PRIMARY
LOGO

This is the brand's primary logo and should be used whenever possible.

CapSquare

SECONDARY LOGOS

CapSquare
BROADCASTING

CapSquare
COMMUNICATIONS

CapSquare
DIGITAL

CapSquare
INTERACTIVE

CapSquare
MEDIA

CapSquare
RADIO

CapSquare
TELEVISION

RESTRICTIONS

A. Never change the size or spatial relationship between elements of any logo version.

B. Never change the horizontal proportions of any logo version.

C. Never change the vertical proportions of any logo version.

D. Never use any logo version in a color other than brand colors.

E. Never rotate any logo version in a manner other than how originally designed.

F. Never crop any logo version.

G. Never deconstruct the logo.

CapSquare
DIGITAL

A

CapSquare

B

CapSquare

C

CapSquare
BROADCASTING

D

CapSquare
RADIO

E

CapSquare
INTERACTIVE

F

CapSquare

G

BUFFER ZONE

There should be a minimum amount of space around the logo. This minimum space, on all sides, is equal to the size of the "half circle" found within the logo.

TYPOGRAPHY

Capsquare's typeface is Gotham.

Gotham

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 1234567890

Gotham Thin + *Thin Italic*
Gotham Extra Light + *Extra Light Italic*
Gotham Light + *Light Italic*
Gotham Book + *Book Italic*
Gotham Medium + *Medium Italic*
Gotham Bold + *Bold Italic*
Gotham Bold + *Black Italic*
Gotham Ultra + *Ultra Italic*

COLOR

Capsquare's brand color palette is a bold orange and two neutral grays,

1375 C	Cool Gray 10 C	Warm Gray 5 C
143 U	Cool Gray 11 U	Warm Gray 5 U
1375 CP	Cool Gray 9 CP	Warm Gray 5 CP
7408 UP	Cool Gray 11 UP	Warm Gray 5 UP
C-0 M-31 Y-98 K-0	C-23 M-16 Y-13 K-46	C-11 M-13 Y-16 K-32
R-255 G-184 B-28	R-117 G-139 B-141	R-172 G-163 B-154
#FFB81C	#888B8D	#ACA39A