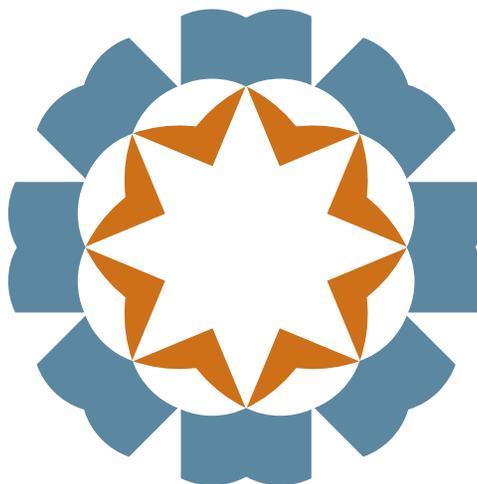


# BRAND IDENTITY GUIDELINES

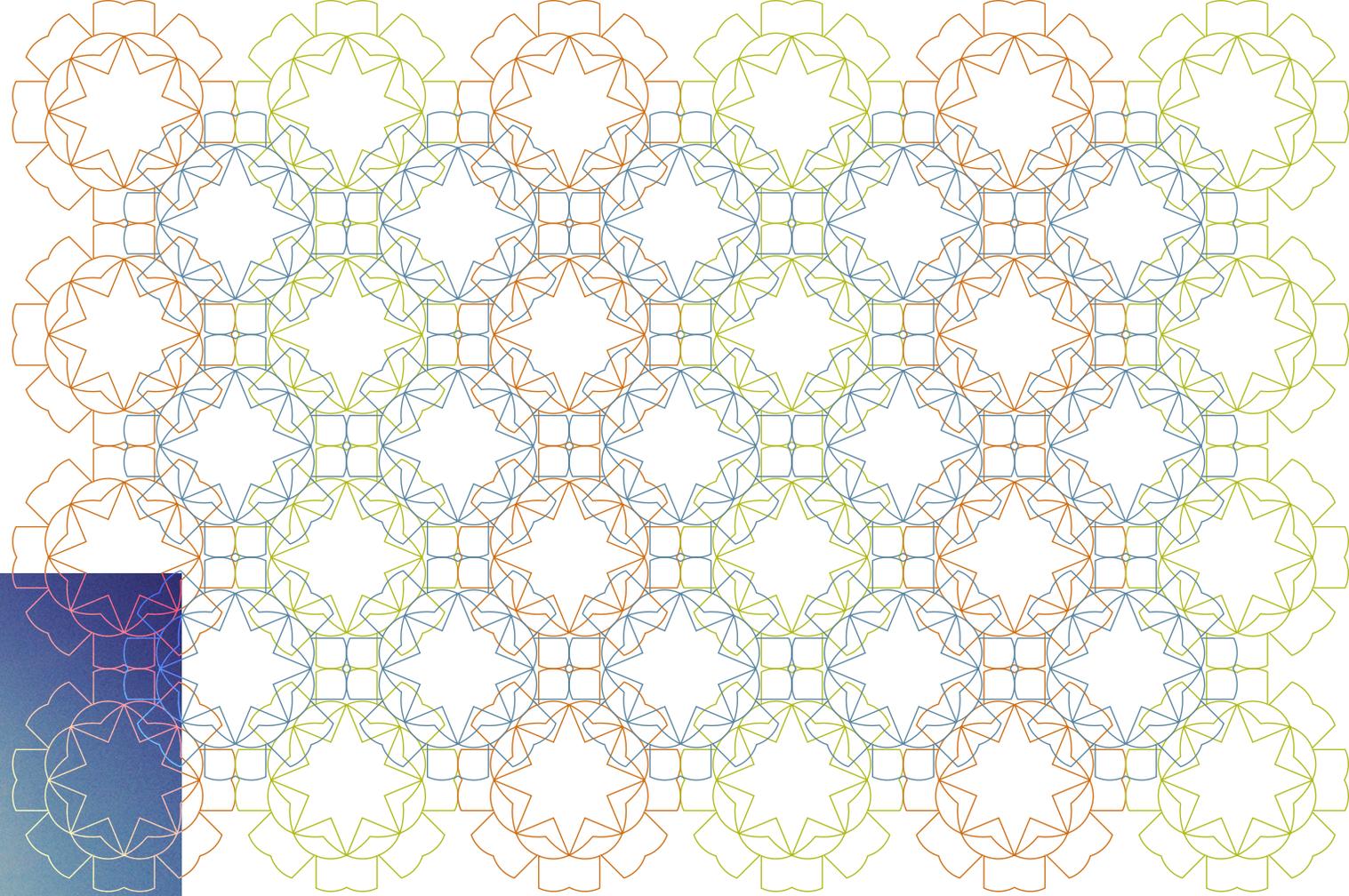
2 0 1 4



**CAPITOL HISTORY**

**GATEWAY**

**VISITOR EXPERIENCE  
AT THE OREGON STATE CAPITOL**



# TABLE OF CONTENTS

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4	.....	Introduction
6	.....	Brand Principles
8	.....	Brand Voice
10	.....	Manifesto
12	.....	The Logo
20	.....	Descriptor Line
22	.....	Color Palette
25	.....	Typography
30	.....	Grid Structure
36	.....	Graphic Elements
40	.....	Prototype Applications
46	.....	Asset Key
47	.....	Contact Information

# INTRODUCTION

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Welcome to the Capitol History Gateway brand identity guidelines! Here you will find the tools and instruction necessary for successful implementation of our visual identity at all touchpoints. Consistent application of our identity is critical to building the strength and integrity of our brand, and a strong brand will support our pursuit of the Gateway mission: Ignite belief and stimulate involvement in Oregon's democracy.



It should be noted that these visual identity guidelines are intended as just that, a guide. We encourage our creative partners to build upon the design direction described here, while taking care to ensure that the presentation of our brand is faithful to our principles.

# BRAND PRINCIPLES

---

The dynamic of human interaction is the unpredictable catalyst that impacts our past, present and future. We chose **People Are The Catalyst** as our brand theme because it speaks to the proactive nature of the Gateway mission, and frames up the conversations that we want to have with our audience. All of the design work has been developed with this theme in mind, and is a key foundation of our brand.

Successful implementation of our visual identity will...

- 1 ...bring cohesion and context to the visitor experience.
- 2 ...build brand strength and recognition at all touch points.
- 3 ...provide a focused frame for communication of Capitol History Gateway messages and goals.
- 4 ...engage and intrigue our audience with smart and inspired design.

---

## Desired response to the Capitol History Gateway experience:

A graphic consisting of a white circle with a black outline, centered over a horizontal olive-green bar. The word "THINK:" is written in white, uppercase letters on the bar.

### THINK:

The quality of my life in Oregon has been and continues to be effected by what happens at our State Capitol.

A graphic consisting of a white circle with a black outline, centered over a horizontal olive-green bar. The word "FEEL:" is written in white, uppercase letters on the bar.

### FEEL:

Citizens just like me have shaped Oregon in ways that make a real difference to the lifestyle I enjoy. I'm proud of what our citizen leaders have accomplished.

A graphic consisting of a white circle with a black outline, centered over a horizontal olive-green bar. The word "DO:" is written in white, uppercase letters on the bar.

### DO:

I'm inspired to take a keener interest in Oregon government, and find ways to engage with the democratic process.

---

## Key audience take-away:

The Capitol represents the past, present and future of our state. It isn't just a historical monument; it's an active hub where decisions about Oregon's future are made by people like you and me.

# BRAND VOICE

Vital to establishing the Gateway brand is the tone and manner of language in our communications. Our brand must speak with the same voice, from the same personality. **Our voice is:**

## Welcoming

= friendly and engaging, but not overly familiar

## Authentic

= honest and true, doesn't white-wash

## Has Gravitas

= wise and serious but not deadly so

## Unique

= a distinct voice from other like-minded entities

## Diverse

= all encompassing, doesn't use exclusionary language, embraces differences

## Represents the Oregon Spirit

= original, interesting, direct, a sense of humor, sometimes stubborn and always independent

## Inspiring

= aspirational and energetic, expansive and enthusiastic

## Evocative

= creates a feeling or emotion

## Smart

= clear and direct in language and meaning

## Informed

= knowledgeable and confident

# MANIFESTO



.....

