

QUICK BRAND GUIDE:

CSW THE BIG SHARE 2020

LOGOS



Logos and other downloads available online: www.thebigshare.org/info/downloads

COLORS

Light Blue

*The Big Share
Campaign color*

C=43 M=0 Y=6 K=0
R=134 G=214 B=236
Hex=#86D6EC

Light Green

*CSW early donor
spotlights*

C=30 M=0 Y=60 K=0
R=185 G=217 B=137
Hex=#B9D989

Gray

*Trainings and public
events*

C=0 M=0 Y=0 K=79
R=90 G=91 B=93
Hex=#5A5B5D

Dark Green

Other CSW news

C=68 M=16 Y=100 K=2
R=95 G=160 B=67
Hex=#5FA043

Yellow

Prizes

C=1 M=18 Y=85 K=0
R=253 G=206 B=65
Hex=#FDCE41

TYPOGRAPHY

OFFICIAL BRAND FONT	CANVA SUBSTITUTE	GENERIC SUBSTITUTE
FUTURA BOLD	LEAGUE SPARTAN	ARIAL BLACK
[FUTURA MEDIUM]	MONTSERRAT LIGHT	ARIAL
Corbel	Futura Bk BT	Verdana
Book Antiqua	Libre Baskerville	Palatino, Georgia

Official campaign hashtag: #CSWBigShare

Official campaign tagline: "One day, one community, many ways to share"