

Cherwell Wordmark Guidelines

Color

Always maintain our logo's visual impact by reproducing it in a high-contrast manner. We prefer that the marks carry their original brand color (Cherwell Blue, PMS 301 U). If you're limited on color, we also have black and white versions.



Clear Space

The minimum clear space is equal to the height or width of the lowercase "c" in Cherwell. Although the wordmark has been stylized to showcase a lowercase letter c, the written form of Cherwell should always be capitalized.

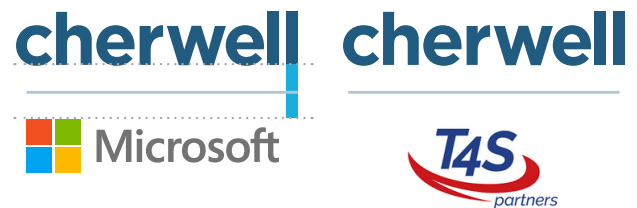


Wordmark + Partner

To convey a sense of equal partnership, the partner logo should be scaled similarly in size to the Cherwell wordmark. The divider line is one-third the width of the "l" in Cherwell. The divider line color is a 50% tint of Cherwell Blue when using full-color.

For horizontal lockups, the partner logo is to be placed to the right of the Cherwell wordmark. Place a unit of space equal to the two "ll"s in Cherwell before and after the divider line. The divider line height is twice the height of the "c" in Cherwell.

For vertical lockups, the partner logo is stacked underneath the Cherwell wordmark and centered. Use the height of the "l" in Cherwell as the distance between the Cherwell wordmark and partner logo. The divider line splits the difference equally.



Wordmark Misuse

Consistent presentation is an important part of making our logo recognizable. The following examples highlight a few improper uses.