People are the agents of change. A single decision or action – wise or foolish, greedy or magnanimous – can have lasting impact well into future generations. That is our history and our future: a slowly unfurling story of cause and effect.

Each of us has an opportunity to impact our collective story with action. Rabble rousing on the Capitol steps, serving an elected official with grievances or compliments, passionately taking up a cause for change, or even registering to vote for the very first time – every action has an effect.

We seek to inform, to connect Oregonians with the legacy of our democracy. To inspire, to tell stories in a way that piques curiosity. And to ignite the spark that leads to action.

# LOGO RATIONALE

---

The logo for the Capitol History Gateway is a symbolic gesture inspired by the building itself. Details from the architecture, the state seal, and the rotunda are all referenced to create a branded representation.

‘History’ has its own connotations and the idea of the history book is a nod to the written record of our shared past. It’s also an open book insinuating a desire for transparency and ease of access within our government.

There are eight books rotated around a central point referencing the eight fan-like symbols extending from the center of the rotunda dome. The abstract bird-like shape makes a connection with the eagle on the state seal and the state motto: She Flies With Her Own Wings. Those shapes serve as the foundation for making the eight pointed star which defines the interior of the logo and is inspired by the architectural detailing of the building. By making these connections this new icon inserts the brand firmly in the Capitol vernacular while bridging the physical space between the rotunda above and the seal below.

- 12 It is strong. It has gravitas. Yet its color combinations and usage throughout a variety of forms give its presence an approachability, a friendliness. That energy serves to connect with people across generations. Its abstraction has a timeliness which will allow it to resonate and last well into the future.

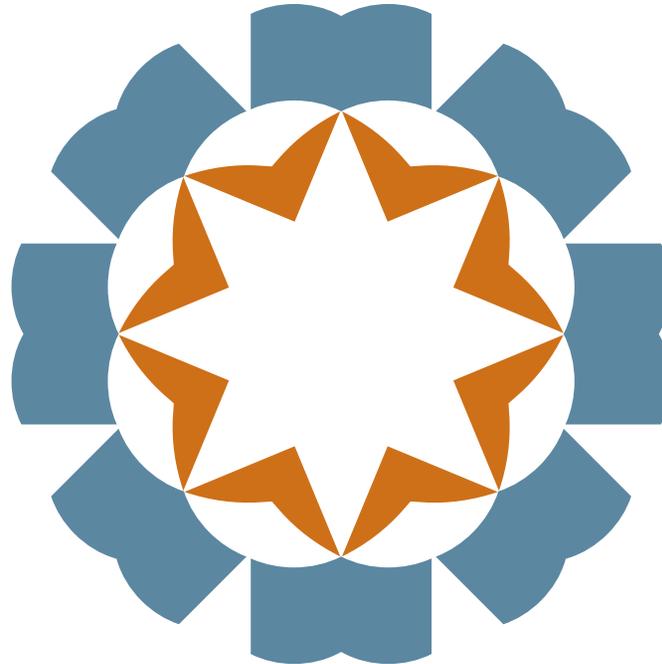
PRIMARY LOGO – PREFERRED

---

Always retain the proportional relationship between the mark and the logotype represented in this lockup.

Reproduction of the logo in 2 primary palette colors should always be first choice for use; the color combination shown here is preferred.

The typographic treatment is designed to reference the “State of Oregon” type carved on the facade of the Capitol above the main entrance.



**CAPITOL HISTORY**  
**GATEWAY**

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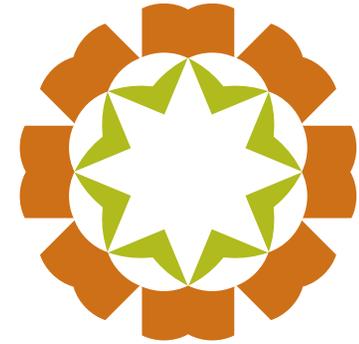
PRIMARY LOGO – ALTERNATE COLORS

Depending on the colors, images, textures or patterns present in a particular design, an alternate combination of 2 colors from the primary palette can also be used to reproduce the logo.

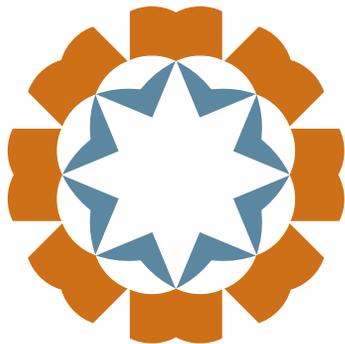
Colors employed in this use must be from the primary color palette and with the correct corresponding color breaks as shown here.



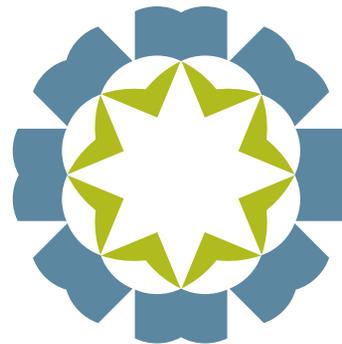
**CAPITOL HISTORY**  
**GATEWAY**



**CAPITOL HISTORY**  
**GATEWAY**



**CAPITOL HISTORY**  
**GATEWAY**



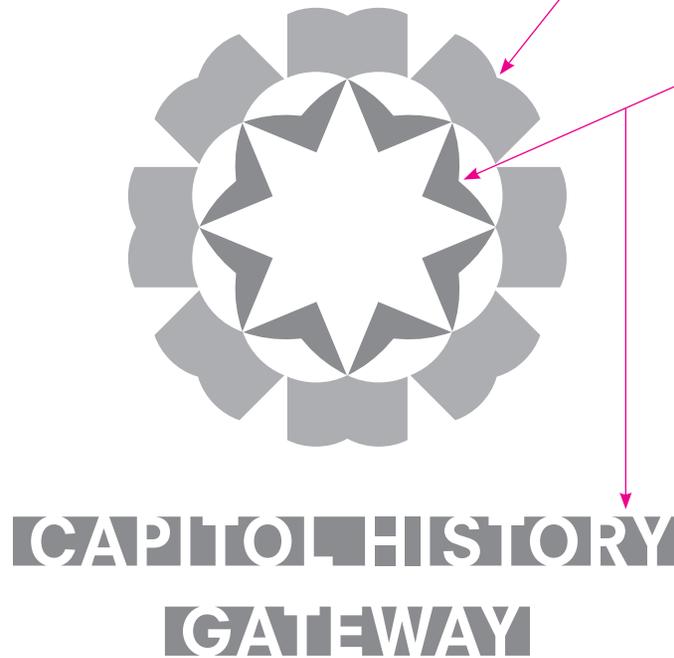
**CAPITOL HISTORY**  
**GATEWAY**



**CAPITOL HISTORY**  
**GATEWAY**

PRIMARY LOGO – BLACK & WHITE

When necessary to reproduce the logo in black and white, the logo must be built from grayscale values which correspond to the color breaks of the full color logo.



Lighter value = 37.5%

Darker value = 55%

Care must be taken when reproducing the grayscale logo on a non-contrasting mid-tone background. If contrast and legibility is compromised, then use of the one color or reverse logo may be necessary. Maximum contrast and readability should always guide the design decision.

In any circumstance, the logo should never be reproduced as solid black or with other non-approved grayscale tonal values.



