

Brand Standards Guide



CHRISTIAN
BROTHERS
SERVICES

Company, Divisional and Trust Name Usage Guidelines

The Purpose of Brand Guidelines

To promote quality, consistency and uniformity in the presentation of company materials, Christian Brothers Services has developed standards for usage of the company, divisional and Trust names. In order to maximize our brand recognition, the following guidelines have been developed for companywide implementation.

Company Name

Christian Brothers Services

The full name of the company, Christian Brothers Services, must appear in either text or logo form on all company materials.

In all instances, use the full version of the company name, Christian Brothers Services, in the first reference and follow it with the abbreviated form or acronym in parentheses (CBS). Subsequent references may be the abbreviated form or acronym.

The word “Services” is a plural noun ending in a ‘s’, only an apostrophe at the end is needed to indicate possession. For example: Christian Brothers Services’ Core Values.

Catholic School Management, a division of Christian Brothers Services

The full name of the division, Catholic School Management, A division of Christian Brothers Services, must appear in either text or logo form on all company materials. See page 12.

In all instances, use the full version of the division name, Catholic School Management, a division of Christian Brothers Services, in the first reference and follow it with the abbreviated form or acronym in parentheses (CSM). Subsequent references may be the abbreviated form or acronym.

Divisional Names

- *Christian Brothers Health Benefit Services*
- *Christian Brothers Retirement Planning Services*
- *Christian Brothers Risk Management Services*
- *Christian Brothers IT & Website Services*
- *Catholic School Management, A division of Christian Brothers Services*

The divisional names should be used when referring to programs specific to a particular division, i.e., Christian Brothers Risk Management Services Auto Survey Assessment. The divisional names should be used only when preceded by the words ‘Christian Brothers’ (see examples above) in the first reference. After the first reference, divisions may be abbreviated as follows: CBHBS or HBS, CBRPS or RPS, CBRMS or RMS, CBIT&WS or IT&WS and CSM.

When used in conjunction with the Christian Brothers Services logo the ‘Christian Brothers’ may be dropped from before the division name.

Trust, Plan and Program Names

- *Christian Brothers Employee Benefit Trust* (CBEBT or EBT)
- *Christian Brothers Religious Medical Trust* (CBRMT or RMT)
- *Christian Brothers Services Health Marketplace for Catholic Employers* (CBS Health Marketplace or Health Marketplace or Marketplace)
- *Christian Brothers Risk Pooling Trust* (CBRPT or RPT)
- *Christian Brothers Employee Retirement Plan* (CBERP or ERP or Defined Benefit Plan or Pension Plan)
- *Christian Brothers Retirement Savings 403(b) Plan* (CBRSP or 403(b))
- *Christian Brothers Employee Retirement Savings 401(k) Plan* (CBERSP or 401(k))
- *Christian Brothers Student Accident Plan* (CBSAP or SAP)
- *Christian Brothers Unemployment Reimbursement Program* (CBURP)
- *XpressIT Website Update Xpress*
- *XpressIT Board Portal Xpress*
- *XpressIT Website Design & Development Xpress*
- *XpressIT Enterprise Private Cloud Hosting Xpress*

The Trust names should only be used when communicating directly from the Trust. Trust names should always be used with the CBS logo. Any communication from a Trustee to members should be on CBS letterhead with the Trust name. On first reference, the Trust, Plan and Program names should always be preceded by the words, ‘Christian Brothers.’ After the first reference, abbreviations may be used.

Email / Auto Signatures

The company uses auto signatures to stamp outgoing emails with an employee's name, employee job title, company name, direct phone number and fax number. No other information is permitted. Employees are not permitted to add quotes, tag lines, additional titles or alter titles, different phone numbers or other information to the bottom of outgoing emails.

Do not change or add anything in this area.

