

## CPC North Brand Guidelines for Exhibitors

To maintain the integrity and consistency of our brand, please adhere to the following guidelines when using the CPC North logo suite.

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### 1. Logo Usage

#### a. Primary Logo

- **Use the primary CPC North logo** whenever possible, particularly in prominent placements such as signage, digital banners, and print materials.
- **Maintain clear space** around the logo equal to the height of the "C" in the logo, ensuring it is free from text, images, or other logos.

#### b. Secondary/Alternate Logos

- **Use secondary logos** only when the primary logo cannot be applied due to space limitations or design constraints.
  - **Grayscale and monochrome versions** are available for use in black-and-white or single-color printing scenarios.
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### 2. Logo Sizing

- **Minimum Size:** The logo should never be smaller than 30mm in width for print and 150px in width for digital applications.
  - **Proportions:** Always maintain the original aspect ratio of the logo. Do not stretch, compress, or distort the logo in any way.
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### 3. Colour Palette

- **Primary Colours:** Use the official CPC North colours from the logo palette for any accompanying designs. These include:
    - CPC Light Purple: #7150a0
    - CPC Light Blue: #57b0e2
    - CPC Light Red: #e2324e
    - CPC Light Green: 27b2a0
  - **Backgrounds:** Preferably, place the logo on a white or light-coloured background. If placing on a dark or busy background, use the white or light-coloured logo version to ensure visibility.
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#### 4. Improper Usage

- **Do not alter the logo** in any way. This includes changing colours, modifying text, or adding effects such as shadows, gradients, or outlines.
  - **Do not rotate, flip, or animate** the logo.
  - **Avoid placing the logo on busy or cluttered backgrounds** that may diminish its readability or impact.
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#### 5. Co-Branding Guidelines

- **Placement with Other Logos:** When placing the CPC North logo alongside other logos, ensure that it maintains equal or greater visual prominence. Maintain the recommended clear space to avoid clutter.
  - **Partnership Statements:** When referencing your participation in CPC North, use phrases like "Exhibitor at CPC North 2024" or "Proud Participant of CPC North 2024" to ensure consistency.
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#### 6. Digital Usage

- **Web and Social Media:** The logo should be linked back to the CPC North website (if applicable) when used online. Ensure the logo is sharp and clear at all screen resolutions.
  - **Email Signatures:** Use the horizontal logo version in email signatures, maintaining appropriate sizing and clear space as outlined above.
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#### 7. Downloading the Logo Suite

- **Formats Available:** The CPC North logo suite is available in .EPS, .PNG, and .JPEG formats upon request.
- **High Resolution:** Ensure you use the high-resolution versions for print and digital media to maintain quality.

Any questions or concerns, please contact the team on [cpcmarketing@closerstillmedia.com](mailto:cpcmarketing@closerstillmedia.com)