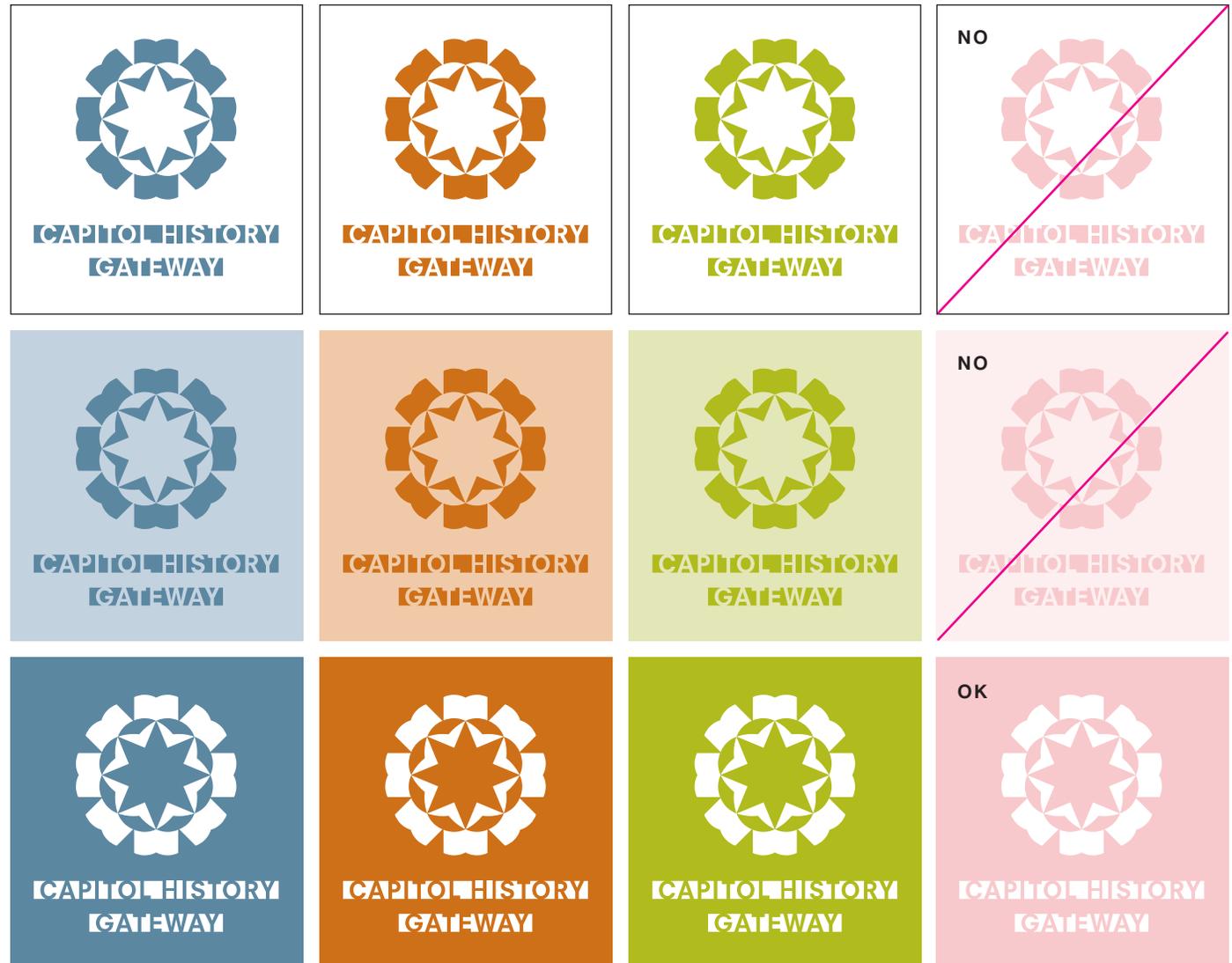
## SECONDARY LOGO – ONE-COLOR AND REVERSE

While two-color reproduction of the logo is always preferred, in some limited cases it may be necessary to employ a one-color or reverse logo to preserve readability. The examples shown here represent accepted uses.

### Please be aware:

One-color logos can be reproduced *ONLY* in the approved primary color palette. Reproduction of the logo in any other color is unacceptable.

Reverse logos from any background color is acceptable, provided adequate contrast is achieved. As always, maximum contrast and readability should guide the designer.



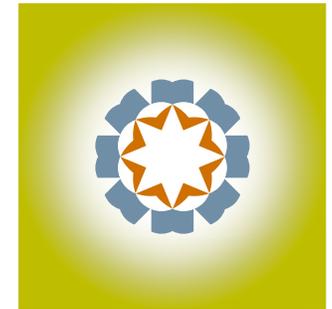
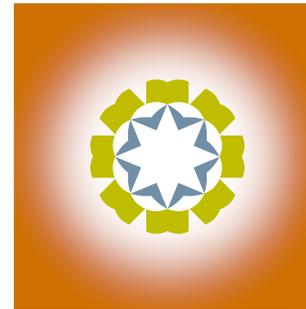
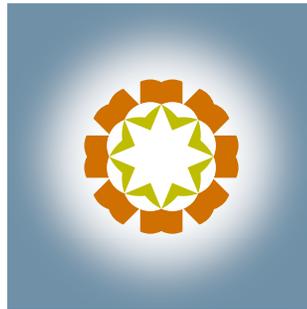
MARK AND LOGOTYPE AS SEPARATE ELEMENTS

CAPITOL HISTORY  
GATEWAY

The logo mark and typographic treatment were designed with versatility in mind. Due to the visual strength and individual characteristics of both, they may be used apart from each other in a variety of situations. Primarily those situations should be designs where CAPITOL HISTORY GATEWAY must take a more prominent role. Examples would be posters or banners – materials that will be used as marketing devices seen outside of the Capitol environs.

Refer to the prototypical applications for examples.

If the isolated mark is placed upon a primary palette color background, it should be displayed within a white feathered circle as shown here. Otherwise please refer to the logo guidelines for correct reproduction of the mark in all cases.

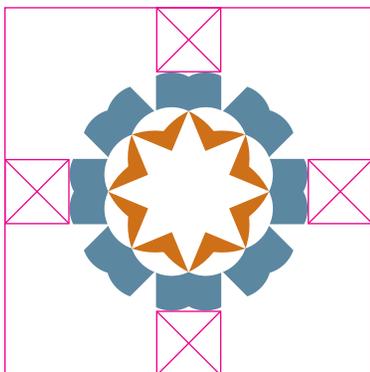


Use these color versions when isolating the mark from the typography.

## MINIMUM SPACING REQUIREMENTS

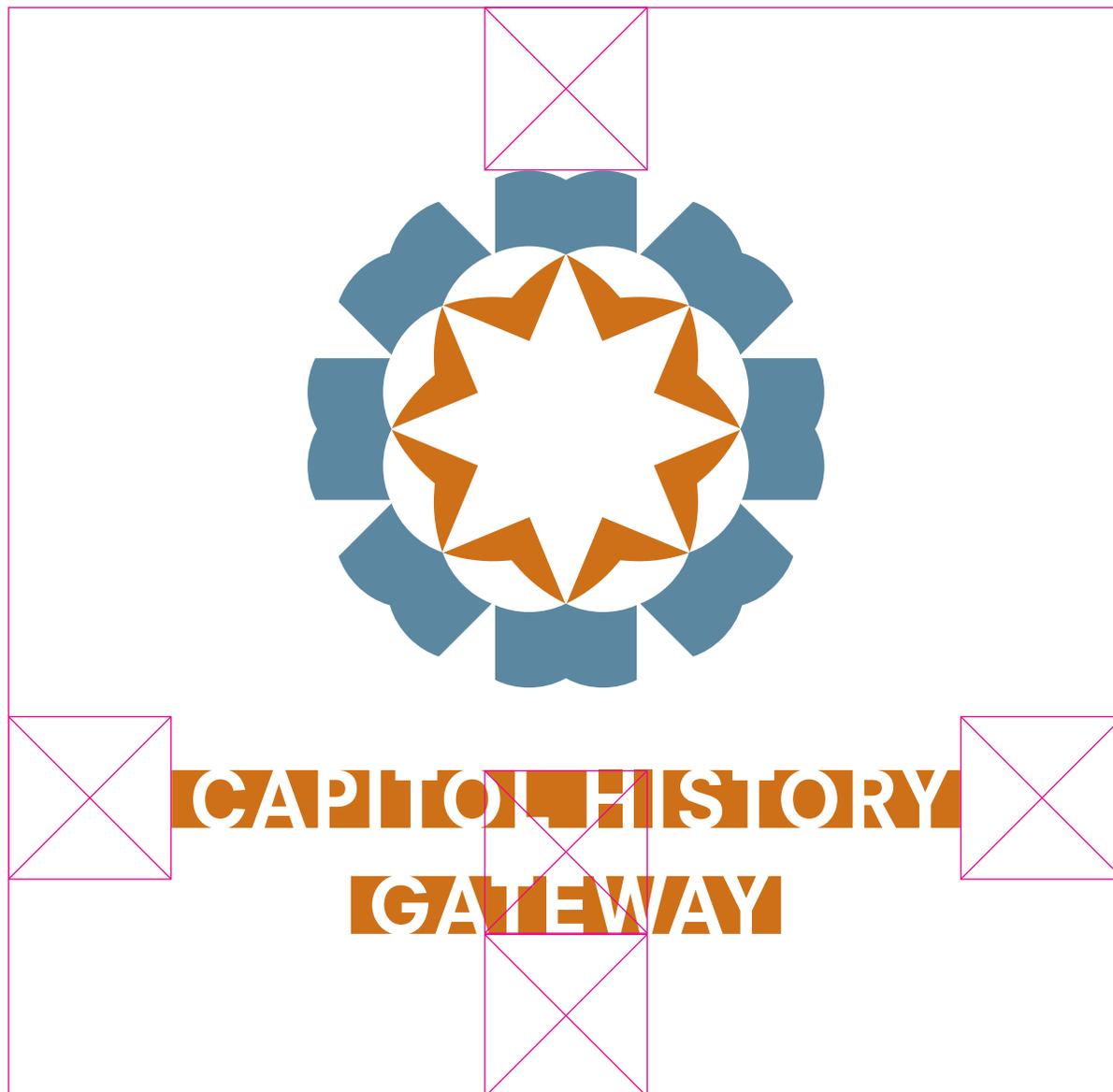
To preserve our logo's visual integrity and avoid diminishing its impact, it must never be crowded by extraneous elements such as text, photography, background patterns, or other symbols or logos. The minimum spacing requirements shown here must be adhered to in all instances.

