



**COMMON THREADS**

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QUILT GUILD

## What the Brand Represents

The Common Threads Quilt Guild is a local quilt guild in the Central Ohio area that encourages the appreciation, education, and experiences of quilting. Membership within the guild is open to all who have an interest in quilting, regardless of their experience.

Within the guild by-laws, the purpose of the guild is to:

- Join hands in friendship
- Encourage high standards of design, technique, and creativity in quilting
- Promote the appreciation and preservation of quilts
- Preserve the art of quilt making
- Further the art of quilting through education and communication

The characteristics of the Common Threads Quilt Guild include:

- Warm and friendly
- Inclusive and respectful
- Creative
- Educational and historically-minded
- Diverse

## Primary Logo

The Primary Logo should be used in all instances to represent the Common Threads Quilt Guild, except cases in which a significantly horizontal space is available.



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## Horizontal Logo Version

The Horizontal Logo Version should be used to represent the Common Threads Quilt Guild in cases in which a significantly horizontal space is available. The Primary Logo should be used in all instances outside of this limitation.



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## Symbol-Only Version

The Symbol-Only Version is to be used in instances in which “Common Threads Quilt Guild” has already been established. This may include: Facebook Page Profile Image, a cover image for the Quilt Show Program and decoration at guild meetings.

All instances of usage must be approved by the Common Threads Quilt Guild Executive Board or Marketing Officer.



# Brand Colors



## ■ Pink

C	0
M	92
Y	18
K	0

R	237
G	41
B	123

PANTONE: 213C

HEX: #ED297B

## ■ Orange

C	0
M	84
Y	98
K	0

R	240
G	90
B	39

PANTONE: 1665C

HEX: #F05A28

## ■ Peach

C	0
M	45
Y	940
K	0

R	247
G	147
B	28

PANTONE: 2011C

HEX: #F7931C

## ■ Yellow

C	0
M	9
Y	100
K	0

R	255
G	223
B	0

PANTONE: 108C

HEX: #FFDF00

## ■ Spring

C	54
M	0
Y	100
K	0

R	140
G	198
B	62

PANTONE: 2299C

HEX: #8CC63E

## ■ Green

C	99
M	0
Y	70
K	0

R	46
G	181
B	105

PANTONE: 2242C

HEX: #2EB569

## ■ Blue

C	75
M	0
Y	5
K	0

R	38
G	169
B	225

PANTONE: 2995C

HEX: #26A9E1

## ■ Violet

C	58
M	90
Y	0
K	0

R	145
G	37
B	143

PANTONE: 7656C

HEX: #91258F

## ■ Gray

C	20
M	14
Y	12
K	40

R	166
G	169
B	171

PANTONE: 429C

HEX: #A6A9AB

## ■ Light Gray

C	4
M	2
Y	4
K	8

R	230
G	231
B	232

PANTONE: Cool Gray 1C

HEX: #E6E7E8

## Font Usage

The Font Families specifically found within the typeface of the Common Threads Quilt Guild Brand include: Futura and Gill Sans. Additionally, the Font Family of Minion Pro will also accompany the two primary Font Families within branded materials.

### FUTURA: MEDIUM, **BOLD**

The typeface Futura will consistently be used in All Caps within the logo and supplemental branded marketing materials. It will not be used with italics or outside of the two options within the font family specified above (Medium and Bold).

### GILL SANS: LIGHT, Light, *Light Italic*, REGULAR, Regular, *Regular Italic*, SEMIBOLD, SemiBold, *SemiBold Italic*

The typeface Gill Sans will consistently be used in All Caps within the logo and can be found with regular capitalization and italicised where necessary within supplemental branded marketing materials.

