



CG Financial Services



Today. Tomorrow. **Together.**

PRIMARY LOGO USAGE



CG Financial Services

PRIMARY LOGO

The design of the CG Financial Services logo is to be used in all formal settings in which the brand must be represented in name (legal, sponsorship, etc.).



PRIMARY LOGO SIZING & SPACING

The minimum spacing of the CG Financial Services logo (and its family of logos) is based on the line thickness of the icon. No elements should appear within that measured distance.

MINIMUM SIZE

50 PIXEL HEIGHT
.25 INCHES HEIGHT

MINIMUM SPACE

The width of the stroke of the icon.

PRIMARY LOGO COLOR VARIATIONS

GREY



CG Financial Services

GREEN



CG Financial Services

BLUE



CG Financial Services

BLACK



CG Financial Services



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CG Financial Services



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CG Financial Services

ICON USAGE



ICON

The design of the CG Financial Services icon is a visual representation of the brand's purpose, mission, vision and dedication to their brand stakeholders.



ICON SIZING & SPACING

The minimum spacing of the CG Financial Services icon is based on the line thickness of the icon. No elements should appear within that measured distance.

MINIMUM SIZE

50 PIXEL HEIGHT
.25 INCHES HEIGHT

MINIMUM SPACE

The width of the stroke of the icon.

ICON COLOR VARIATIONS

GREY



GREEN



BLUE



BLACK



LOGO VARIATIONS

HORIZONTAL



HORIZONTAL STACKED



VERTICAL



VERTICAL STACKED



COLOR PALETTE

GREY

hex #475160
cmyk 74, 62, 45, 27
pms 7545 C

GREEN

hex #77A049
cmyk 59, 19, 94, 03
pms 7489 C

BLUE

hex #98C2D3
cmyk 40, 12, 12, 00
pms 658 C

WHITE

hex #FFFFFF
cmyk 00, 00, 00, 00
pms White

BLACK

hex #000000
cmyk 75, 68, 67, 90
pms Black

TYPOGRAPHY

PROXIMA NOVA BOLD

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww
Xx Yy Zz 0123456789!@#\$%&()?**

PROXIMA NOVA REGULAR

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww
Xx Yy Zz 0123456789!@#\$%&()?

VERDANA BOLD

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww
Xx Yy Zz 0123456789!@#\$%&()?**

VERDANA REGULAR

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww
Xx Yy Zz 0123456789!@#\$%&()?