See example 1A for when the mark is used on its own separated from the typography.



1A

The minimum spacing around the isolated logo is determined by the width of the "open book" logo element.



The minimum spacing around the logo lock-up is determined by the height of the stacked logotype CAPITOL HISTORY GATEWAY.

The logo must always be used in accordance with the forms seen throughout these guidelines. Examples seen on this page illustrate frowned upon practices.



Never use the logo in black.



Do not distort the dimensions in any way.



Do not distort the dimensions in any way.



Never add a drop shadow.



Do not use any unspecified colors, shapes, or design elements when displaying the logo.



Do not use the logo with the secondary color palette.



Never alter the relationship between the mark and the typography or place any kind of image in the center of the mark.



Skewing the logo is never an appropriate usage.

# DESCRIPTOR LINE

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## VISITOR EXPERIENCE AT THE OREGON STATE CAPITOL

### VISITOR EXPERIENCE AT THE OREGON STATE CAPITOL

### VISITOR EXPERIENCE AT THE OREGON STATE CAPITOL

---

Our descriptor line “Visitor Experience at the Oregon State Capitol” provides our audience with immediate clarity about who we are and what we do.

20 Typically the descriptor line would be used in the first instance when introducing the Capitol History Gateway, such as on the cover of a brochure, a web home page, or in an advertising or marketing effort i.e. web banner or print advertisement. It should be used

only once within the context of the piece, lest it become repetitive or extraneous. We are providing a lock-up of the descriptor line with the Gateway mark and logotype for use as needed; however, we allow the use of the descriptor line as a separate line of copy or layout element where appropriate

(see the prototype layouts on page 40 for examples). In deciding whether to utilize the descriptor line in your Gateway work, ask these questions:

1. *Will it clarify and enlighten?*
2. *Does our audience already understand who we are, in which case use would be repetitive?*

It’s important to remember the purpose of this descriptor line – to define WHO WE ARE and WHAT WE DO. The descriptor should not be confused with a tag line, which is a marketing tool attached to a campaign.

## DESCRIPTOR/LOGO LOCKUP

Whenever the descriptor line is used in conjunction with the logo, it should follow this example. This lockup provides a consistent configuration that can be used in all forms of media.

In this lockup the descriptor line must be reproduced in black only. If the line is used apart from the lockup, it may be reproduced in the secondary color palette.

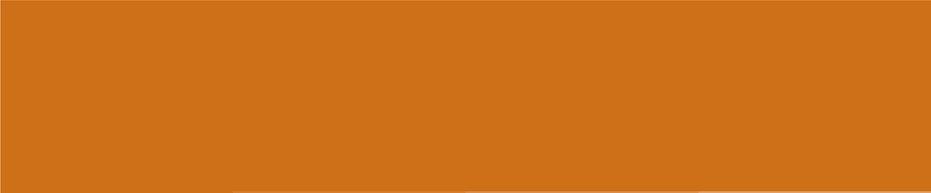
The descriptor line is always set in Clarion all caps – bold for ‘Visitor Experience’ and regular for ‘at the Oregon State Capitol’. A tracking value of 100 is applied in order to increase readability. When the type is stacked the leading value should be 11pts. greater than the type size. For instance, if the type size is 18pts. then the leading would be 29pts.



# COLOR PALETTE

## PRIMARY PALETTE

	<b>Pantone 5415</b>	RGB R = 111 G = 144 B = 167	CMYK C = 60.26 M = 33.37 Y = 23.91 K = 6.56	HEX <b>6f90a7</b>
				

	<b>Pantone 471</b>	RGB R = 207 G = 112 B = 0	CMYK C = 15.41 M = 61.95 Y = 100 K = 4.56	HEX <b>cf7000</b>
				

	<b>Pantone 383</b>	RGB R = 190 G = 189 B = 0	CMYK C = 32.29 M = 13.18 Y = 100 K = 1.55	HEX <b>bebd00</b>
				

The color palette was inspired by Oregon's natural surroundings. Colors are meant to be vibrant and their use to be versatile. The Gateway brand colors are intended to allow for a separation between the brand and the governmental functions of the Capitol building.

Both the primary and secondary palettes are designed to work seamlessly together. In terms of establishing a design hierarchy when using color, the primary palette should be given the greatest range of use. Secondary colors should mainly be used for accents or highlights in order to provide a balanced layering of tone through every layout.

All of the colors may be used in different values where appropriate. Each value is a percentage of the solid color, decreasing in 12.5% increments to the lightest value of 12.5%. These values should be used sparingly as a supporting design component only.

