



# BRAND STANDARDS

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Canadian Solutions for Business

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# THE CSB LOGO

The primary Canadian Solutions for Business logo consists of the stylized Canadian mark and corresponding type. Specialty logos are available, but should only be used in accordance with their special guidelines. The CSB logo must be included on all communications and must be used consistently.

The CSB logo consists of the stylized Canadian mark and the corresponding type “Solutions for Business,” which must be used on all printed communications. This logo should be used on all CSB marketing collateral unless otherwise noted. See SPECIALTY LOGOS for guidelines (Pg 2).

Stylized “Canadian” Mark



Corresponding Type

## PRIMARY LOGO

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### Appropriate Uses

The various configurations and color guidelines (in the following pages) are intended to meet most design needs while providing consistency in their use. Consistency helps reinforce a powerful brand message.

In cases of branded merchandise/apparel, the CSB logo may also be used in black, tone-on-tone or other colors that best fit the piece.



### White Logo

The CSB logo is primarily used in white on a blue background.




### Blue or Gray Logo

The CSB logo is primarily used in blue or gray on a white/light-colored background.

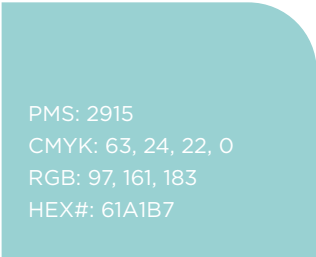
# BRAND COLORS & CODES

CSB's primary blue should always be used as the most prevalent color in any print, merchandise, and marketing asset. In addition to the primary CSB blue, we have secondary blue hues that complement our brand and should be used when an additional color or tone-on-tone coloring is desired. We've also provided three accent colors that are cohesive with the brand and should only be used on a needed basis.

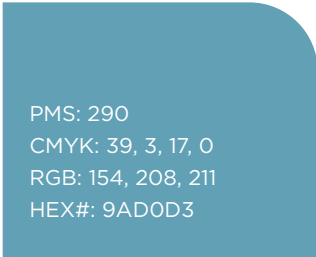


PMS: 3035  
CMYK: 84, 59, 43, 23  
RGB: 51, 86, 104  
HEX#: 335668

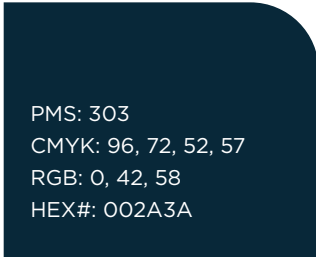
## PRIMARY COLOR



PMS: 2915  
CMYK: 63, 24, 22, 0  
RGB: 97, 161, 183  
HEX#: 61A1B7



PMS: 290  
CMYK: 39, 3, 17, 0  
RGB: 154, 208, 211  
HEX#: 9AD0D3

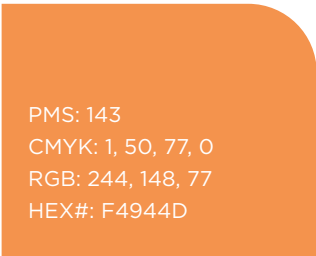


PMS: 303  
CMYK: 96, 72, 52, 57  
RGB: 0, 42, 58  
HEX#: 002A3A

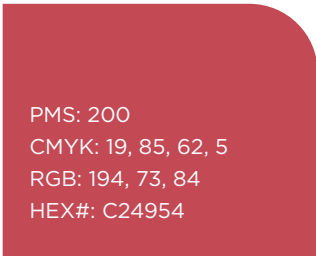


PMS: 419  
CMYK: 0, 0, 0, 80  
RGB: 88, 89, 91  
HEX#: 58595B

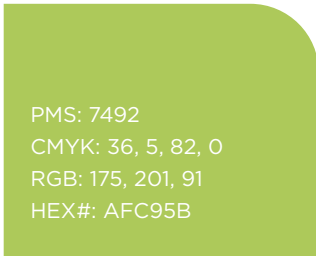
## SECONDARY COLORS



PMS: 143  
CMYK: 1, 50, 77, 0  
RGB: 244, 148, 77  
HEX#: F4944D



PMS: 200  
CMYK: 19, 85, 62, 5  
RGB: 194, 73, 84  
HEX#: C24954



PMS: 7492  
CMYK: 36, 5, 82, 0  
RGB: 175, 201, 91  
HEX#: AFC95B

## ACCENT COLORS

## OUR MISSION

“

As a customer-driven company,  
our mission is to provide solutions  
that streamline business processes,  
enhance productivity and increase  
brand awareness.

”

*Canadian*  
Solutions for Business