



# ComGroup 3.0 | Brand Guide

April 13, 2018

# CG 3.0 Brand Guide

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## Why a brand guide?

The *Communications Group 3.0 Brand Guide* will ensure that a single, cohesive image and on-brand message is projected to the public.

This will be accomplished by proper use of logo, typeface, color, images as well as our language.

Any questions regarding this guide may be directed to:

Brent Miller  
Associate Creative Director [bmiller@comgroup.com](mailto:bmiller@comgroup.com)

or

Dana Rogers  
Senior Art Director [drogers@comgroup.com](mailto:drogers@comgroup.com)

©2018 The Communications Group, Inc.  
To be introduced as *Communications Group* and referred to as *ComGroup* thereafter.

## Brand Distinction

Our passion is creating value for our customers.

Period.

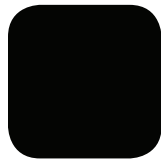
And, we do it by the numbers.

Our company is an integrated marketing communications firm that emphasizes data-driven strategic planning, multi-channel implementation and responsive monitoring in agriculture, business-to-business and government-to-citizen.



# ComGroup 3.1 | Logo Usage

## Color use



100% BLK

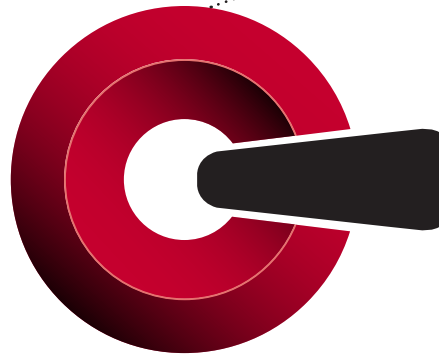


80% BLK



PMS: 200  
RGB: 194 32 50  
HEX: BA0C2F  
CMYK: 16 100 87 7

RED: PMS 200 with BLK gradient screen



COMMUNICATIONS GROUP  
Marketing | Public Relations  
**POWERING INSIGHT**

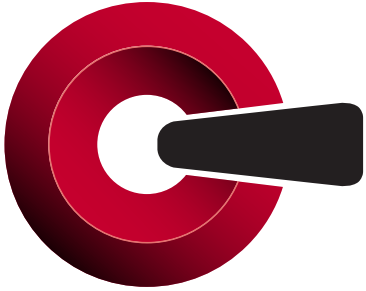
## Typeface usage

Name line ..... **COMMUNICATIONS GROUP** ..... (Gotham Medium/Book) at 80% blk UPPERCASE

Service line ..... Marketing | Public Relations ..... (Gotham Book) at 80% blk Title Case

Promise line ..... **POWERING INSIGHT** ..... (Gotham Medium/Bold) at 100% blk UPPERCASE

## Logo options



Bug only



Bug with name and services



Bug with name, services  
and promise line

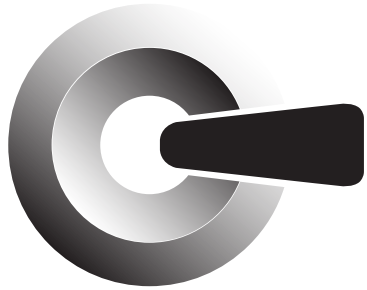
COMMUNICATIONS GROUP  
Marketing | Public Relations

COMMUNICATIONS GROUP  
Marketing | Public Relations  
**POWERING INSIGHT**

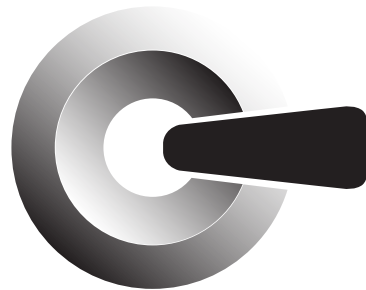
COMMUNICATIONS GROUP  
**POWERING INSIGHT**

Bug with name  
and promise line

**Black and white options**



Bug only



Bug with name and services



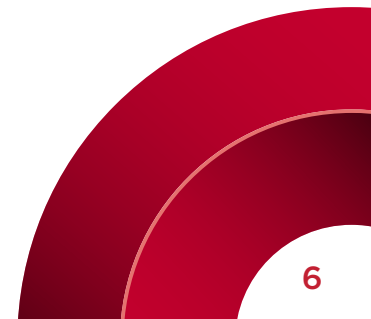
Bug with name, services and promise line

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Bug with name and promise line