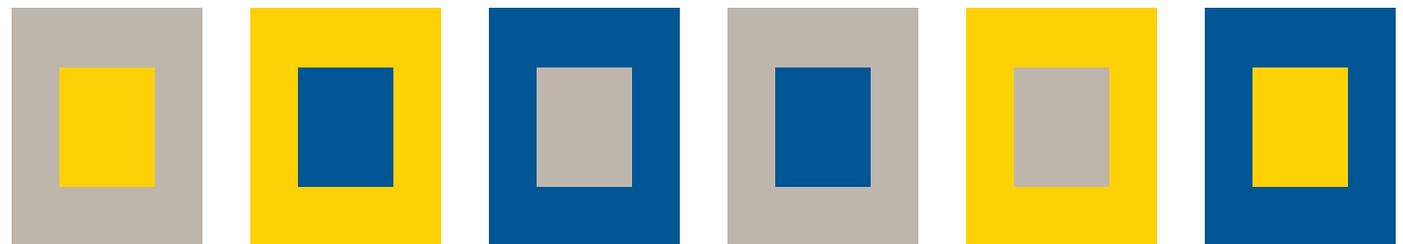
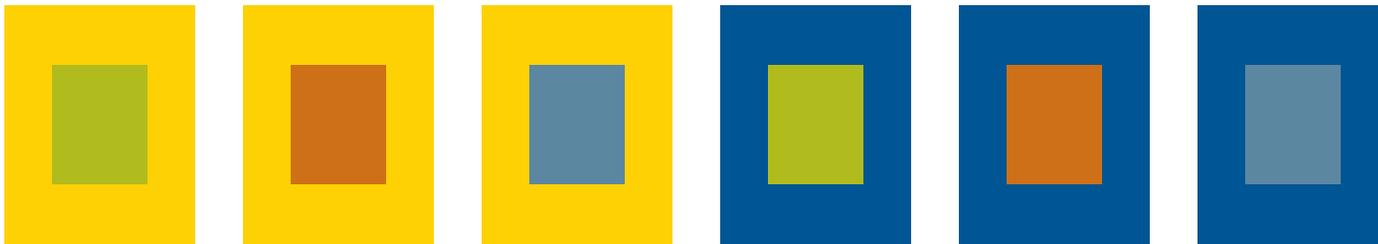
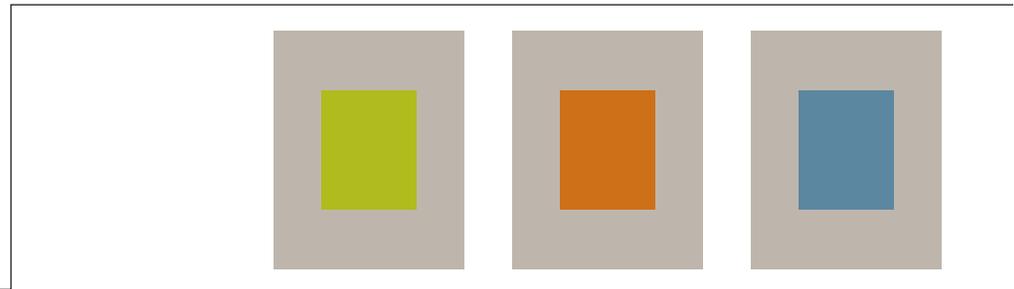
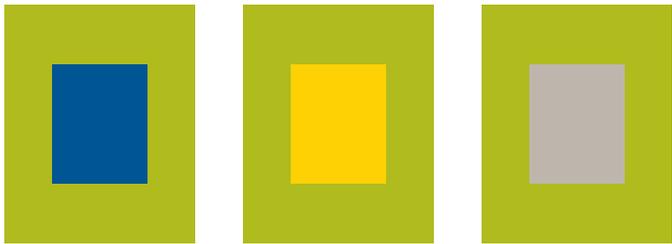
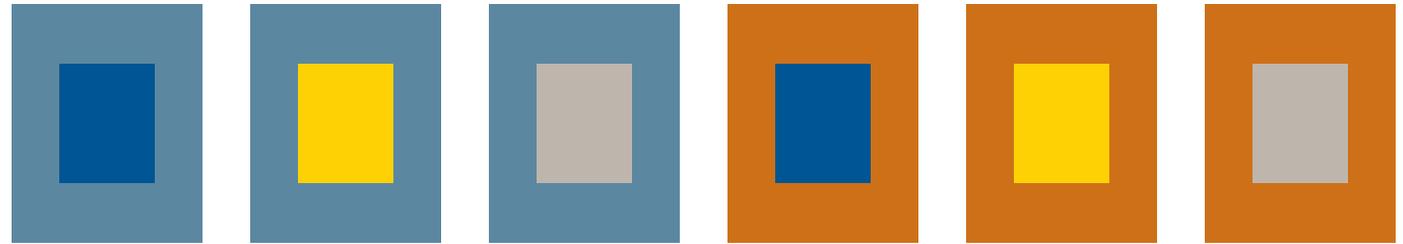
Specifications for color reproduction in Pantone® Matching System (PMS®), RGB, CMYK and Hexadecimal formats (web and digital use) are provided.

**SECONDARY PALETTE**

	<p><b>Pantone</b> Warm Gray 5</p>	<p><b>RGB</b> R = 199 G = 193 B = 184</p>	<p><b>CMYK</b> C = 24.47 M = 20.76 Y = 26.13 K = 2.9</p>	<p><b>HEX</b> c7c1b8</p>
	<p><b>Pantone 647</b></p>	<p><b>RGB</b> R = 0 G = 81 B = 145</p>	<p><b>CMYK</b> C = 97.45 M = 68.4 Y = 13.94 K = 2.11</p>	<p><b>HEX</b> 005191</p>
	<p><b>Pantone 116</b></p>	<p><b>RGB</b> R = 255 G = 211 B = 0</p>	<p><b>CMYK</b> C = .42 M = 16.16 Y = 92.47 K = 0</p>	<p><b>HEX</b> ffd300</p>



This page illustrates a variety of combinations using both the primary and secondary color palettes. Using the colors in interesting and unexpected ways will allow the brand to remain fresh over time.



# TYPOGRAPHY

---

Typography is an important design element of the Capitol History Gateway brand, creating compelling layouts by the use of larger text combined with smaller, more detailed type expressions. These fonts were chosen based on characteristics that address a functional need as well as a creative/conceptual need. The sans-serif font (**Swiss 721**) should be utilized for headlines, subheads and brief statements. The serif font (**Clarion**) should be used primarily as body copy and captions in support of Swiss 721, as well as for the descriptor line. The fonts can be combined to create a hierarchy of information, and to provide opportunities for creative exploration.

Verdana was chosen as a system font for its ability to visually support the core brand typographic choices. It should only be used for online or administrative word processing applications, never for printed matter or any other execution. When possible the core brand fonts should be incorporated with Verdana in website layouts or mobile applications.

Refer to the hierarchy example on page 29 for more information on how to begin building layouts.

---

SWISS 721 THIN

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

---

SWISS 721 LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

---

SWISS 721 ROMAN

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

---

SWISS 721 MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

---

SWISS 721 BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

---

VERDANA REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

---

CLARION REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

---

CLARION BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

---

CLARION ITALIC

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*  
*1234567890*

# This is a headline.

Copy that supports the headline but is not merely body copy should be placed higher up in the hierarchy.

.....

Body copy should be much smaller in relation to any headline or introductory text. **Bold** or *italics* can be used as a means to emphasize certain information.

Spacing between paragraphs should be a value equal to the point size of the typography. In this case the point size is 10. So, the leading between paragraphs should be 10.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

*All fonts should be given leading that is 4 points greater than the size. For example, if there is a font size of 10pts. (as in this group of paragraphs), then the leading would be 14 pts. That should remain consistent whether the font is Swiss 721 or Clarion.*

Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore te feugait nulla facilisi.

Captions should be set in Clarion Bold with a letter spacing value of 25.



# GRID STRUCTURE

---

The grid system described in these guidelines is intended to lend structure to layouts in a variety of formats, and support the overall consistency of Gateway branded designs. That said, we do allow for some flexibility in layouts, so the grid does not become rigid or restrictive to creative efforts. All designs will be subject to creative approval by Gateway administration, and will be evaluated to ensure the work is faithful to our brand principles.

The following pages illustrate the grid structure for letter and tabloid page sizes. Both vertical and horizontal orientations are constructed for immediate use in building layouts.

Structurally the grid should be sub-divided into 8 equal units for the longer side of the page. The shorter side should be sub-divided into 5 equal sides. These divisions represent architectural details and symbology found throughout the Capitol (8 parts for the 8 pointed star, and 5 parts for the 5 pointed star). When building a grid with a size and proportion other than the examples shown in these guidelines always use the defined structure for dividing the page. Layouts should never be at a 1:1 ratio. The proportion should always include one side that is longer than the other.

Although there are examples of how to flow information into the grid on the following pages, keep in mind that these entire guidelines have been designed using this grid system.

