BRAND GUIDELINES

If you are using any of the Central Midwest Carpenters logos to promote, educate, or represent; please follow these guidelines to maintain our brand standards.

FONTS

The two primary fonts to use are Industry Inc. for headers and Barlow Medium for body text. Other fonts in the Barlow family can also be used if additional variety is needed.

In some cases, custom fonts are not supported. In those cases, we recommend using the Verdana family of fonts.

Please try to keep another other fonts to a minimum.

01 INDUSTRY INC.
Barlow Medium

02 Verdana
Verdana

COLORS

PROUDLY BUILT BY
UNION CARPENTERS

CENTRAL MIDWEST

HEX #13183A

HEX #2B3070

HEX #D84633

HEX #92C5E8

HEX #EAEDF1

HEX #646A76

Our core colors include blues, reds, and neutrals. Dark blue or off-white should be used as the two primary colors. Light blue, red, and darker grey, should be used to accent the primary colors.

Try not to place light blue on off-white or red on blue if it can be helped. If other colors are used to compliment a partner organization or industry, please use the logos in white or a solid color.

DESIGN ELEMENTS

Elements like color overlays, pointed lines, and dashed lines help with brand continuity.

Using basic elements of our trades as backgrounds and texture can evoke emotion and visual interest.

CONCRETE

PATTERN MAKING

SPARKS

BLUEPRINTS

IF YOU HAVE ANY QUESTIONS, PLEASE REACH OUT TO THE CENTRAL MIDWEST MARKETING TEAM.

PROTECT THE BRAND

Be sure the logo is used without alterations to color, background, proportion, or drop shadows. Some exceptions may be made per CMRCC Marketing Team permission. In addition, you cannot tilt the logo; screen the logo; stretch the logo; place the logo on a busy background, or place the logo too close to other elements.

PRIMARY LOGO WITH STATES

PRIMARY LOGO NO STATES

MEDIUM LOGO

PRIMARY LOGO WITH STATES: The primary logo with states should be used as our official badge. This can be used in sponsorships, reports, etc.

PRIMARY LOGO NO STATES: The primary logo without states should be used for any permanent fixtures.

MEDIUM LOGO: The medium logo should be used when the display size is small. Anything under 1", should be the medium logo.

PROTECT THE BRAND

CENTRAL MIDWEST
REGIONAL COUNCIL OF
CARPENTERS

WORKMARK

LOGOMARK

WORDMARK: This iteration should be used in formal contexts and when the circle format is not available.

LOGOMARK: This our icon. the main core of our brand. This should only be used after already introducing the primary badge. Examples include: in the corner of a video, on slides in a deck, as a watermark, etc.)

All logos come in full color, two colors, or single color. If you're not sure which to use or which format, please reach out to the marketing team.

If logos are being used for print, promotional or apparel, the product should be a similar color to the associated brand colors. If the product is another color outside of the brand's colors, please use a logo in one color that is complimentary.

IF YOU HAVE ANY QUESTIONS, PLEASE REACH OUT TO THE CENTRAL MIDWEST MARKETING TEAM.