Employee Name

Employee Job Title

Christian Brothers Services | A Lasallian Ministry

Phone: 000.000.0000

Fax: 000.000.000



CHRISTIAN
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Christian Brothers Services
1205 Windham Parkway
Romeoville | IL, 60446



Christian Brothers Services Logo Types

The Purpose of Brand Guidelines

To promote quality and consistency in the presentation of our company and brand, Christian Brothers Services, has developed this Brand Standards Guide. These guidelines will help you understand how to consistently and correctly use the three elements that comprise our image: logo graphic, typeface and color. Follow these guidelines whenever representing Christian Brothers Services. If you have any questions or need additional guidance, contact the Christian Brothers Services Marketing Department.

NOTE: The Christian Brothers Services 'STAR' graphic and company logo type must be positioned and aligned together as shown to the right. If you have any questions or need additional guidance, contact the Christian Brothers Services Marketing Department.

Logo Variations

The Christian Brothers Services logo may be used in accordance with the logo variations displayed to the right. These are the only acceptable versions of the Christian Brothers Services logos to be used in all applications.

Suggested uses for the three different logo variations:

The 'Logo with Bar' - Used only on materials that bleed top and left, or can be used to 'butt' up to inside borders. Refer to samples on page 8. Note: This logo can be used without the address information.

The 'Stand Alone Logo' - This logo can be used on most internal and external materials. Do not bleed this logo.

The 'Text Only Logos' - Use these logos when space is limited or for special applications.

If you have any questions or need additional guidance, contact the Christian Brothers Services Marketing Department.



'Logo with Bar' bleeds on top and left sides



'Stand Alone Logo' does not bleed

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'Text Only Logos'

Christian Brothers Services Logo Colors

The Christian Brothers Services logo colors are specified here. You may use the following PANTONE®, Process, RGB or web safe RGB colors. The PANTONE standards are shown in the current editions of the PANTONE Color Publications. These are the only acceptable colors when printing or using the logos on the internet.



Print Applications:

Logo Blue:

PANTONE 540C

C: 100 M: 55 Y: 0 K: 55
(coated stock)

PANTONE 295U

C: 100 M: 57 Y: 0 K: 40
(uncoated stock)

Logo Grey:

PANTONE 431C

C: 11 M: 0 Y: 0 K: 64
(coated stock)

PANTONE 431U

C: 11 M: 0 Y: 0 K: 64
(uncoated stock)



Logo Blue



Logo Grey

Internet Applications:

The closest RGB and web safe RGB equivalent colors are as follows:

Logo Blue:

R: 0 G: 55 B: 103

R: 00 G: 37 B: 67

Logo Grey:

R: 106 G: 115 B: 123

R: 6A G: 73 B: 7B



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Logo on light or white background



Logo on medium tone background



Logo on medium to dark tone background
(Do NOT change the 'Star' or box colors)

* PANTONE® is a registered trademark of Pantone, Inc.

Christian Brothers Services

1 - Color Logo Usage and Type Faces



White
Arial Narrow Bold

100% Black
Minion Pro Regular

CHRISTIAN
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SERVICES

1205 Windham Parkway
Romeoville, IL 60446

70% Black
Arial Narrow Regular



White
Arial Narrow Bold

PMS 540C (coated stock)
PMS 295U (uncoated stock)
Minion Pro Regular

CHRISTIAN
BROTHERS
SERVICES

1205 Windham Parkway
Romeoville, IL 60446

PMS 540C (coated stock)
PMS 295U (uncoated stock)
Arial Narrow Regular



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Acceptable Type Faces for Body Copy

(Do Not Change the Logo Type Face)

Times New Roman / Century / Calibri / Garamond

Times New Roman

Our mission is to serve the Catholic Church community and other faith-based organizations by responding to their managerial needs.

Century

Our mission is to serve the Catholic Church community and other faith-based organizations by responding to their managerial needs.

Calibri

Our mission is to serve the Catholic Church community and other faith-based organizations by responding to their managerial needs.

Garamond

Our mission is to serve the Catholic Church community and other faith-based organizations by responding to their managerial needs.