**Grid structure for 8-1/2 by 11 horizontal format.**

Dimensions (all measurements in inches) –

Margins on all sides: .625

Height for all segments: 1.25

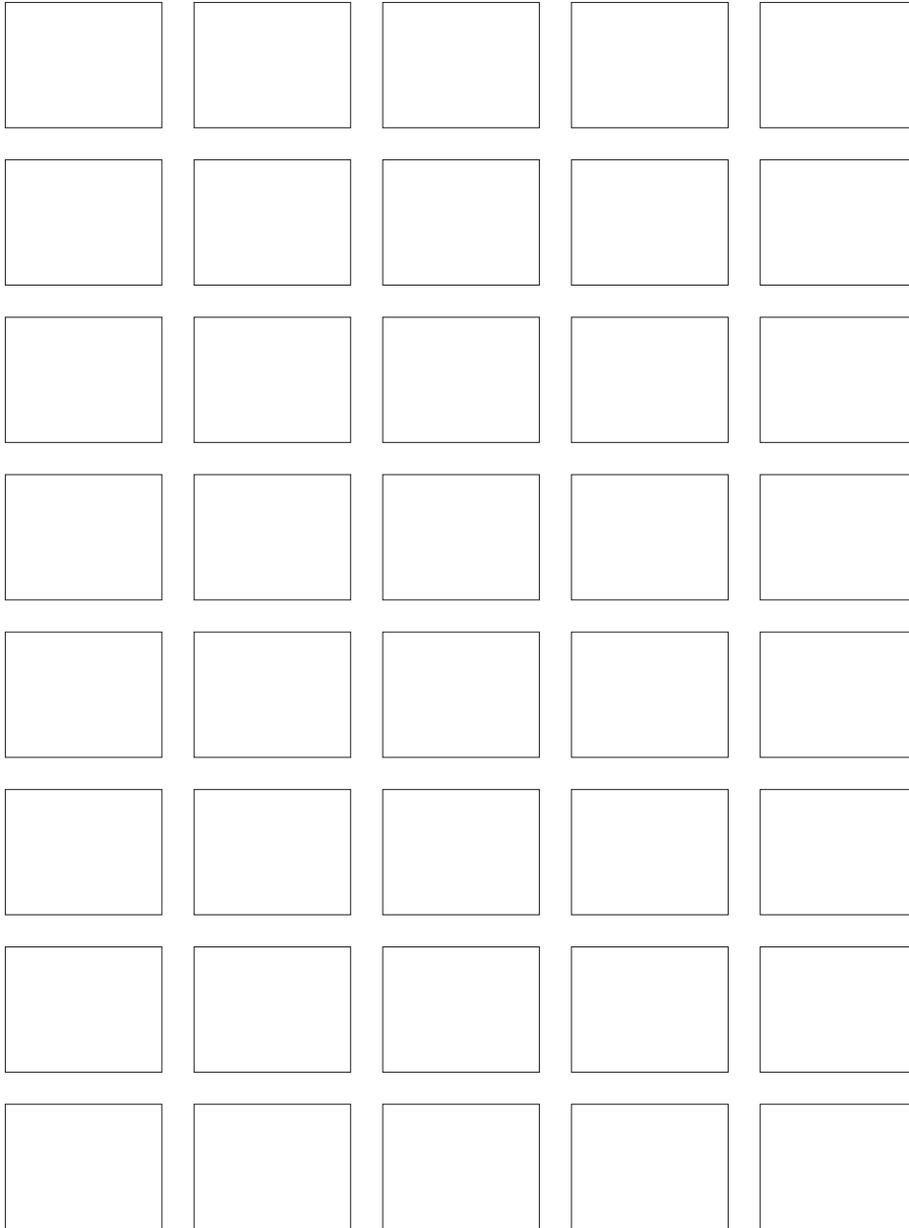
Width for all segments: 1

Spacing between segments: .25

The grid structure should be utilized when large amounts of information need to be organized into a cohesive layout. It serves as a means for the designer to work more efficiently. It should aid in building communications with a strong visual presence.

The grid is only a guide and when necessary or desirable, it should be noted that other design methods may be employed. A perfect example would be if the dimensions being used are either extreme vertical or horizontal orientations (refer to the banners in the prototype section). In a case such as that, it would actually be preferable not to use the grid.

If the designer feels too restricted by using this grid structure, work in whatever way seems most comfortable. Just know that all work should be made to reflect the spirit of the brand, have a similar tone and manner, and be well thought out. Great consideration should be given to how the brand is perceived over time.



**Grid structure for 8-1/2 by 11 vertical format.**

Dimensions (all measurements in inches) –

Margins on all sides: .625

Height for all segments: 1

Width for all segments: 1.25

Spacing between segments: .25

**Grid structure for 11 by 17 horizontal format.**

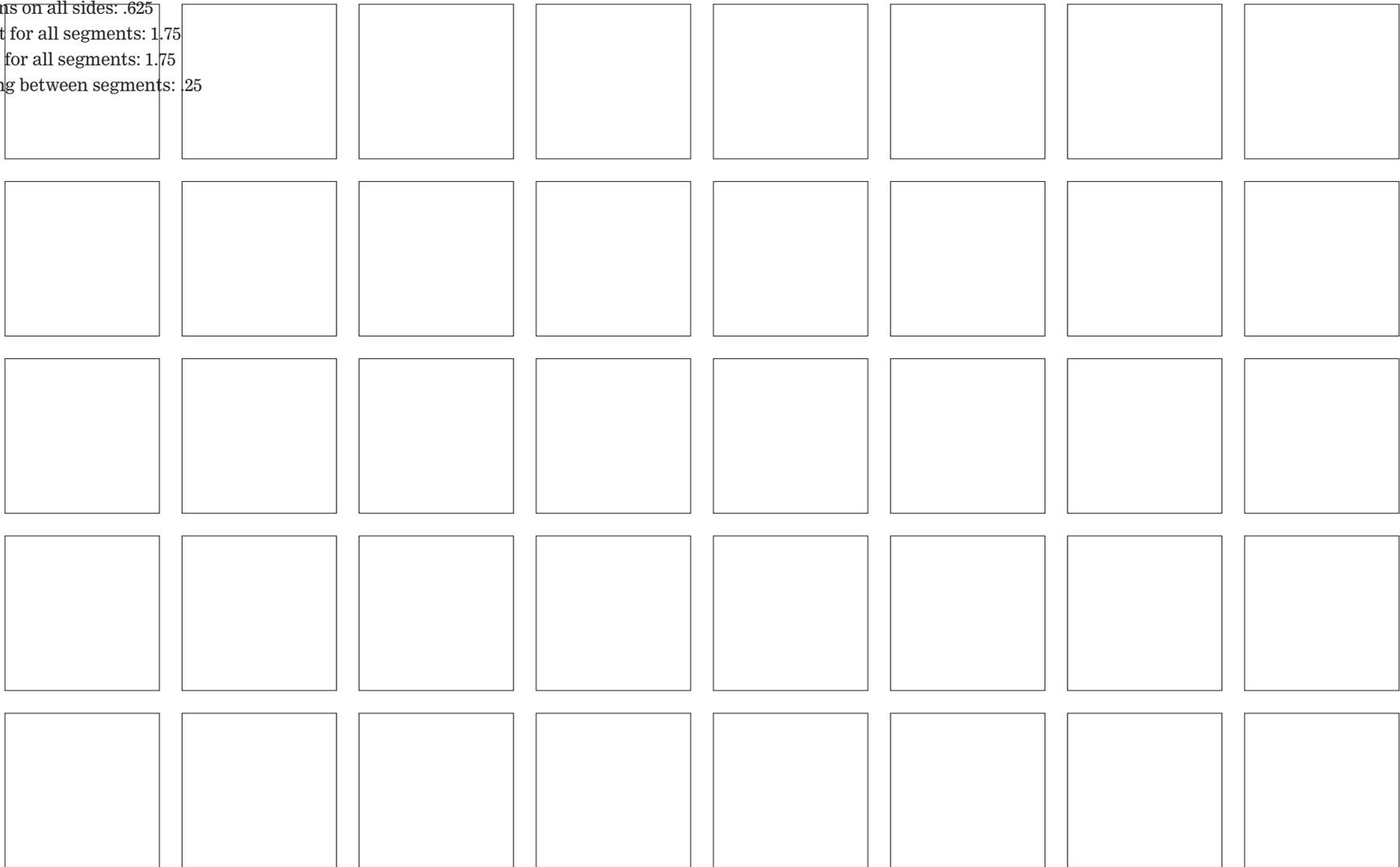
Dimensions (all measurements in inches) –

Margins on all sides: .625

Height for all segments: 1.75

Width for all segments: 1.75

Spacing between segments: .25



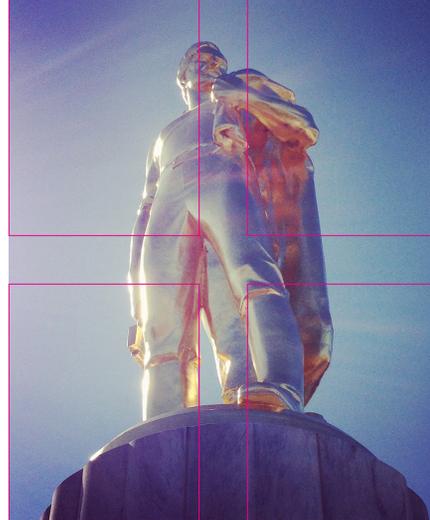


# FIGHT for your right to party.



Investigationes demonstraverunt  
lectores legere me lius quod ii  
legunt saepius. Claritas est  
etiam processus dynamicus

Captions should  
be set in Clarion  
Bold with a letter  
spacing value  
of 25.



