

BRAND GUIDELINES

June 2018



CRUZBAY  Tile

OUR STORY

Cruz Bay Tiles are handcrafted from beautiful natural stones and pebbles, sourced from the exotic islands of Indonesia. With over 20 years experience working in Indonesia we oversee every step of creating our products to guarantee the authenticity and quality you deserve and a final design that will look incredible for years to come.





MAIN LOGO

This is the main logo which should be used whenever possible. Clear, clean space should always be left around the logo to ensure legibility and brand identity.

LOGO VARIATIONS AND MINIMUM SIZE

The logo has a social media version and a version sans tiles icon.

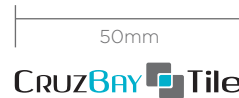
The logo can be reduced to 55mm is recommended.

Standard rules of usage:

- To avoid crowding the logo, allow at least 5mm of clear space on all sides.
- Do not stretch or squeeze the logo. It should always be scaled proportionately.
- The reversed logo should be used in situations where there is inadequate contrast for the main logo to be legible.

www.cruzbaytile.com

MINIMUM SIZE



TEXT ONLY

CRUZBAYTile

REVERSED LOGO



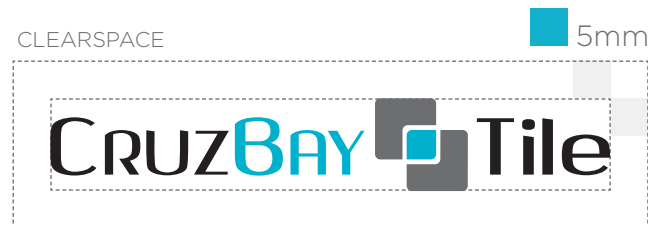
SOCIAL MEDIA ICON

CRUZBAY
Tile

ONE COLOR / BLACK AND WHITE

CRUZBAY Tile

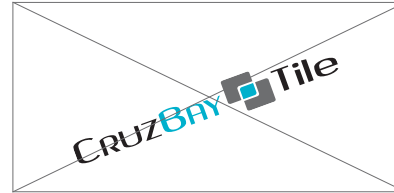
CLEARSPACE



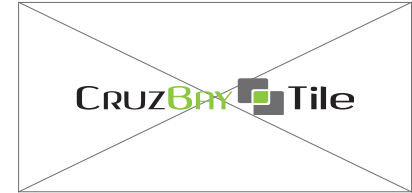
WHAT NOT TO DO

To maintain brand integrity, the logo must be used correctly. Here are some examples of what not to do with the logo.

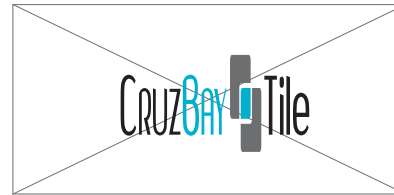
DO NOT ROTATE / TILT



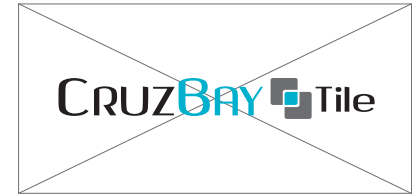
DO NOT CHANGE THE COLOR



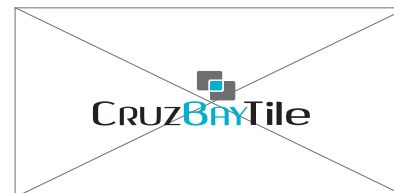
DO NOT STRETCH / SKEW



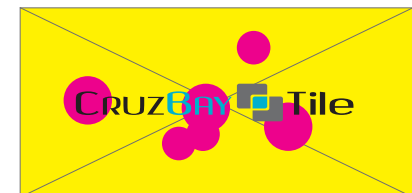
DO NOT CHANGE PROPORTIONS



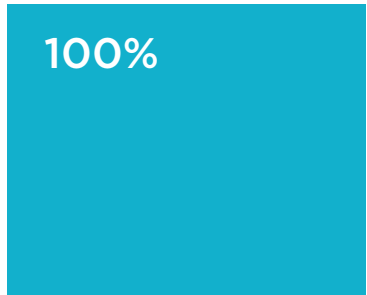
DO NOT ALTER POSITION OF ELEMENTS



DO NOT REPRODUCE THE LOGO ON A BUSY BACKGROUND THAT CLASHES WITH THE LOGO COLOR.



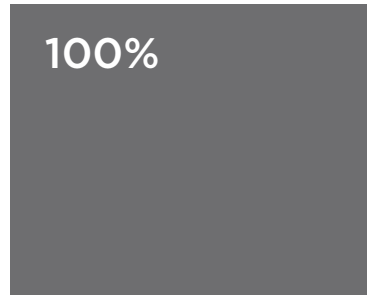
COLOR



CMYK
C74, M8, Y17, K0

RGB
R0, G176, B204

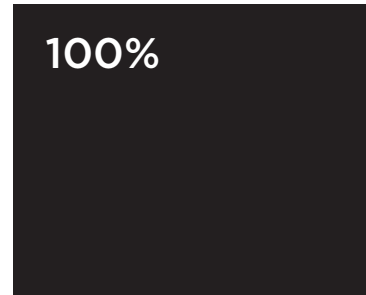
HEX
#00B0CC



CMYK
C58, M49, 47Y, 15K

RGB
R109, G110, B112

HEX
#6D6E70



CMYK
C70, M67, Y64, K74

RGB
R35, G31, B32

HEX
#231F20

TYPOGRAPHY

The logo font, 'Quango' is not to be used for anything other than the word mark 'Cruz Bay Tile' in the logo.

Friendly, straightforward **Gotham** is the brand's typefamily.

Gotham Medium is used for headings and short paragraphs, in UPPER CASE.

Gotham Light should be used for body copy.

HEADLINE FONT

GOTHAM - MEDIUM

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

abcdefghijklmnop
qrstuvwxyz

0123456789
!#\$%^&*()

BODY COPY

Gotham - Light

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

abcdefghijklmnop
qrstuvwxyz

0123456789
!#\$%^&*()

BODY COPY - HIGHLIGHTS

Gotham - Bold

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

abcdefghijklmnop
qrstuvwxyz

0123456789
!#\$%^&*()

CRUZBAY  Tile

