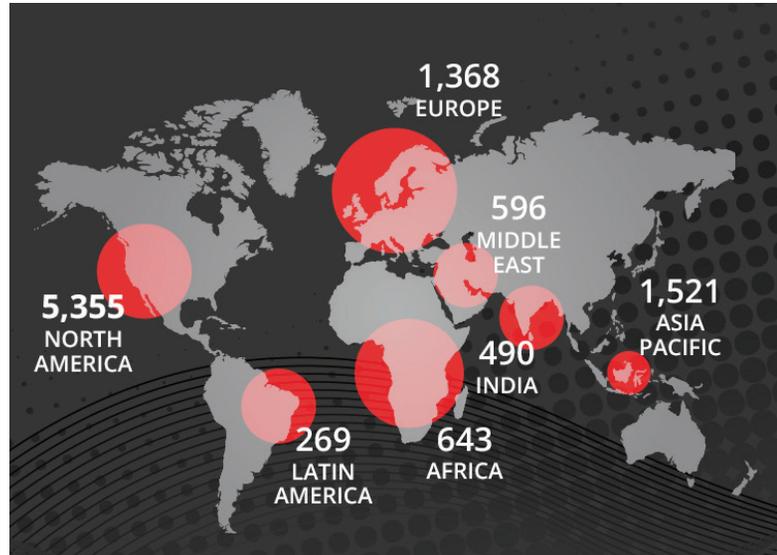
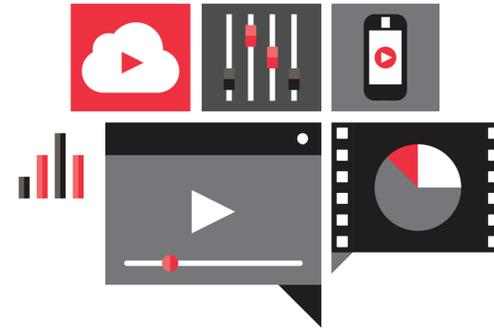
# GRAPHIC ILLUSTRATIONS

Graphic illustration is an effective way to visually convey business concepts and ideas otherwise impossible to illustrate with photography.

Graphic illustration is widely used across such types of applications as CMO Council powerpoints, reports and infographics.

The style of graphic illustrations we use is flat, minimalistic and concise.

Always include colors from CMO Council's main color palette for creating the connection with the brand.



# IMAGERY+ GRAPHICS

# ICONS

Icons play a large role in the CMO Council website and authority leadership content. Icon's primary role is to guide a visitor or a reader through the content.

Do not tamper with the vector files of the icons. They have been designed to have equal stroke weights and be of equal proportions to one another.

If additional icons are to be created, keep in mind the following:

- The size of the icon must be made equal to existing icons (compare to a similar vertical or horizontal icon in our library of CMO Council icons).
- The icon's stroke must be of equal weight to the existing icons.
- Design balanced icon imagery that is a mixed use of positive and negative space.

# IMAGERY+ GRAPHICS



Search



Calendar



Blog



Program



Event



Report



Infographic



Expert Views



Survey



Publication



Press Release



News Coverage



Executive Appointment



Media Kit



Add Event



Advisory Board



Partner Event



Dinner Dialogue



Webcast



Video Series



Microsite



Resources

# APPLICATIONS

# CMO COUNCIL WEBSITE

CMO Council website is the main destination for the visitors and CMO Council members to learn about the latest in marketing through consuming its rich thought leadership content and curated resources: programs and initiatives, articles, webcasts, videos, reports and whitepapers, commentaries and blogs, facts and stats.

CMO Council premium members (CMO plus members) are able to engage in peer-to-peer conversations that might be also available for public view on the site.

CMO Council's main website has been redesigned and relaunched in August 2016 as part of CMO Council rebranding efforts. Website design style reflects the main attributes of CMO Council brand - new signature, modern, and sophisticated character, color scheme. With the new and improved UI, structure, content presentation and organization along with a new visual design, [www.cmocouncil.org](http://www.cmocouncil.org) provides new level of user experience.