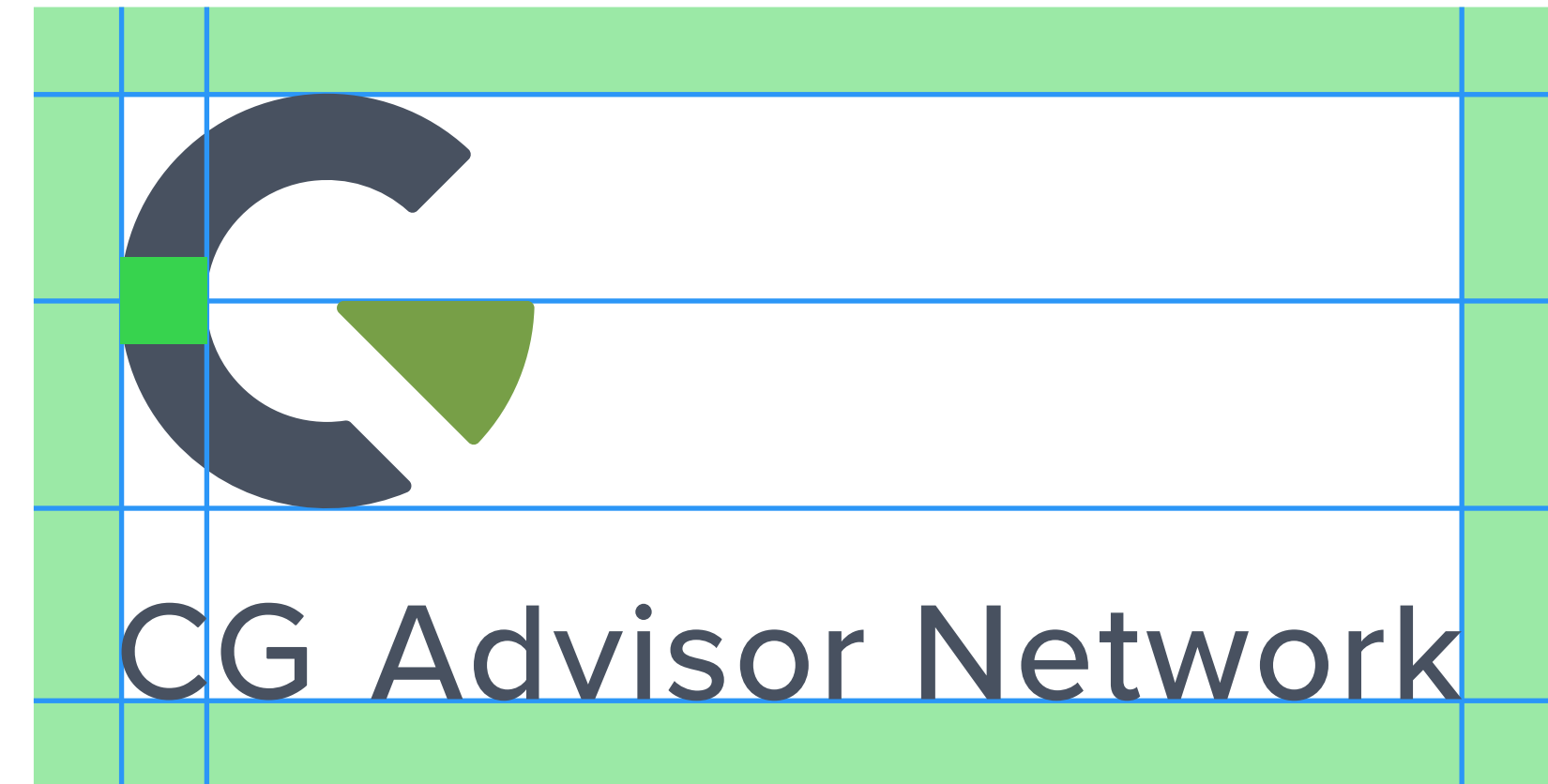
CG ADVISOR NETWORK SUB-BRAND



CG Advisor Network

CG ADVISOR NETWORK LOGO

The design of the CG Advisor Network logo is to be used in all formal settings in which the brand must be represented in name (legal, sponsorship, etc.).



MINIMUM SIZE

50 PIXEL HEIGHT | .25 INCHES HEIGHT

MINIMUM SPACE

The width of the stroke of the icon.

