



## PRIMARY BRANDMARK

The preferred primary brandmark is the vertical orientation. If the vertical orientation will not fit in the layout, use the horizontal orientation. The C-storm icon can be used by itself when "Cincinnati Cyclones" is located somewhere in the communication.

### C-Storm Icon



### Vertical Orientation



#### Minimum Size

When at minimum size (1" wide), the type lockup strokes should be removed.



### Horizontal Orientation



#### One Color Usage

Only use one color brandmark when full color is not an option.





## BRANDMARK DON'TS

It is critical to maintain the integrity of the brandmark at all times. The examples below illustrate improper use.

**DO NOT**  
change placement of elements



**DO NOT**  
alter proportions



**DO NOT**  
create new lockups

**CINCINNATI CYCLONES**

**DO NOT**  
change the colors



**DO NOT**  
add to the logo



**DO NOT**  
outline the icon



**DO NOT**  
skew, stretch or distort



**DO NOT**  
crop the brandmark in any way



**DO NOT**  
place on a complex background



**DO NOT**  
use alternate fonts in the wordmark



**DO NOT**  
rotate



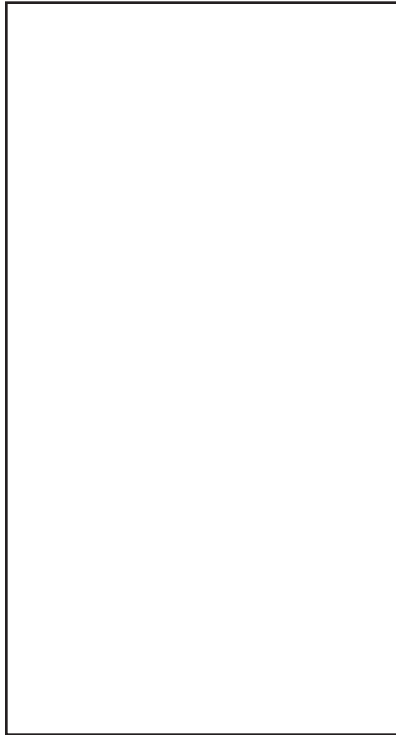
**DO NOT**  
add effects (drop shadows, etc.)



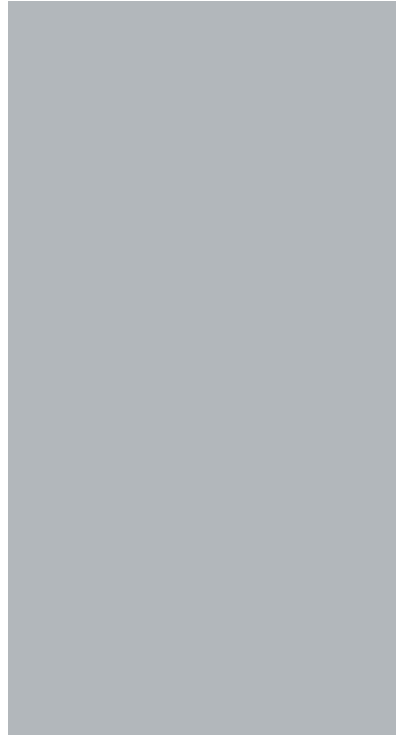


## COLOR PALETTE

Gradient indicates  
metallic look. Primary  
use is on uniforms.



**WHITE**  
*CMYK*  
0/0/0/0  
*RGB*  
255/255/255



**PMS 429**  
*CMYK*  
3/0/0/32  
*RGB*  
177/181/186



**PMS 186**  
*CMYK*  
0/100/81/4  
*RGB*  
195/31/57



**BLACK**  
*CMYK*  
0/0/0/100  
*RGB*  
0/0/0



**PMS 877**  
*CMYK*  
49/37/36/11  
*RGB*  
132/135/137