

**CGX**<sup>TM</sup>

**BRAND USEAGE GUIDELINES**

updated October 1<sup>st</sup>, 2022

# LOGOS

hierarchy & lockups

PRIMARY LOGO

outline lettermark







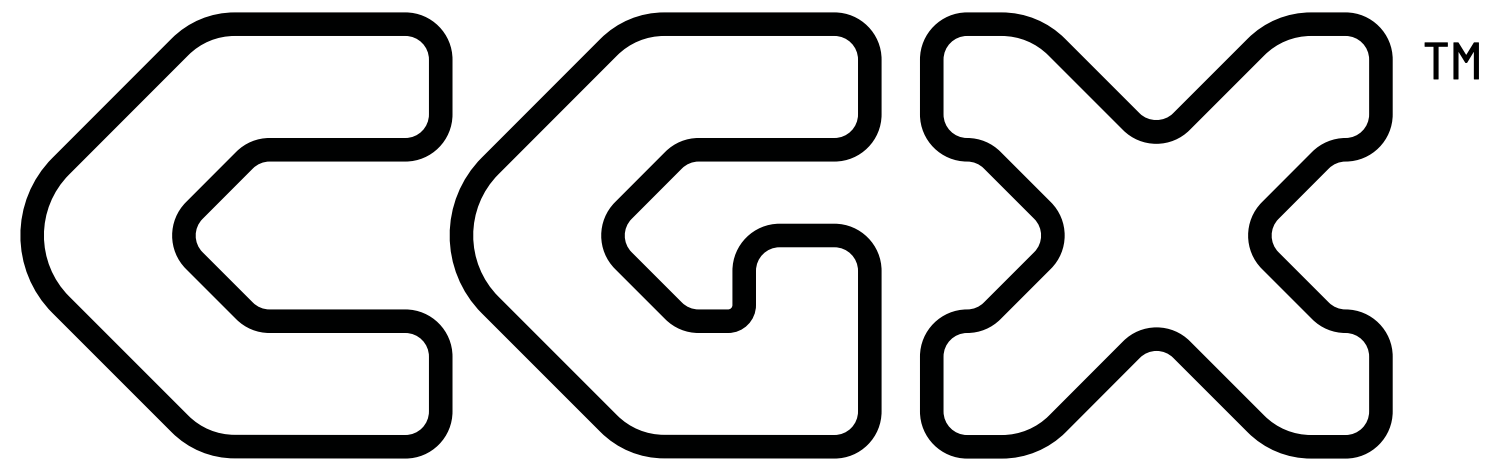
PRIMARY LOGO

fill lettermark



SECONDARY LOGO

outline description lockup



CRYOGENIC  
LUPULIN PELLETS











CRYOGENIC  
LUPULIN PELLETS















# COLOR

brand palette

**NIGHT**

PANTONE®: 2766 C  
CMYK: 100 92 40 48  
RGB: 18 28 67  
HEX: 121C43

**SKY**

PANTONE®: 7689 C  
CMYK: 82 40 3 0  
RGB: 29 131 193  
HEX: 1D83C1

**ICE**

PANTONE®: 298 C  
CMYK: 70 15 0 0  
RGB: 41 170 226  
HEX: 29AAE2

**ELECTRIC**

PANTONE®: 388 C  
CMYK: 19 0 98 0  
RGB: 217 224 38  
HEX: D9E026

# TYPOGRAPHY

supporting font family

# OPEN SANS

FONT FAMILY  
OPEN SANS

**Headers**

Open Sans Extrabold

***Italics***

Open Sans Extrabold

**Subheads**

Open Sans Semibold

***Italics***

Open Sans Semibold Italic

Copy

Open Sans Light

***Italics***

Open Sans Light Italic

**A B C D E F G H I J K L M N**

**O P Q R S T U V W X Y Z**

a b c d e f g h i j k l m n o p q

r s t u v w x y z

1 2 3 4 5 6 7 8 9 0 %

! @ # \$ % ^ & \* ( ) \_ + { } " : ?

The quick brown fox jumps over the lazy dog and feels as if he  
(16pt)

The quick brown fox jumps over the lazy dog and feels  
(18pt)

The quick brown fox jumps over the lazy dog and  
(20pt)

The quick brown fox jumps over the lazy dog  
(22pt)

The quick brown fox jumps over the lazy  
(24pt)

The quick brown fox jumps over the  
(26pt)

In 1855 Charles Crosby came across the Oregon Trail at 18 years of age. After making his way to the California gold fields, Charles then moved back to Oregon and purchased 160 acres in Linn County where his son, Albert Crosby, was born in 1859. In 1900, Albert and Mary Crosby purchased 160 acres of the...  
(8pt)

In 1855 Charles Crosby came across the Oregon Trail at 18 years of age. After making his way to the California gold fields, Charles then moved back to Oregon and purchased 160 acres in Linn County where his son, Albert Crosby, was born in 1859. In 1900, Albert and Mary Crosby...  
(9pt)

In 1855 Charles Crosby came across the Oregon Trail at 18 years of age. After making his way to the California gold fields, Charles then moved back to Oregon and purchased 160 acres in Linn County where his son, Albert Crosby, was born in 1859. In 1900, Albert and Mary Crosby...  
(10pt)

In 1855 Charles Crosby came across the Oregon Trail at 18 years of age. After making his way to the California gold fields, Charles then moved back to Oregon and purchased 160 acres in Linn County where his son, Albert Crosby, was born in 1859. In 1900, Albert and Mary...  
(12pt)



# **RULES**

guidelines for proper usage

# LOGO CLEARSPACE

minimum distance



To ensure legibility of the logo, there should be a minimum distance of clearspace around all sides, equaling one third of the total height of the lettermark or lockup (represented as "x"), regardless of size or version of the logo that is reproduced. This clearspace helps to isolate the logo from competing layout elements that may otherwise detract attention.

## EFFECTS



Don't add effects to the logo.

## REARRANGE



Don't rearrange logo elements.

## CROP



Don't crop the logo.

## STRETCH / SQUEEZE



Don't stretch or squeeze the logo.



To ensure legibility when used over an image, the logo must be set on an appropriately contrasted photo. Adjustments and edits should be made to the background photo as needed to achieve enough contrast.

# BRAND INQUIRIES

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