

# Golisano Children's Museum of Naples BRANDING STANDARDS

## CMON Logo Usage

- The logo should always appear vertical.
- There are no other color options for this logo.
- Never condense the logo in any way.



## CMON Logo Clear Space

Use a minimum of 1/4 inch space top, left and right and objects no closer than 1/8 inch from the bottom.



## CMON Fonts

**Source Sans Variable Black:** Used for headlines, titles, sidebars, and call outs.

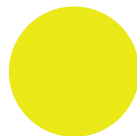
**Source Sans Variable Regular:** Used for photo identification and legal lines.

**Source Sans Variable Light:** Used for body copy.

## CMON Color Usage



R:111 | G:195 | B:183 \ C:55 | M:2 | Y:33 | K:0  
Color Hex: #6FC3B7



R:238 | G:232 | B:21 \ C:10 | M:0 | Y:98 | K:0  
Color Hex: #EEE815



R:210 | G:23 | B:136 \ C:13 | M:99 | Y:4 | K:0  
Color Hex: #D21788



R:2389 | G:128 | B:49 \ C:2 | M:61 | Y:91 | K:0  
Color Hex: #EF8031



R:102 | G:45 | B:145 \ C:75 | M:100 | Y:0 | K:0  
Color Hex: #662D91



R:29 | G:141 | B:161 \ C:81 | M:29 | Y:31 | K:1  
Color Hex: #1D8DA1