**Reversed options**

*(for use when covering  
photography or video)*



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## Orientation options



## Logo use - Dos and Donts

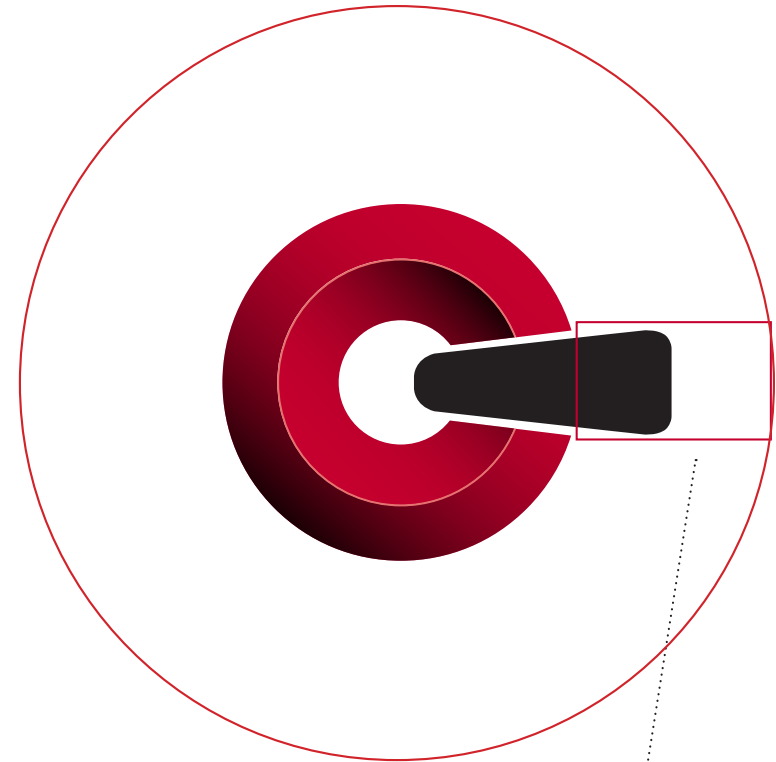
The first use of our brand and/or logo should include the FULL name and FULL logo as an introduction. Thereafter, the logo BUG may be used alone.

Included in this package are versions of each logo variation in RGB (any web, digital, office etc. use only) and CMYK (print only).

No stretching please:



No use of out of date branding:



PROTECTIVE AREA = 2x enough room for the logo to be untouched in any direction

## Niche icons Dos and Donts

The first use of our niche icons should include the icon with its description line below. Thereafter, the niche icons may be used alone. Niches should always be presented alphabetically. If displaying more than one niche icon in the same space, always use the same color.

*(All files Included in package)*



Agriculture



Agriculture



Agriculture



Business-to-Business



Business-to-Business



Business-to-Business



Government-to-Citizen



Government-to-Citizen



Government-to-Citizen



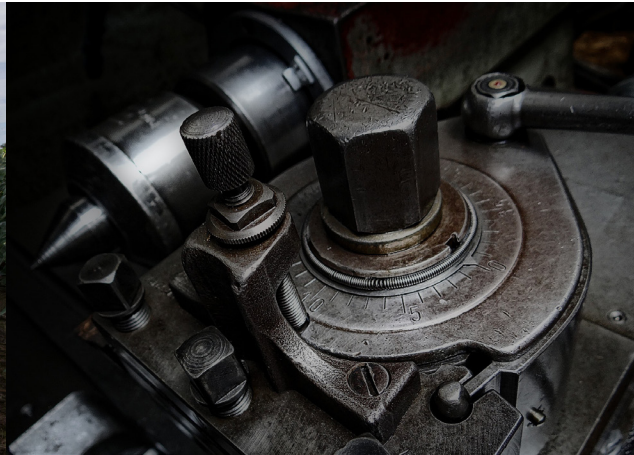
**ComGroup 3.2 | Our Voice**

## Our Voice (niche images)

To reinforce our brand and our niche focus, these images should be used when communicating within those areas. *(All files included in this package.)*



Agriculture



Business-to-Business



Government-to-Citizen

## Our Voice (website imagery)

(All files included in this package.)



Culture  
Mission/Values



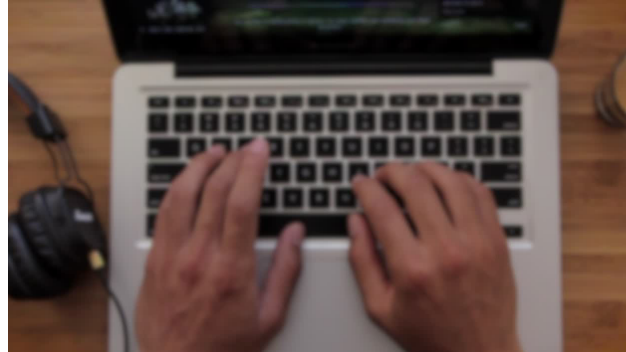
Team  
Bios



Focus  
Niche Focus



Proven  
Case Studies



Trending  
Any ComGroup News  
(blog posts, releases, etc.)