Lorem ipsum dolor sit amet,  
consectetur adipiscing elit, sed  
diam nonummy nibh euismod  
tincidunt ut laoreet dolore  
magna aliquam erat volutpat.  
Ut wisi enim ad minim veniam,  
quis nostrud exerci tation  
ullamcorper suscipit lobortis  
nisl ut aliquip.

Duis autem vel eum iriure dolor  
in hendrerit in vulputate velit  
esse molestie consequat, vel  
illum dolore eu feugiat nulla  
facilisis at vero eros et accumsan  
et iusto odio dignissim qui  
blandit praesent luptatum zzril  
delenit augue dui dolore te  
feugait nulla facilisi.

Captions should  
be set in Clarion  
Bold with a letter  
spacing value  
of 25.

# GRAPHIC ELEMENTS



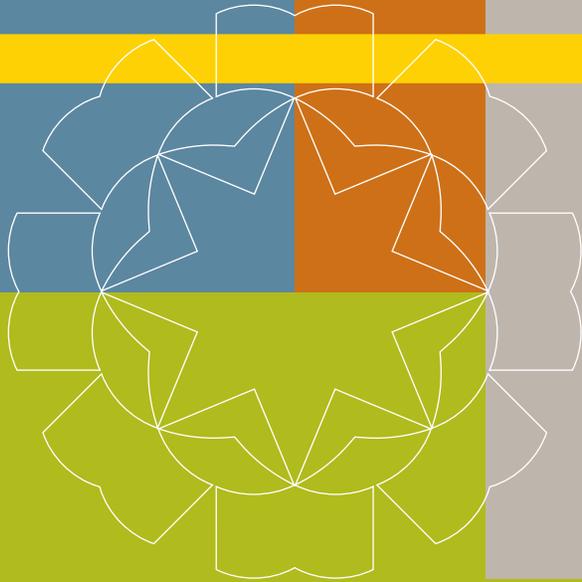
A series of graphic elements have been developed to aid in constructing the designs that will ultimately communicate the essence of the brand to the larger community. Keep in mind that the primary purpose of building designs with these tools is to give the brand presence and establish a consistency across communications. Each element has been carefully curated to create a toolbox that is versatile and visually powerful. Dynamic tension should be built into each execution by using the toolkit wisely and with restraint. Art files for these elements are provided as a part of these guidelines.

**Graphic elements that may be used are as follows:** **1.** The 3D rendered stars (shown above) are simple Illustrator extrusions, with a front face built from a gradient of PMS 647 and 116, outlined in white. **2.** The logo mark may be used as a thin reverse white outline as seen in the layout on page 37. **3.** The primary palette can be used to create color blocked areas with reversed-out typography as seen on page 37. **4.** A pattern built from an outline of the logo mark and rendered in the primary color palette can be used as a design detail. **5.** Images can be treated with a halftone effect, rendered in the primary color palette. This treatment serves to equalize any photography whether black and white or color regardless of quality. **6.** Gradients of secondary colors PMS 647 and 116 may be applied to the design as desired. The gradient over the defined space begins at 100% of the value and ends at 0%.

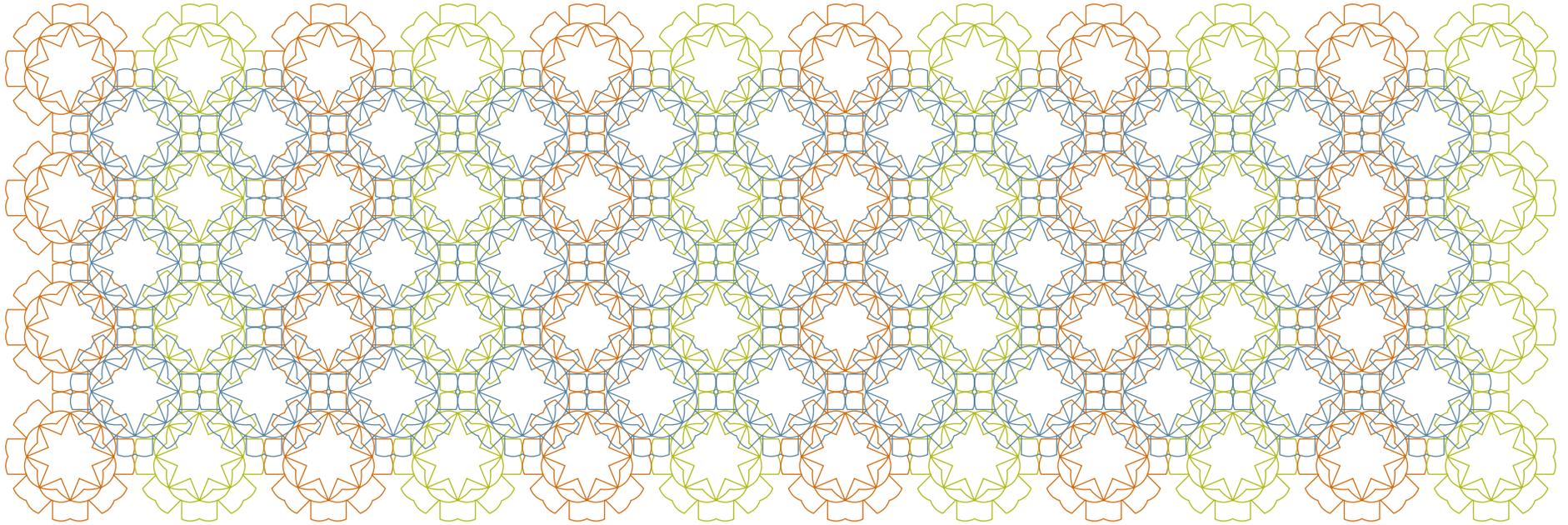
EXPLORE

DISCOVER

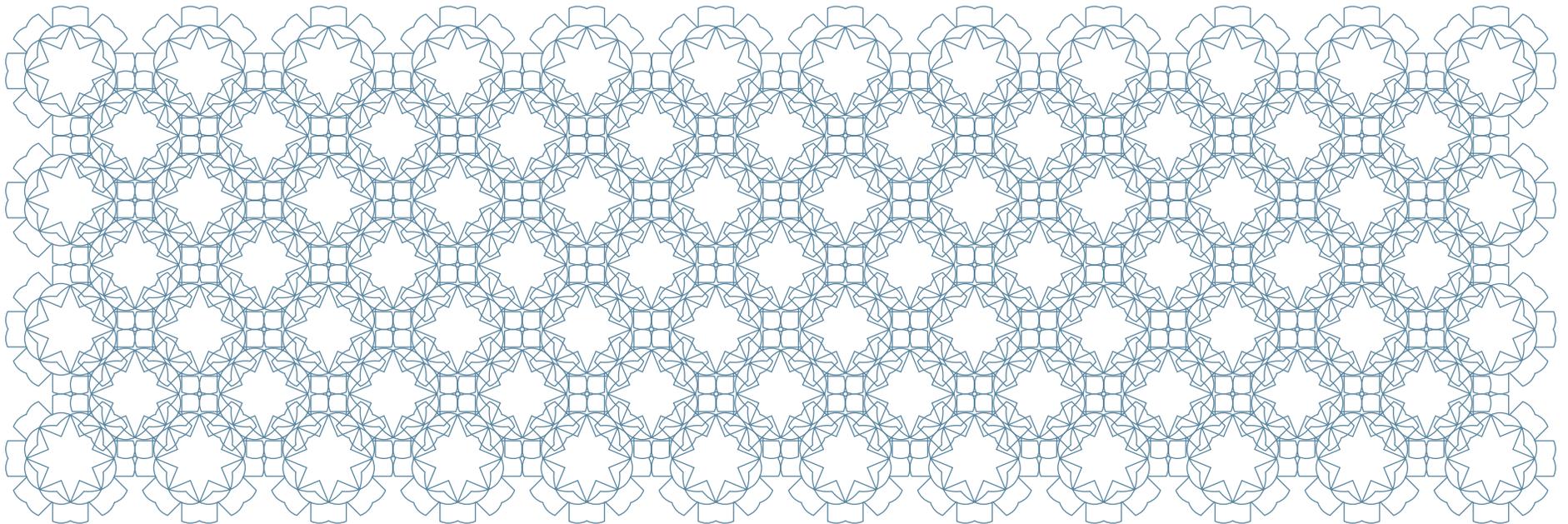
ENGAGE



This layout illustrates the use of color blocking, type reversed out of rectangular shapes, the logo mark as an outline element and the 3D rendered star. All consideration should be given to creating a visual balance with the elements used in any layout such as this. Each of these is meant to be a design flourish, something that serves to support the main message of the brand.



