



## **Brand Guidelines**

Spring 2022

Our logo is an evolution of the early brand identity, re-designed to be more versatile and contemporary. The logo is comprised of a combined wordmark and a mascot mark creating a distinct image to reinforce the organization’s connection to outdoor cooking and its unique California heritage.

**Primary Logo**  
The firebrick red color is the primary logo and should be used whenever possible.



Exclusion Zone



The logo’s exclusion zone is equal to half the height of the “Q” shown in the diagram above.

Color Variations



Firebrick red: Primary use.



Dark (slate gray): Alternate use on light backgrounds.

**Examples of Logo Misuse**  
It’s important that the appearance of the logo remains consistent. The logo should not be misinterpreted, modified, or added to. Its orientation, color, and composition should remain as indicated in this document — there are no exceptions.



Avoid adding effects like shadows.



Avoid changing the color.



Avoid rotating the logo.



Avoid using on busy backgrounds.



Avoid using an old version of the logo.



Light: Alternate use on dark backgrounds.

# Logo (continued)

*Have questions about our logo or how to use it? Need help incorporating it into your design for an event or publication? Our team would be happy to help. Please contact us at [cbbqaorg@gmail.com](mailto:cbbqaorg@gmail.com).*

## Other Usage Guidelines

### DOs

1. Use appropriate margin around the logo to let it breathe.
2. Make sure the logo has appropriate contrast with the background.
3. If placing the logo over an image, make sure the area underneath is not too busy.
4. If placing the logo over a busy image, darken or lighten the image using brand colors to ensure proper contrast.



Make sure the logo has appropriate contrast with the background. If placing the logo over an image and the image is too busy, darken or lighten the image using the brand colors to increase the contrast.



It is best to avoid adding semi-transparent overlays for the sake of increasing the logo contrast. Best to use the version of the logo with the most contrast. (Blue outline shows semi-transparent shape)

### DON'Ts

1. Do not use the wordmark without the mascot mark.
2. Do not add any effects to the logo (such as drop shadow, glow, etc.).
3. Do not fill the logo.
4. Do not alter the logo's color other than the approved variations shown on the previous page.



If the background is too busy and neither the dark nor the light logos work, it is acceptable to blur the background.



If placing the logo over a busy photo cannot be avoided, it is best to use the least busy portion of the image, or consider modifying the image to create a less busy area. In general it is best to modify the background to achieve contrast rather than the logo.

# Alternate Logos

The primary logo should be used unless technical limitations prohibit the primary logo from being accurately reproduced, or when adapting the primary logo to design constraints would require the user to violate the usage guidelines. For example, when adapting the logo to a horizontal format or small spaces, it is preferred to use an alternate version.

## Alternate Logos

The firebrick red alternate logos are always preferred and should be used whenever possible. Approved alternate versions of the logo are shown below. The same best practices and usage guidelines described on pages 2 and 3 also apply to the alternate logos.

### Horizontal



### Wordmark Only

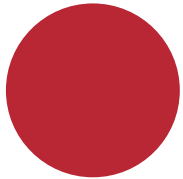


# Color Palette

Color is an important component of how the CBBQA brand is perceived and the core palette will cover the majority of needs. It is intentionally small in variety so as not to dilute the brand visuals which adds confusion. The CBBQA color palette has three layers: primary, secondary, and tertiary palettes, each with its own subgroupings of colors.

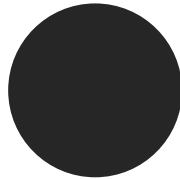
## Primary Palette

The primary colors help quickly identify the CBBQA. These are the core colors of the organization.



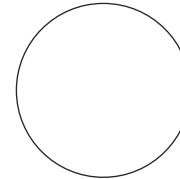
**Firebrick Red**

HEX: #b92634  
CMYK: 0/79/72/27  
RGB: 185/38/52



**Dark Slate Gray**

HEX: #262626  
CMYK: 0/0/0/85  
RGB: 38/38/38



**White**

HEX: #FFFFFF  
CMYK: 0/0/0/0  
RGB: 255/255/255

# Typography

Our primary font is the 'Lato' font family. It should be used for all titles and body text. If you don't have a copy of this font you can download it free from Google Fonts. Alternatively, the default system font 'Arial' should be used in its place. For more detailed information visit [Lato's Google Fonts](#) page.

Aa

**Lato**

Aa

**Arial**

## Primary font

Lato light  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

Lato regular  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

Lato bold  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

**Lato black**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**

## Secondary font

Arial  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

**Arial bold**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**

## Colors



**Rich Black**

HEX: #0e0e0e  
CMYK: 74/67/66/84  
RGB: 14/14/14



**Dark Slate Gray**

HEX: #262626  
CMYK: 0/0/0/85  
RGB: 38/38/38



**White**

HEX: #FFFFFF  
CMYK: 0/0/0/0  
RGB: 255/255/255

# Typography

## CBBQA BRAND SIGNATURE

Our primary font is the 'Lato' font family. It should be used for all titles and body text. If you don't have a copy of this font you can download it free from Google Fonts. Alternatively, the default system font 'Arial' should be used in its place. For more detailed information visit [Lato's Google Fonts](#) page.

Aa

Lato

Aa

Arial

### Primary font

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abcdefghijklmnopqrstuvwxyz

Lato regular  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

Lato bold  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

Lato black  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

### Secondary font

Arial  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

Arial bold  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

### Colors



Rich Black

HEX: #0e0e0e  
CMYK: 74/67/66/84  
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Dark Slate Gray

HEX: #262626  
CMYK: 0/0/0/85  
RGB: 38/38/38



White

HEX: #FFFFFF  
CMYK: 0/0/0/0  
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