



CSG STANDARD

Brand and Communication manual

The CSG Standard logo



The CSG Standard logo is an integral part of the CSG Standard Brand. The logo may not be reproduced in a part and may not be modified without prior written consent from the Standards Organisation.



Exclusion zones have been established for CSG logos to ensure the impact of the brand is not diminished by overcrowding from other design elements or logos.

No other graphics or text elements may appear within this exclusion zone.



Please do not reproduce the CSG Standard logo smaller than 20 mm in height.

How to use the CSG Standard



How to not use the CSG Standard



DO NOT: change the font



DO NOT: change the proportions



DO NOT: change the colours



DO NOT: change the background colour



DO NOT: rotate

CSG Standard colours and fonts

Fonts:

Mank Sans-Medium

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

Open Sans

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

Colours:



RGB: 9, 62, 97
CMYK: 100, 72, 36, 27
HEX: 033E61



RGB: 33, 151, 212
CMYK: 76, 26, 00
HEX: 1F96D4