CPS®

An ▶ LCS Company

DESIGN BRAND STANDARDS

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why design brand standards?

CPS provides consistently high-quality products and service offerings to all their member clients. Therefore, the CPS brand is one of our company's most valuable assets. It needs to be respected and protected. Following a set of approved graphic standards for representing our brand visually and in text helps ensure that CPS quality is universally recognized.

This guide explains the standards that must be followed when using our brand in media, printed materials and other forms of communication. Anyone using our brand is expected to comply with these requirements and use these branding elements with care.

If you have a question about the information presented here or would simply like some guidance in your use of the brand, please email brand@LCSnet.com.

logo proper logo usage

4-color with An LCS Company tag	spot-color with An LCS Company tag (printed)

gray scale with An LCS Company tag (used for printed 1-color applications)	reversed black and white with An LCS Company tag

tone-on-tone/black with An LCS Company tag
(used for signage and other limited applications)

Note: The trademark designation ® in all logos (except reverses and tone-on-tone) always appears in black.

Electronic versions of each of the CPS logos have been created and are available for your use on the LCS Brand Materials website. Never try to recreate the CPS logo yourself. The CPS text should never be separated from the graphic. Use only the approved, electronic version.
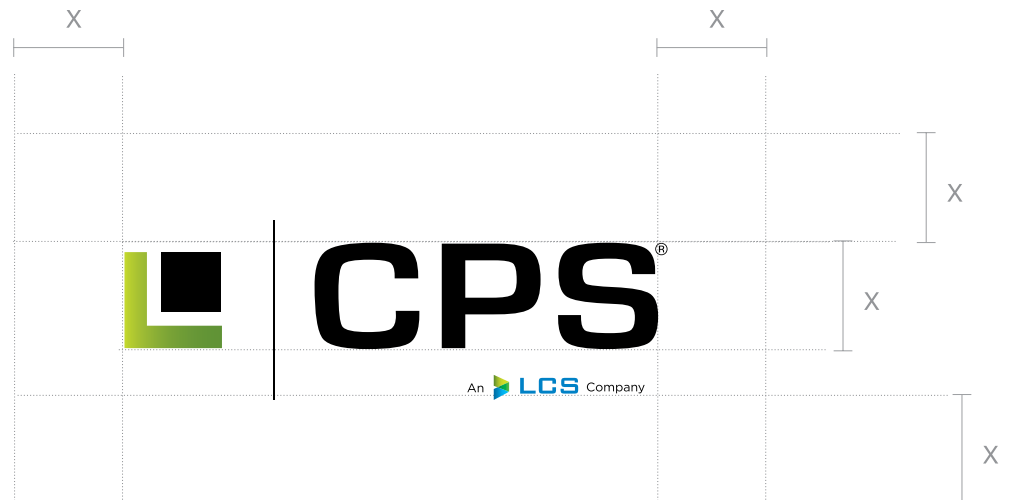
size

Do not use An LCS Company tag when the logo is 1-inch wide or smaller.
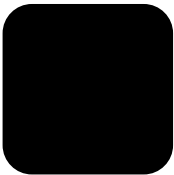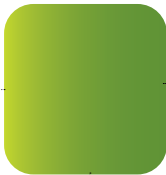
1-inch wide

□ CPS®
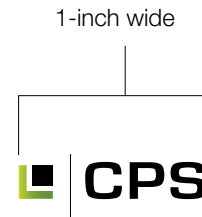
Our logo is a valuable asset; always position it for maximum impact with plenty of clearspace to separate it from other elements.

The example shown here represents minimum clearspace requirements.

X   X

□ CPS®

An ▶ **LCS** Company

X

X

X

color

	Primary Colors		Primary Gradient	
Pantone	377C 390U	black	382C 381U	364C 364U
CMYK	45.0.100.24	0.0.0.100	28.0.100.0	60.10.100.20
RGB	120.162.47	0.0.0	location 0%	location 100%
HEX	78A22F	000000		

fonts

for print

alternative for print and web

Helvetica Neue 45 Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890!@#$&*

Arial Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890!@#$&*

Helvetica Neue 45 Light Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890!@#$&

Arial Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890!@#$&

Helvetica Neue 55 Roman
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890!@#$&*

Arial Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890!@#$&*

Helvetica Neue 56 Roman Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890!@#$&

Arial Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890!@#$&

Helvetica Neue 75 Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890!@#$&*

Helvetica Neue 76 Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890!@#$&

Helvetica Neue 85 Heavy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890!@#$&*

Helvetica Neue 86 Heavy Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890!@#$&

