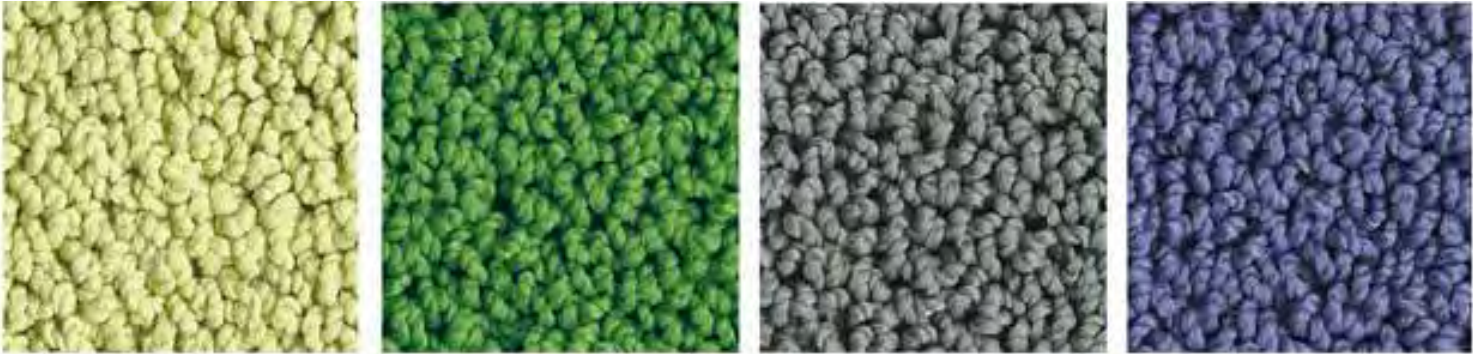


# Criterion Brock Identity Guidelines



**Criterion**Brock  
o●● exceeding your expectations



# Criterion Brock logo usage



## Criterion Brock Logo

Consistency in the use, placement and color treatment of the Criterion Brock logo is paramount in establishing a coherent platform from which to build any communications deliverable worldwide.

The logo is unique piece of artwork and must never be typeset or re-created. Use only approved digital files.

## Clear space

To maintain the logo's integrity, always maintain a minimum clear space surrounding the logo. This space isolates the logo from distracting graphic elements such as copy, other logos or illustration.

Maintain a clear space (represented above by "x") around the entire logo, including tagline, equal to the cap height of the "C" in "Criterion."

# Acceptable formats

The Criterion Brock logo is approved for reproduction in only one format, seen below. Any efforts to rearrange or eliminate logo elements will only undermine the integrity of the logo.

The integrity of the logo may also be compromised if reproduced any smaller than the indicated minimum size.

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## Acceptable format

The format seen here is the only acceptable format. All other formats must be approved prior to publication.

The tag-line “exceeding your expectations” and the three stylized dots should always appear with the logotype in this configuration.



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## Minimum size

Do not use the Criterion Brock logo smaller than the sizes indicated here:

**Print:** (color and black-and-white):  
1.5” wide (3.81 cm)

**Web or other electronic media:**  
144 pixels wide.



Minimum size in print:  
**1.5 inches (3.81 cm) wide**



Minimum size for web:  
**144 pixels (2”) wide**

# Acceptable color formats

## Two-color format - Print

Pantone® 2945c (Blue)  
100c, 52m, 2y, 12k

Pantone® 368c (Green)  
63c, 0m, 97y, 0k



## Two-color format - Web

Pantone® 2945c (Blue)  
r0 g84 b159

Pantone® 368c (Green)  
r105 g190 b40  
tag-line green=  
r91 g144 b34



## One-color format

Using Black



## Acceptable reverse out formats on color

Only use the reverse logo on a background that provides **sufficient** contrast.

### On solid color



# Acceptable formats

## Acceptable reverse out formats on photography

In photography either isolate a reverse logo in a dark area or the two-color logo in a white area. In most cases, where the background imagery is busy and does not provide sufficient contrast, place the two-color logo in a white box. Use the clear space rule to determine the proper size of the box in relationship to the logo. The box can bleed off the edge of photography.

### On photography



# Logo misuse

The strength of the Criterion Brock logo hinges on proper reproduction as outlined in this guide. Any alterations to, or liberties taken with, the logo only serve to undermine the continuity of the Criterion Brock message.

The examples found in this guide are meant only to represent a limited number of the possibilities to avoid. If you have any questions about the use of the logo on a specific application, contact Kerri Silver at 602-453-9660 ext. 126 or [ksilver@criterionbrock.com](mailto:ksilver@criterionbrock.com) for clarification prior to publication.

**DO NOT** change the colors of the logo



**DO NOT** reposition the logo elements



**DO NOT** alter the logo using different typefaces



**DO NOT** rescale single elements of the logo or disrupt the balance of the design



**DO NOT** distort or stretch the logo



**DO NOT** use the logo on a background that competes with the logo



**DO NOT** use the reverse logo on a background that does not provide sufficient contrast



**DO NOT** enclose the logo in a tight-bordered box or shape, use clear space rule



**DO NOT** use a color version of the logo on a busy photographic background without using a white box



**DO NOT** add graphic elements to the logo



**DO NOT** add graphic elements to the logo



# Typography

## Futura Light & Futura Light Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

## Futura Book & Futura Light Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

## Futura Medium & Futura Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

## Futura Heavy & Futura Heavy Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

## Futura Bold & Futura Bold Obl.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

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## Futura Condensed Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

## Futura Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

## Futura Condensed Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Criterion Brock has two approved fonts for marketing collateral and marketing communications pieces – Futura and Adobe Garamond. They were selected for their distinctiveness and readability.