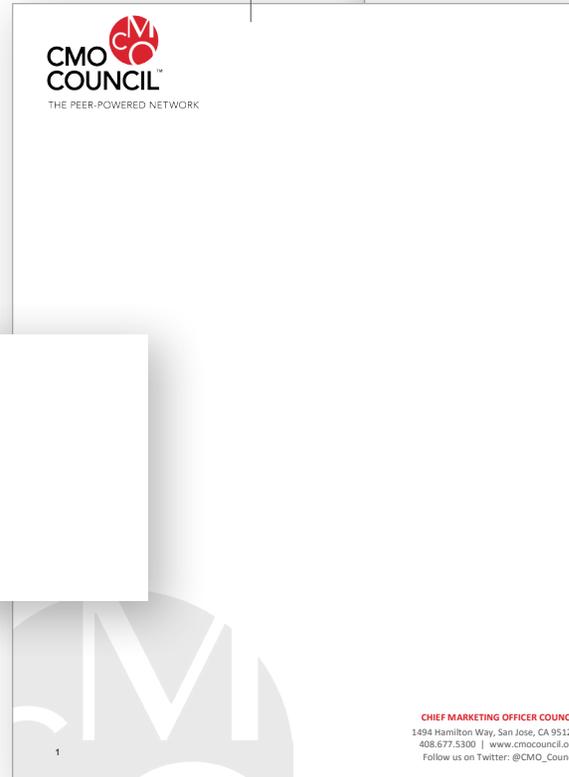
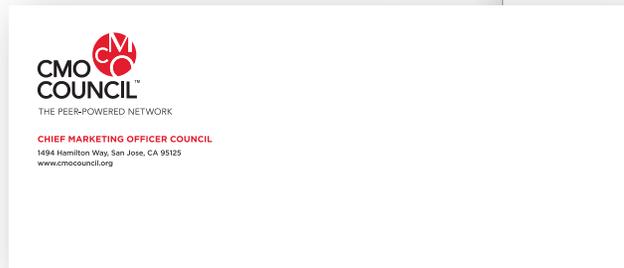


# APPLICATIONS

# STATIONERY

CMO COUNCIL stationery includes:

- Business Cards
- Letterhead
- Return Envelope

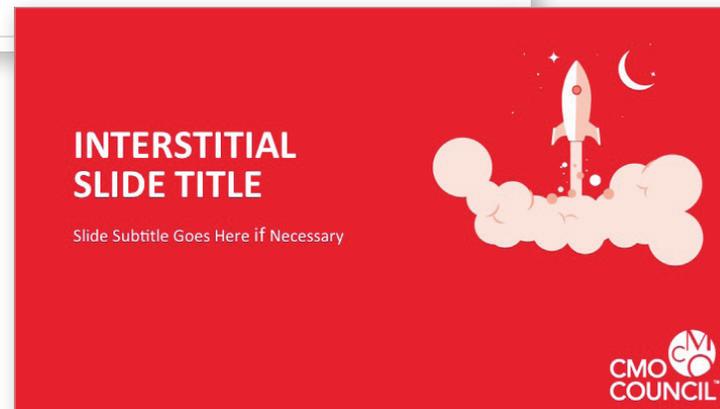
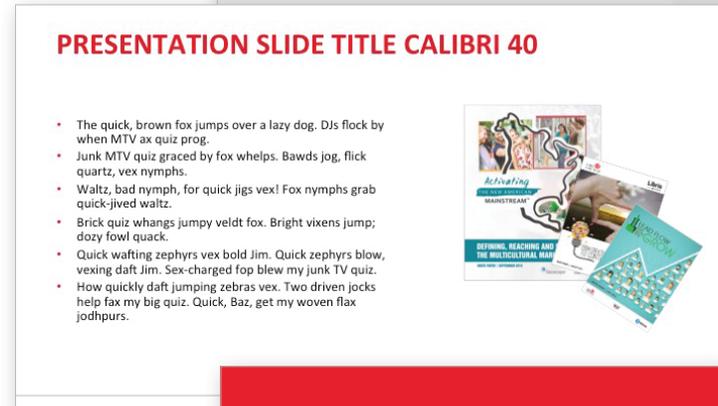


