CB State of Mind

your mental wellness connection

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Brand Book 2025

Logos & Icon

PRIMARY - FULL COLOR W/ TAGLINE
Rules: this full composite version is to be used when CBSoM is the star of the show. Green is always the first option to be used everywhere. It can NOT be used smaller than 1.25" wide, nor can it be used against a dark background.

PRIMARY - FULL COLOR NO TAGLINE
Rules: without the tagline, this version can be used at a minimum of 1" wide.

SECONDARY - ONE COLOR
Rules: this version is to be used when full color production is not an option or when it must be presented on a dark or photographic background. It can NOT be used smaller than 1.25" wide.

Secondary negative

SECONDARY - ONE COLOR NO TAGLINE
Rules: without the tagline, this version can be used at a minimum of 1" wide.

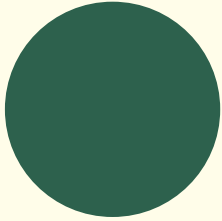*Secondary negative no tagline*

TERTIARY - FULL & ONE COLOR
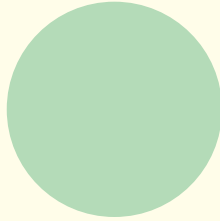*Rules:* use when a more horizontal or rectangular logo is required for a space.
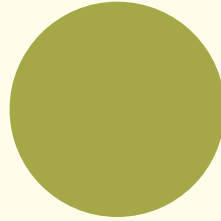

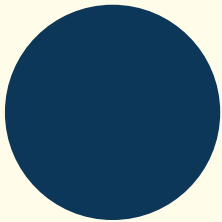*Tertiary negative*

Color & Type

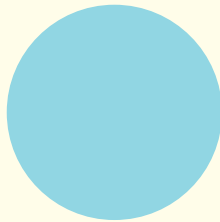r 46: g: 97 b: 78
c: 75 m: 30 y: 65 k: 40
#2E614E

r 181: g: 220 b: 183
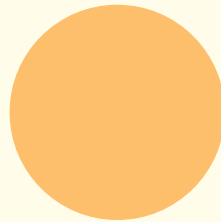c: 30 m: 0 y: 35 k: 0
#B5DCB7

r 167: g: 168 b: 72
c: 40 m: 25 y: 90 k: 0
#A7A848

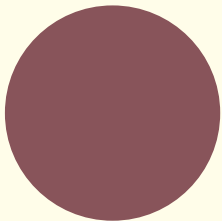r 15: g: 56 b: 90
c: 100 m: 80 y: 40 k: 30
#0F385A

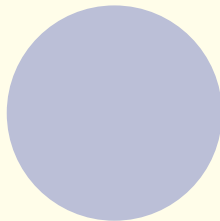r 146: g: 214 b: 227
c: 40 m: 0 y: 10 k: 0
#92D6E3

r 253: g: 191 b: 110
c: 0 m: 28 y: 65 k: 0
#FDBF6E

ACCENT COLORS

r 137: g: 85 b: 90
c: 40 m: 70 y: 53 k: 20
#89555A

r 189: g: 192 b: 215
c: 25 m: 20 y: 5 k: 0
#BDC0D7

PRINT FONTS

Primary headline font : **Archer Bold**
Secondary subhead font : *Karbid Slab Pro Italic*
Tagline font : *Archer Medium Italic*
Body font : Acumin Pro Light

Example:

About Us

You Are Not Alone, We Are Here

Whether it's a conversation on a bench, on the bike trail, at a construction site, a high school classroom or on a chairlift, perhaps one of the most powerful things we can do in our community is listen to someone with kindness, share openly about our own experience, and start a positive dialogue around mental health. We stand stronger together.

WEB FONTS

Primary headline font : **Roboto Slab Bold**
Secondary subhead font : Roboto Slab Light
Body font : Roboto

ICON

Rules: use for web favicons, patches, anywhere an impression is needed without the use of words.
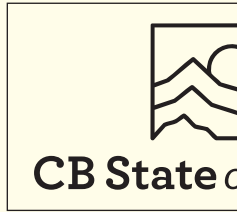
Rules of Use

CB State of Mind
your mental wellness connection

Do not distort the logo

CB State o

Do not crop the logo

CB State *of* **Mind**

Do not add a drop shadow or any other text effects

CB State *of* **Mind**

Do not change the transparency of the logo

CB State of Mind

Do not change the type or re-create the logo.

CB State *of* **Mind**

Do not change the color combinations within the color logo to anything other than what is approved in the Primary Version. Colors can be applied to the one-color version as desired.