Futura has been selected as the primary sans serif font and Adobe Garamond as the primary serif font to be used in all Criterion Brock applications. The Futura Condensed family is not to be used as a text font, it is primarily used as a headline and caption font.

## Adobe Garamond

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

## Adobe Garamond Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

## Adobe Garamond Semi-Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

## Adobe Garamond Semi-Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

## Adobe Garamond Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

## Adobe Garamond Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

# Color palette

The bold and bright colors of the Criterion Brock logo reflect the strength, vision and integrity of our business. Take care when reproducing these colors to maximize the soundness of the logo.

The color swatches below are provided as reference for proper and consistent color usage. The primary corporate colors are to be replicated using the formulas provided. Refer to the latest edition of the PANTONE Color Formula Guide for precise color matching.

## Criterion Brock Primary Colors

The logo should only be reproduced in the approved Criterion Brock primary two-colors, black, or it may be reversed out of a dark solid background when necessary.



**Pantone® 2945c**  
r0 g84 b159  
100c, 52m, 2y, 12k



**Pantone® 368c**  
r105 g190 b40  
63c, 0m, 97y, 0k

## Criterion Brock Secondary Colors

The colors of the Criterion Brock secondary palette are to be used as accent colors when additional color is needed. They should never be used to replace the primary colors in the logo.

### Secondary Palette



**Pantone® 130c**  
r240 g171 b0  
0c, 30m, 100y, 0k



**Pantone® 158c**  
r227 g114 b34  
0c, 64m, 95y, 0k



**Pantone® 485c**  
r213 g43 b30  
0c, 93m, 95y, 0k



**Pantone® 667c**  
r120 g101 b146  
59c, 58m, 4y, 12k



**Pantone® 299c**  
r0 g161 b222  
86c, 8m, 0y, 0k

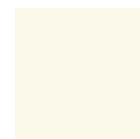


**Pantone® 327c**  
r0 g135 b112  
100c, 2m, 49y, 14k

### Neutral



**Pantone® 424c**  
r108 g111 b112  
30c, 22m, 19y, 53k



**Cream**  
r249 g247 b223  
0c, 0m, 8y, 2k

# Approvals



## Approvals

All materials created using the Criterion Brock logo must be approved by the Criterion Brock marketing department. Please contact Kerri Silver at 602-453-9660 ext. 126 or via email at [ksilver@criterionbrock.com](mailto:ksilver@criterionbrock.com)

Please email (in PDF format) all materials to the Criterion Brock's marketing department for approval. Along with this, include any deadlines and production details (e.g., how and where the piece will be produced). In some cases it may be decided that having a piece sent out for external design and production is the best option. The marketing department will then coordinate that job for you.

Please allow a week for the approval process to be completed. Every effort will be made to turn approvals around quickly, but leave as much time as possible to avoid any delays. If changes are necessary, this will allow more time for you to make revisions for the final version.

When the final job is completed, please send a copy to the Criterion Brock marketing department.

### **Criterion Brock**

3838 East Roeser Road  
Phoenix, AZ 85040  
Attn: Kerri Silver

Please feel free to contact Kerri Silver at 602-453-9660 ext. 126 or [ksilver@criterionbrock.com](mailto:ksilver@criterionbrock.com) for more information or if you have any questions regarding this identity guideline.

# Electronic Files

## Logo file directory

The following list is a directory of electronic files of the Criterion Brock logo, provided in EPS, TIFF and JPEG format. The EPS format is fully scalable without losing resolution integrity. The TIFF and JPEG files should not be enlarged more than 110%, they can however, be reduced to minimal allowable size.



### **CritBrock\_logo\_PMS.eps**

2-color PMS Illustrator EPS file.  
Fully scalable format.

### **CritBrock\_logo\_CMYK.eps**

2-color PMS Illustrator EPS file with PMS colors converted to CMYK. Fully scalable format.

### **CritBrock\_logo\_CMYK.tif**

2-color logo TIFF file with PMS colors converted to CMYK. Logo is 4 inches wide at 300dpi with clear space white box surrounding.



### **CritBrock\_logo\_RGB.jpg**

2-color logo JPEG file with PMS colors converted to RGB. Use for web applications or other electronic media. Logo is 4 inches wide at 300dpi with clear space white box surrounding.

### **CritBrock\_logo\_RGB.gif**

2-color logo GIF file with PMS colors converted to RGB. Use for web applications or other electronic media. Logo is 4 inches wide at 300dpi with transparent background.



### **CritBrock\_logo\_Black.eps**

Black Illustrator EPS file.  
Fully scalable format.

### **CritBrock\_logo\_Black.tif**

Black logo TIFF file  
4 inches wide at 600dpi with transparent background



### **CritBrock\_logo\_REV.eps**

White on black Illustrator EPS file.  
Fully scalable format.

### **CritBrock\_logo\_REV.tif**

White logo TIFF file with transparent background.  
4 inches wide at 600dpi.

# CriterionBrock

o●●exceeding your expectations

## Corporate Office

Portland, OR  
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National Accounts/Sales  
info.sales@riterionbrock.com

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**Visit our website for more  
information:**

[www.criterionbrock.com](http://www.criterionbrock.com)