



**CEDAR CREEK**  
*energy*

## BRANDING STYLE GUIDE



## Cedar Creek Energy Branding Guide

### BRAND COLORS



HEX: #0D2858

R: 0  
G: 41  
B: 91

C: 100  
M: 89  
Y: 35  
K: 31

Pantone: 655 C



HEX: #54A1EC

R: 48  
G: 163  
B: 242

C: 67  
M: 25  
Y: 0  
K: 0

Pantone: 2915 C



HEX: #60B358

R: 57  
G: 181  
B: 74

C: 75  
M: 0  
Y: 99  
K: 0

Pantone: 360 C



HEX: #DAAA3B

R: 228  
G: 168  
B: 5

C: 11  
M: 35  
Y: 100  
K: 0

Pantone: 143 C

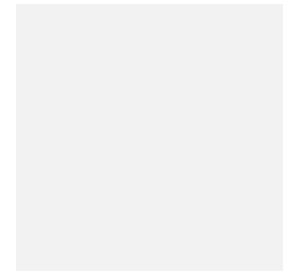


HEX: #333333

R: 51  
G: 51  
B: 51

C: 69  
M: 63  
Y: 62  
K: 58

Pantone: 447 C C



HEX: #F2F2F2

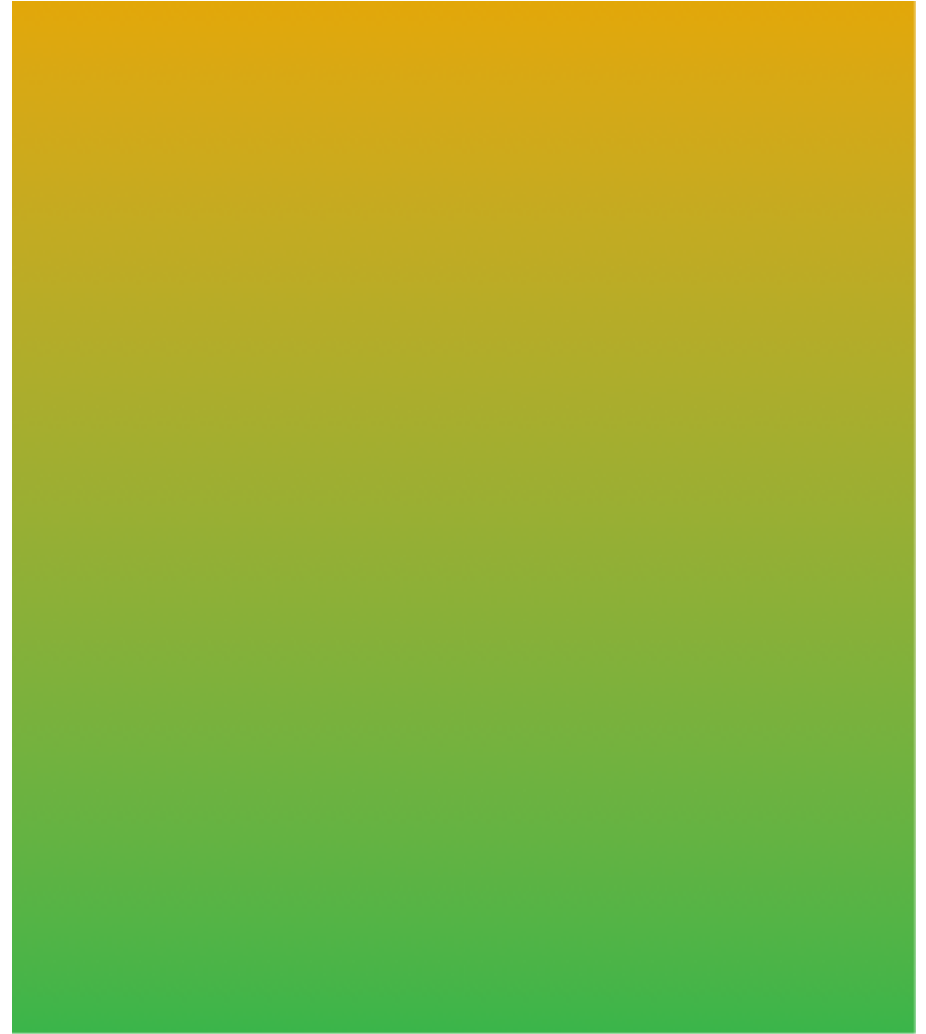
R: 242  
G: 242  
B: 242

C: 4  
M: 2  
Y: 2  
K: 0

Pantone: 427 C



## APPROVED GRADIENTS



## LOGO VARIATIONS



Circular Logo

Uses:

- Profile pictures with circular crop
- Any circular image
- *Note: the black circle is not part of the design*



Square Logo

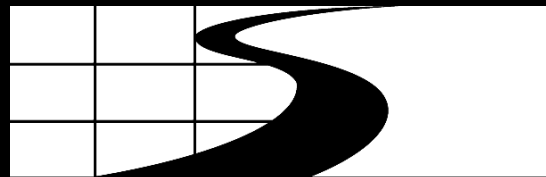
Uses:

- Square profile pictures
- Any square ratio image

CONTRAST USE



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## LOGO FONTS



Big Noodle



Segoe Script

## TYPOGRAPHY

**HEADING ONE, DIN CONDENSED 36pt**

**HEADING TWO, DIN CONDENSED 30pt**

**HEADING THREE, DIN CONDENSED 24pt**

**HEADING FOUR, DIN CONDENSED 20pt**

Body Font, Lato 18pt

Google Font: Lato

font-family: 'Lato', sans-serif;

Link: <https://fonts.google.com/specimen/Lato?selection.family=Lato>