



## Corporate Identity Style Guide

April 2006

## Corporate Logo

The CRC logo consists of the stylized cart with globe mark, as well as the stylized type "CRC". The type "Computer Resource Center, Inc." is omitted from logo files but included for mandatory use in mailings and letterhead.

The colors and proportions of this logo in any configuration should not be altered. The consistent use of the CRC mark will strengthen branding and recognition.

When applying the CRC logo, always use artwork supplied with this corporate identity package. Do not redraw, non-proportional scale, or alter the logo in any way. Through strict adherence to these guidelines, the CRC brand will be reinforced.

The logo at right represents the most common configurations. The top is the preferred two-color or gradient logo, and the bottom is the one-color version of the same standard logo.



standard two-color gradient logo



solid one-color logo

## Unacceptable or Discontinued Use

All previous CRC logos are discontinued. Under no circumstances should previous CRC logos be combined with the new corporate visual component or logotype.



Artwork may be enlarged or reduced, but the aspect ratio may not be altered.



The logo should not be tilted or rotated.



The colors of the logo should not be changed. Refer to the "Colors" section of this document to find color values for accurate color rendering.



## Area of Isolation

To enhance the presentation of the CRC corporate identity visual component, make certain a standard minimum amount of padding surrounds the logo. The preferred area of isolation is expressed by the dimensions at right.



## Minimum Size

The CRC logo should not be reproduced smaller than the minimum size recommended at right. Limitations of various media must be considered. A small logo will not appear clean on newsprint. The CRC logo must appear clean and crisp to maintain uniformity of display.



# Corporate Colors

The blue color at right is the official corporate color for CRC and is to be used as the preferred color treatment of the CRC logo.

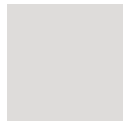


C96 M74 Y2 K0  
R0 G88 B178  
#0058B2

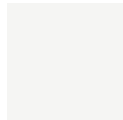
The slightly desaturated hues at right may be used for RGB materials. For CMYK printing processes, these colors may be used if accurately reproduced, otherwise fully desaturated gray tones are the only acceptable alternatives.



C21 M18 Y21 K0  
R202 G197 B192  
#CAC5C0



C12 M10 Y11 K0  
R222 G220 B218  
#DEDCDA



C44 M18 Y0 K0  
R239 G237 B235  
#EFEDEB

## Color Reproduction

While the preferred color treatment of the CRC logo is the corporate blue, to allow for design flexibility across various applications, the following color treatments are considered acceptable. No other color treatment of the CRC logo is permitted.

For news or other black-and-white print, the standard logo in black is acceptable.



For printing on solid color backgrounds, a white reverse CRC logo must be used.



# Typography

Typography is an important element of the CRC brand. Use of consistent typefaces across web, print, and video media will strengthen the corporate identity.

The Avant Garde and Dutch families provide the range and variety for multiple needs, from headlines to body text in print, with complementing serif and sans-serif style typefaces.

## Avant Garde Family

A contemporary and attractive sans-serif font which works best as a medium-sized headline text as well as an alternate body text.

Avant Garde Regular

Avant Garde Thin

**Avant Garde Semi-Bold**

*Avant Garde Thin Italic*

***Avant Garde Semi-Bold Italic***

## Typography (continued.)

### Dutch Family

The Dutch font family, a serif style font, provides a classic feel for use in contemporary design. The standard family is approved for use in CRC materials. The condensed family may not be used.

Dutch 766 Roman

*Dutch 766 Italic*

**Dutch 766 Bold**

### Tahoma Family

The Tahoma font is very popular for aliased text on the web and information technology design, as well as large point-size headlines and headings because of its legibility and aesthetic appeal. This is an acceptable font for large font sizes in graphic headings, as well as the primary aliased font used for CRC web applications.

Tahoma Regular

Tahoma Regular (11px aliased)

**Tahoma Bold (11px aliased)**

Computer Resource Center, Inc.  
6240 Shiloh Road  
Alpharetta, GA 30005  
800-650-2679

[www.crcsecure.com](http://www.crcsecure.com)

Contacts:

Robert Gerace, CEO  
[robert.gerace@crcsecure.com](mailto:robert.gerace@crcsecure.com)

Jeff Paul, CMO  
[jeff.paul@crcsecure.com](mailto:jeff.paul@crcsecure.com)

Kary J. Perry, COO  
[kary.perry@crcsecure.com](mailto:kary.perry@crcsecure.com)