

QUICK BRAND GUIDE:

CSW THE BIG SHARE 2022

LOGO



Logo and other downloads available online: communityshares.com/big-share-document-page

COLORS

Dark Green

C=68 M=16 Y=100 K=2
R=95 G=160 B=67
Hex=#5FA043

Gray

C=0 M=0 Y=0 K=79
R=90 G=91 B=93
Hex=#5A5B5D

Light Blue

C=43 M=0 Y=6 K=0
R=134 G=214 B=236
Hex=#86D6EC

Light Green

C=30 M=0 Y=60 K=0
R=185 G=217 B=137
Hex=#B9D989

Yellow

C=1 M=18 Y=85 K=0
R=253 G=206 B=65
Hex=#FDCE41

TYPOGRAPHY

OFFICIAL BRAND FONT	CANVA SUBSTITUTE	GENERIC SUBSTITUTE
FUTURA BOLD	LEAGUE SPARTAN	ARIAL BLACK
FUTURA MEDIUM	MONTSERRAT	ARIAL
Futura Book	Glacial Indifference	Verdana
Book Antiqua	Libre Baskerville	Palatino, Georgia

Official campaign hashtag: #CSWBigShare

Official campaign tagline: "Make Change Happen"