12.30.2025

QUICK BRAND GUIDE:

CSW THE BIG SHARE 2026

LOGOS

COLORS

Dark Green
C=77 M=43 Y=100 K=43
R=47 G=80 B=34
Hex=#2F5022

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

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

TYPOGRAPHY

OFFICIAL BRAND FONT	**PREFERRED SUBSTITUTE** Use when Futura is not available	**CANVA SUBSTITUTE** Use only when designing in Canva	**GENERIC SUBSTITUTE** Use only as a last resort
FUTURA BOLD	CORBEL BOLD	**LEAGUE SPARTAN**	**ARIAL BLACK**
FUTURA MEDIUM	CORBEL REGULAR	MONTSERRAT	ARIAL
Futura Book	Corbel Regular	Glacial Indifference	Verdana

Official campaign hashtag: #CSWBigShare
Official campaign tagline: "Give Today to Build Tomorrow"