### Minion Pro: REGULAR, Regular, *Regular Italic*, SEMIBOLD, SemiBold, *SemiBold Italic*, BOLD, Bold, *Bold Italic*

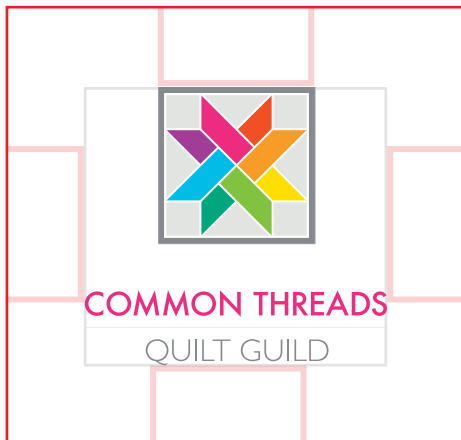
The typeface Minion Pro will consistently be used with all caps or regular capitalization and italicised where necessary within supplemental branded marketing materials. It is not found in the logo but will be used as an additional font option to support the other two main font families used within Common Threads Quilt Guild materials.

## Exclusion Zone

The Exclusion Zone refers to the area around the logo that must remain free from other copy to ensure that the logo is not obscured. Note that half of the Symbol's outside square has been used to define the Exclusion Zone around the logo.



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## White-Out Version

When needing to feature the logo within a black, dark or saturated background, the White-Out Version of the logo must be used.

The White-Out Version of the logo converts the COMMON THREADS text to white, the QUILT GUILD text to the Light Gray values and the Horizontal Rule between the two to the Gray values. It also converts the border of the symbol to a lighter gray, specified with the color values below and further noted as Medium Gray.



Medium Gray

C	21
M	11
Y	9
K	23

R	162
G	170
B	173

PANTONE: 428C

HEX: #A2AAAD

## Monochrome Version

When the Monochrome Version is used, then all elements are to be 100% black. This form of the logo must only be used against background colours light enough to hold enough contrast to maintain legibility.



Monochrome Version

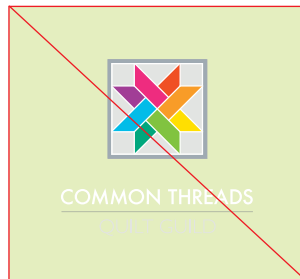
## Incorrect Logo Usage



DO NOT rotate the colors within the symbol.



DO NOT adjust the spacing between elements.



DO NOT use the White-Out Version on a pale background.



DO NOT use the regular logo versions on a dark or saturated background.



DO NOT place the logo on a patterned background.



DO NOT use the Primary Logo in overly horizontal spaces.



DO NOT place elements within the Exclusion Zone.



DO NOT change the text or font of any parts of the logo.

## Logo Files

The Common Threads Quilt Guild Logo files are available only to those needing to reference the Common Threads Quilt Guild located in Central Ohio. These files may not be used unless permission is received from the Executive Board or Marketing Officer. These files may not be altered or edited in any way. All files are protected by copyright: © 2018 Common Threads Quilt Guild.

### Primary Logo:

- CMYK (.ai, .eps, .tif)
- Pantone (.ai, .eps, .tiff)
- RGB (.ai, .eps, .tif, .png)
- CMYK White-Out Version (.ai, .eps, .tiff)
- RGB White-Out Version (.ai, .eps, .tiff)
- Monochrome Version (.ai, .eps, .tiff)

### Horizontal Logo Version:

- CMYK (.ai, .eps, .tiff)
- Pantone (.ai, .eps, .tiff)
- RGB (.ai, .eps, .tiff, .png)
- CMYK White-Out Version (.ai, .eps, .tiff)
- RGB White-Out Version (.ai, .eps, .tiff)
- Monochrome Version (.ai, .eps, .tiff)

### Symbol-Only Version:

- CMYK (.ai, .eps, .tiff)
- Pantone (.ai, .eps, .tiff)
- RGB (.ai, .eps, .tiff, .png)
- CMYK White-Out Version (.ai, .eps, .tiff)
- RGB White-Out Version (.ai, .eps, .tiff)
- Monochrome Version (.ai, .eps, .tiff)

Note: Adobe Illustrator (.ai) and Encapsulated Post Script (.eps) files can be resized without being distorted. Tagged Image File Format (.tiff) and Portable Network Graphics (.png) files cannot be resized or they will be distorted and pixelated. These three file types are ideal for printed images. If you cannot use the .ai or .eps file types but need a different size, please contact the Marketing Officer with the size and logo type that you need for your project. DO NOT try to resize it.