Contact  
Contact Form/Map

## **Our Voice (words we use)**

**In order to be ComGroup fluent, we speak and write using a vocabulary supporting our focus and our culture.**

### **We reference our promise line:**

“Power”

“Insight”

### **We talk about our service offerings:**

“Branding”

“Public Relations”

“Marketing”

“Research”

“Strategic Planning”

“Creative”

“Advertising”

“Message Development”

“Social Marketing”

“Content Marketing”

“Website Development”

“Content Coalition”

### **We use our keywords:**

“Power”

“Powerful”

“Brand voice”

“Brand messaging”

“Integrated public relations programming”

“Event planning”

“Crisis PR”

“Government affairs”

“Reputation management”

“Media coaching”

“Media relations”

“Community outreach”

“PR audits”

“Strategic public relations planning and reporting”

“Data driven”

“Market research”

“Marketing planning, implementation and measurement”

“Focus Groups”

“Psychological research”

“Intercepts”

“One-on-one interviews”

“Structured remote interviews”

“Primary research”

“Secondary research”

“Graphic design”

“Video production”

“Powerful print”

“Award-winning logos”

“Traction-grabbing digital”

“MessageMAPPING”

“Neuromessaging”

“Message testing”

“Product messaging”

“Website audits”



# ComGroup 3.3 | Internal Use



## Typeface and its use

**ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklm  
nopqrstuvwxyz  
1234567890**

**Gotham Bold  
Headlines**

**ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklm  
nopqrstuvwxyz  
1234567890**

**Gotham Medium  
Subheads**

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklm  
nopqrstuvwxyz  
1234567890

Gotham Book  
Body Copy

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklm  
nopqrstuvwxyz  
1234567890

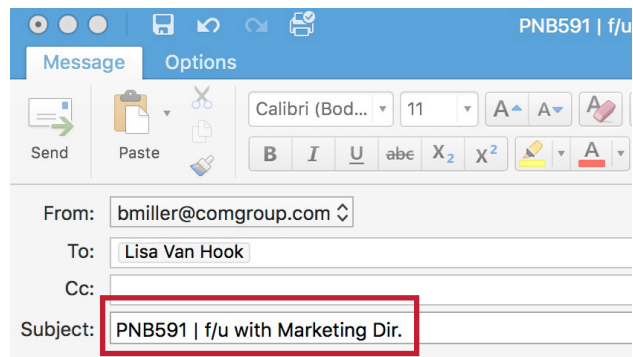
Gotham Thin  
Captions

## Email and signature anatomy

Calibri is the html-friendly alternative for use in digital spaces (email, signatures etc.)

**Natalie Johansson** ..... NAME - Calibri Bold 12  
**Receptionist / Administrative Support** ..... TITLE - Calibri Bold 12 Red (RGB: 212 0 33)  
**Communications Group** ..... COMPANY - Calibri Bold 12 Red  
400 W. Capitol Ave., Suite 1391 | Little Rock, AR 72201 ..... ADDRESS - Calibri Regular 10 Gray  
OFFICE: 501 376 8722 ..... TEL - Calibri Regular 10 Gray  
[njohansson@comgroup.com](mailto:njohansson@comgroup.com) | [ComGroup.com](http://ComGroup.com) ..... EMAIL/URL - Calibri Regular 10  
**POWERING INSIGHT** ..... PROMISE - Calibri **REG/BOLD** 16 BLACK

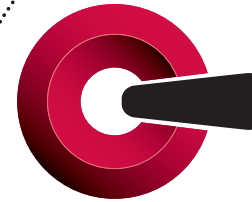
Composing email subject lines should include a relevant job number, hash bar, then subject:



**Brent Miller**  
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MOBILE: 501 454 4268 | OFFICE: 501 376 8722  
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**POWERING INSIGHT**

## Collateral use

### Letterhead design



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400 West Capitol Ave., Suite 1391  
Little Rock, Arkansas 72201

Principals  
Dan Cowling Dane Cowling  
Lisa Van Hook



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Marketing | Public Relations  
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Dan Cowling | Agency Founder  
President/Ceo

[dancowling@comgroup.com](mailto:dancowling@comgroup.com)

400 West Capitol Ave., Suite 1391 Little Rock, Arkansas 72201  
501 376 8722 cell 501 837 1837 [comgroup.com](http://comgroup.com)

### Business card design

## Layout design elements

The following elements are for use in layouts and are available as support files. Please consult Creative regarding their use.

CG 30 URC element .....



CG 30 ULC element

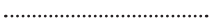
CG 30 LRC element .....





..... CG 30 FL element





CG 30 Page Corner