# APPLICATIONS

# POWER POINT PRESENTATIONS

The standard branded CMO COUNCIL's PowerPoint template is not restrictive or limiting and easy to use, while following our branding guidelines:

- Don't modify the fonts: we use Calibri fonts for our template, it is available on all computer operating systems
- Stay within CMO Council's brand color scheme, embedded into our template
- Use master slide layouts for consistency
- Don't mix the style of imagery on your presentations. We allow 2 distinctive styles of imagery to use with our branded template - flat style color illustration and photography (or photo-composites). Mixing flat illustrations with photography in one presentation is not allowed - illustrative style shown on this page.

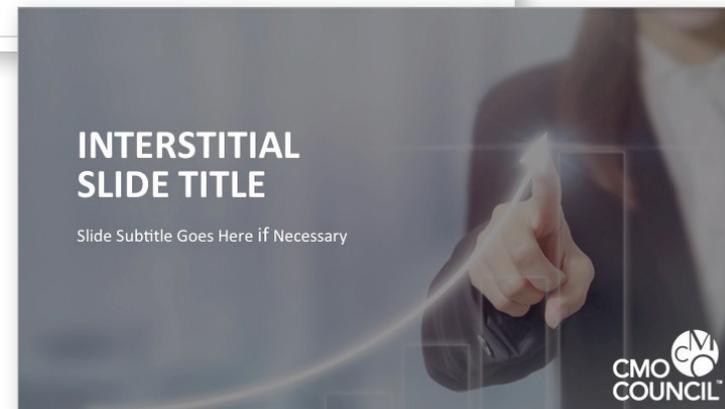


# APPLICATIONS

# POWER POINT PRESENTATIONS

The standard branded CMO COUNCIL's PowerPoint template is not restrictive or limiting and easy to use, while following our branding guidelines:

- Don't modify the fonts: we use Calibri fonts for our template, it is available on all computer operating systems
- Stay within CMO Council's brand color scheme, embedded into our template
- Use master slide layouts for consistency
- Don't mix the style of imagery on your presentations. We allow 2 distinctive styles of imagery to use with our branded template - flat style color illustration and photography (or photo-composites). Mixing flat illustrations with photography in one presentation is not allowed. Photography style is shown on this page.



# APPLICATIONS

# PRINT ADVERTISEMENT & COLLATERAL



**THE PREMIER PEER-POWERED NETWORK  
FOR CHIEF MARKETERS WORLDWIDE**

**10,500+** marketing peers | **\$500** billion in aggregated ad spend across all network organizations | **7** global regions | **120+** reports | **100+** annual events | **ONE** mission:

**TO ADVANCE THE ROLE OF THE CHIEF MARKETING OFFICER**

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Exclusive content, events and networking opportunities tailored to the CMOs of today to map the business demand tomorrow.

**JOIN THE NETWORK TODAY**  
[www.cmocouncil.org](http://www.cmocouncil.org)

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**CMO COUNCIL™**  
THE PEER-POWERED NETWORK

**CHIEF MARKETING OFFICER  
(CMO) COUNCIL**

For more than a decade, the Chief Marketing Officer (CMO) Council has been driving thought leadership and advocacy as a global knowledge transfer agent for thousands of senior marketing professionals worldwide. Our 10,500 plus members in more than 110 countries control more than \$500 billion in annual marketing spend and represent many of the most progressive and adept multi-national brands, regional business powerhouses, and nimble emerging growth companies in both established and developing nations.

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# APPLICATIONS

# CMO COUNCIL LOGOTYPES



# ADVISORY BOARD LOGOTYPES

The CMO COUNCIL ADVISORY BOARD includes:

- Africa
- Asia Pacific
- Europe
- India
- Latin America
- Middle East



# CMO COUNCIL LOGOTYPES

**CMO COUNCIL  
PROPERTIES**



**CMO COUNCIL  
LOGOTYPES**