The logo mark is used as line art to create this pattern. Use the primary color palette only.



This page serves to illustrate the use of the graphic elements curated for the toolbox.

The halftone treatment of the image is applied in Photoshop with a frequency of 30 lines/ inch, an angle of 45 degrees, and the texture shape is round.

When using gradients, such as the typography seen here, use only the secondary color palette colors of PMS 647 and PMS 116. They may be blended with each other or from a solid color to white. Never use the primary color palette in this manner.

The logo mark worked into a design as line art should be incorporated as a flourish only and be used sparingly in order to create visual interest and support the overall composition. It may be used as a whole form or it may bleed off an image as seen in this example.



# PROTOTYPES

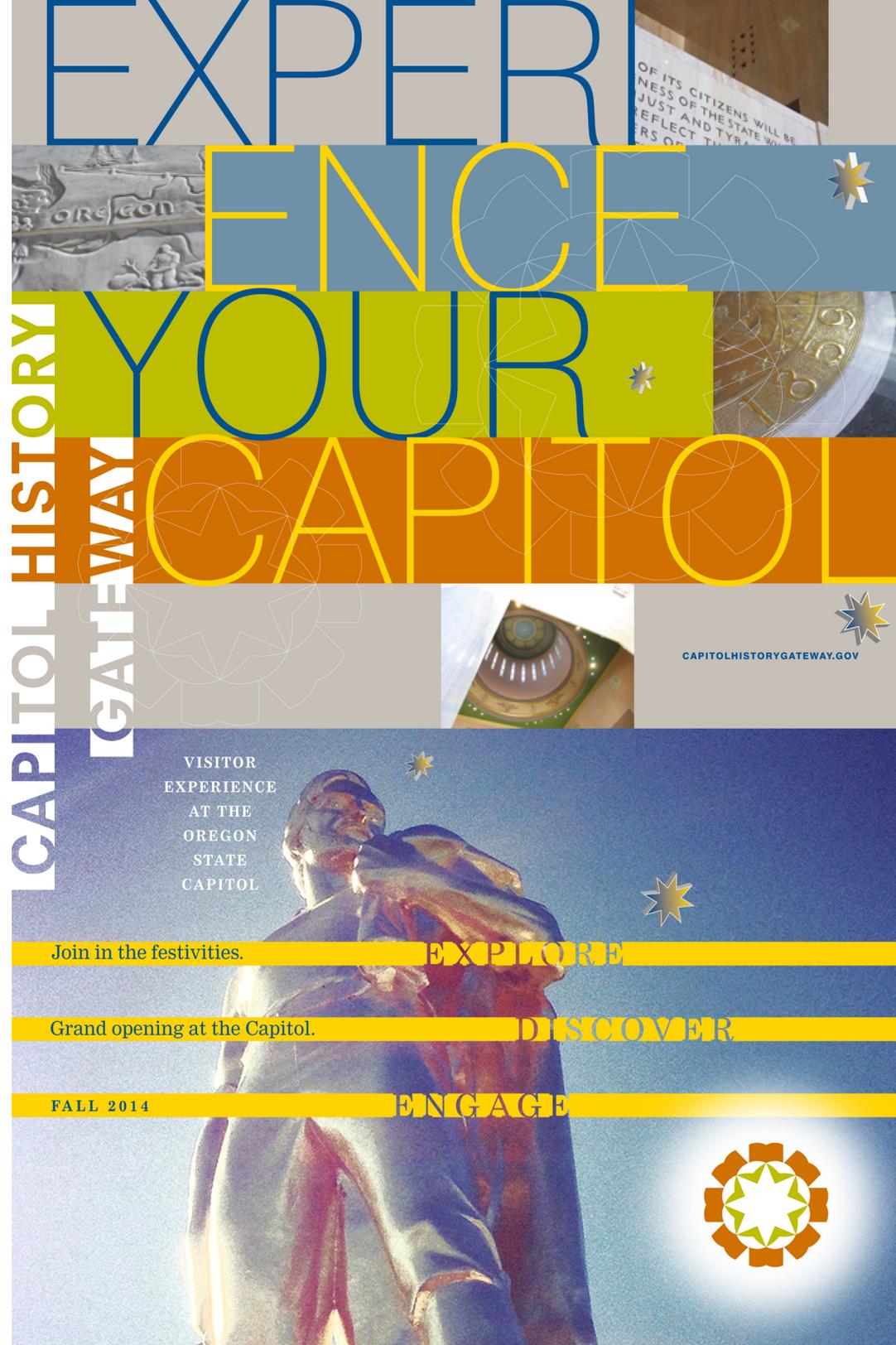
---

Prototypical applications have been designed to illustrate what is possible. The brand needs to be open and expansive in order to last. When strategizing and developing ideas for brand communications, please ensure your designs meet the goals laid forth in the Brand Principles, Brand Voice, and Manifesto.

These prototypical applications serve to stimulate the imagination, show what can be achieved, and represent existing designs which can be used to promote the Capitol History Gateway.

# POSTER

This poster illustrates the use of a variety of design elements to begin building and promoting the brand. The scenarios seen on the following pages touch on what is possible by organizing information in an organic fashion. Sometimes it may be appropriate to step away from using the grid, and that is encouraged when the information will allow.



# BANNERS



Big, bold gestures may play a role as the brand is introduced and promoted to the public. Use color and typography in interesting, unexpected ways to gain attention. This design is meant to stand out against the color and texture of the building's facade.





EXPERIENCE YOUR CAPITOL



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The layout on page 44 takes more liberties with the grid structure, while the design on this page adheres to the grid while introducing angular elements to add interest to the layout.

These layouts could be used as covers for multiple page documents or as stand alone communications.



# ASSET KEY

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All supporting assets and graphic files are available to Gateway vendors and partners. Contact your Gateway administrator for access.

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## THE GRID

### FILE NAMES:

CHG\_Grid\_8-1/2x11Horiz.ai  
CHG\_Grid\_8-1/2x11Horiz.indd  
CHG\_Grid\_8-1/2x11Vert.ai  
CHG\_Grid\_8-1/2x11Vert.indd

CHG\_Grid\_11x17Horiz.ai  
CHG\_Grid\_11x17Horiz.indd  
CHG\_Grid\_11x17Vert.ai  
CHG\_Grid\_11x17Vert.indd

## THE LOGO

### FILE NAMES:

CHG\_LogoMark.ai  
CHG\_PrimaryLogo\_2clr.ai  
CHG\_PrimaryLogo\_2clrAlt.ai  
CHG\_PrimaryLogoDescriptor.ai

CHG\_PrimaryLogoGrayscale.ai  
CHG\_SecondaryLogo.ai

## GRAPHIC ELEMENTS

### FILE NAMES:

CHG\_3Dstars.ai  
CHG\_DescriptorLine.ai  
CHG\_LogoOutline.ai  
CHG\_LogoPattern.ai

# CONTACT INFO

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If you have any questions regarding application of these brand identity guidelines, please contact Otive Studio:

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**Project Manager: Spike Selby**  
**Email: [spike@otivestudio.com](mailto:spike@otivestudio.com)**  
**Phone: 503-516-7844**  
**Web: [otivestudio.com](http://otivestudio.com)**



“A man’s mind is stretched by a new idea or sensation,  
and never shrinks back to its former dimensions.”

Oliver Wendell Holmes Sr.