CG ADVISOR NETWORK SUB-BRAND VARIATIONS

GREY



CG Advisor Network

GREEN



CG Advisor Network

BLUE



CG Advisor Network

BLACK



CG Advisor Network



CG Advisor Network



CG Advisor Network



CG Advisor Network



CG Advisor Network

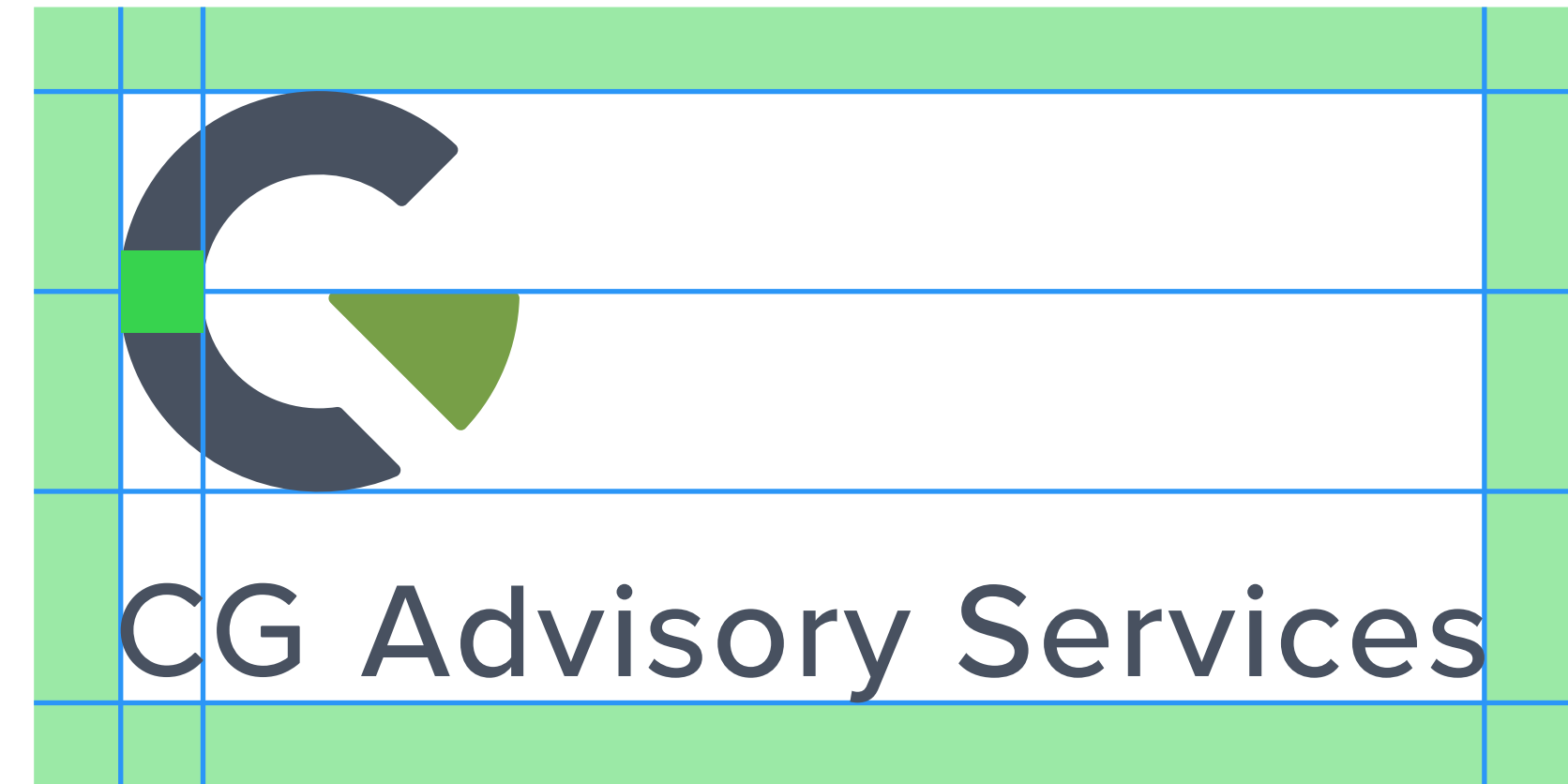
CG ADVISORY SERVICES SUB-BRAND



CG Advisory Services

CG ADVISORY SERVICES LOGO

The design of the CG Advisory Services logo is to be used in all formal settings in which the brand must be represented in name (legal, sponsorship, etc.).



MINIMUM SIZE

50 PIXEL HEIGHT | .25 INCHES HEIGHT

MINIMUM SPACE

The width of the stroke of the icon.

CG ADVISORY SERVICES SUB-BRAND VARIATIONS

GREY



CG Advisory Services

GREEN



CG Advisory Services

BLUE



CG Advisory Services

BLACK



CG Advisory Services



CG Advisory Services



CG Advisory Services



CG Advisory Services



CG Advisory Services

CG INSURANCE AGENCY SUB-BRAND



CG Insurance Agency

CG INSURANCE LOGO

The design of the CG Insurance logo is to be used in all formal settings in which the brand must be represented in name (legal, sponsorship, etc.).



MINIMUM SIZE

50 PIXEL HEIGHT | .25 INCHES HEIGHT

MINIMUM SPACE

The width of the stroke of the icon.

CG INSURANCE SUB-BRAND VARIATIONS

GREY



CG Insurance Agency

GREEN



CG Insurance Agency

BLUE



CG Insurance Agency

BLACK



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