corporate identity

Whenever the company name CPS appears in logo format, it is entirely in uppercase, in the format shown here. (Please refer to "logo" and "size" pages of this manual for additional information.)
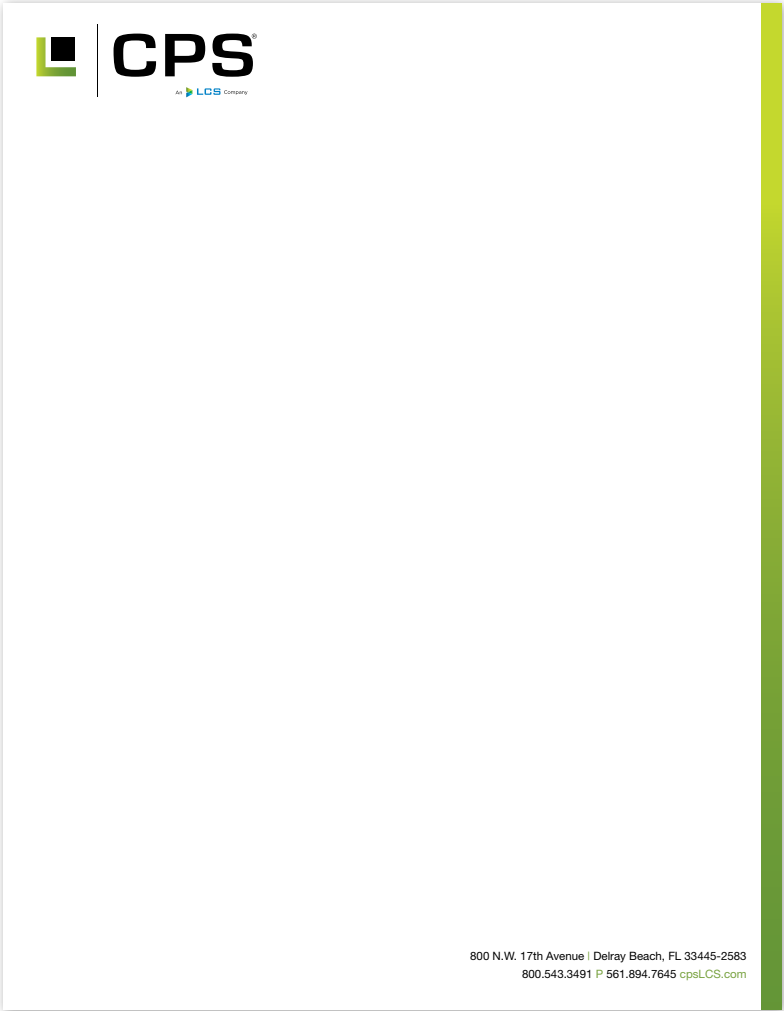

When the company name appears in text, copy or anywhere other than the logo, it is written CPS, always in uppercase and italicized, no boldface and no color.

When "An LCS Company" is used with CPS in text, the same rules apply—no italics, no bold, and no color, as shown here:

CPS®, An LCS® Company

Please note: CPS is a trademarked brand name, so it should carry the ® designation in first use on each page or panel surface. (Please reference the LCS Family of Companies Brand Guidelines for details)
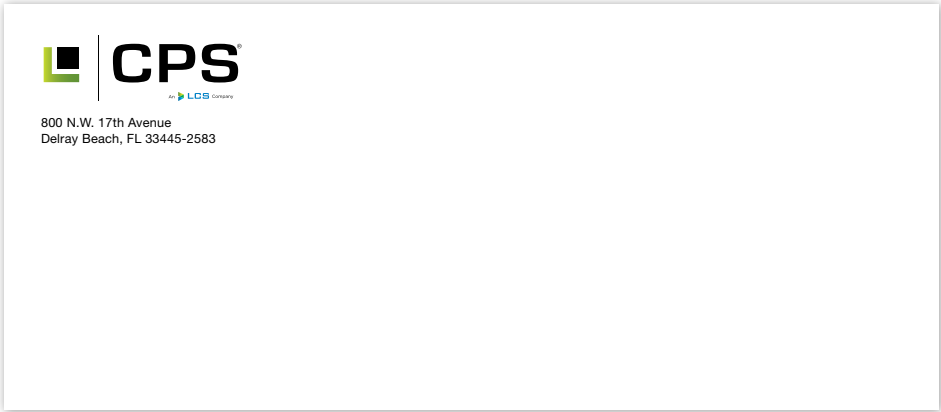
corporate identity

Business Card

FIRST NAME LAST NAME
TITLE

CPS
An LCS Company

800 N.W. 17th Avenue | Delray Beach, FL 33445-2583
800.543.3491 P 561.894.7645 C 515.707.8081
E doejohn@cpsLCS.com W cpsLCS.com

#10 Envelope

CPS
An LCS Company

800 N.W. 17th Avenue
Delray Beach, FL 33445-2583

Letterhead

CPS
An LCS Company

800 N.W. 17th Avenue | Delray Beach, FL 33445-2583
800.543.3491 P 561.894.7645 cpsLCS.com

Name Badge

FIRST NAME LAST NAME
TITLE

CPS

advertising & collateral materials

Each piece of advertising or collateral for CPS is unique, and created for a special circumstance or opportunity. So, establishing firm rules for logo use (other than size restrictions) in those materials is difficult.

With that, it is recommended to use the full four-color logo with An LCS Company tag wherever possible, positioned prominently and in an appropriate size to foster positive brand identity for CPS. A representative sample is shown here:

All advertising and collateral materials need to be approved by a designated LCS contact on page 3 prior to publication. Please submit your materials with sufficient time built in to make any required adjustments.

apparel & promotional items

Apparel that incorporates the CPS logo helps create team spirit and immediately identifies team members or friends of CPS.

T-shirts: Use the complete four-color CPS logo with An LCS Company tag. Because a T-shirt offers a large display surface, the logo can appear in almost any size desired.

Polo shirts: Choose the complete one-color/tone-on-tone logo with tag to embroider on the breastplate or sleeve of the polo shirt. Make sure to use a contrasting but complementing color so the logo stands out attractively against the background color of the shirt.

Promotional items: Below are a few promotional items that can carry the CPS logo. Selection of the logo may depend on the size and shape of the item. A four-color logo is preferred, if practical.

Examples:
    Iced cookies
    Coffee mugs
    Magnets
    Candy
    Caps
    Pens

General Rule: If the logo is 1-inch wide or smaller, use the logo without An LCS Company tag.

4-color with An LCS Company tag

tone-on-tone/black with An LCS Company tag
(used for signage and other limited applications)

spot-color with An LCS Company tag in grayscale

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