



CSI GRAPHIC STANDARDS GUIDE



KEEPING IT CLEAR

Application standards designed to ensure that the CSI logo appears legible and prominent in all digital applications are essentially the same as the standards for print applications.

PROTECTED SPACE

Allow for an area of clear space around the logo equal to 1/4 the diameter of the logo to ensure that it has the prominence it deserves. No other graphic element or text may appear in this space.

MINIMUM SIZE

In digital applications, the logo should never be reproduced smaller than 50 pixels.

In print applications, the logo should never be reproduced smaller than .375"



50 pixels
0.375"

OTHER RESTRICTIONS ON USE

Consistency is essential to building recognition of the brand. Never apply the logo in a way that would make it look inconsistent, insignificant or out of place.

- Never reproduce the logo within a body of text.
- Never enclose the logo in a border.
- Never reproduce the signature with other graphic elements or text to create new symbols for programs, products or events.