Christian Brothers Services Acceptable / Unacceptable Logo Usage

Acceptable Logo Usage



— page edge



— printed border edge



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Unacceptable Logo Usage



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DO NOT reposition the logo elements



DO NOT change font type or graphic colors

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DO NOT distort the shape of any logos

CHRISTIAN BROTHERS
SERVICES

DO NOT change the logo fonts

Christian Brothers Services 'STAR' Graphic

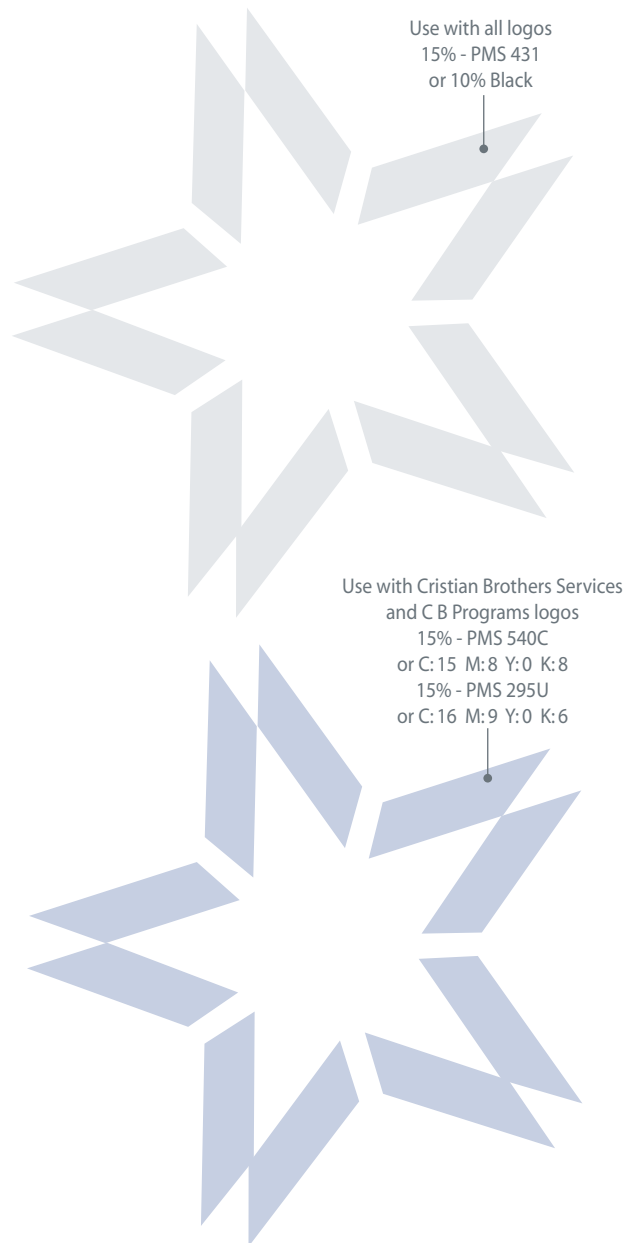
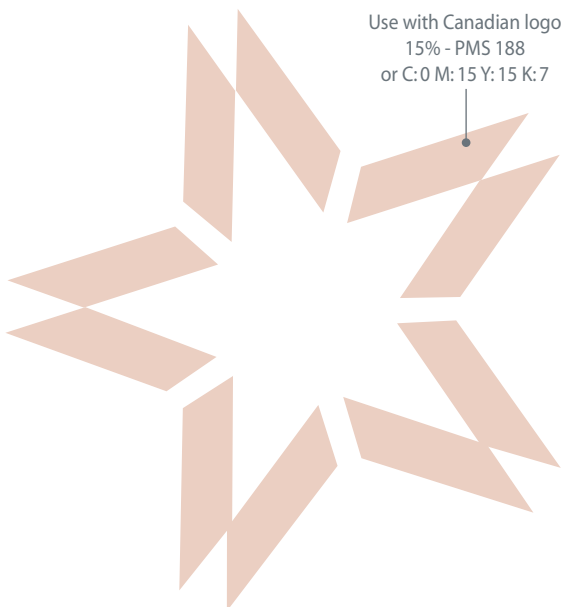
'STAR' Background Variations

The Christian Brothers Services 'STAR' graphic is acceptable for use as a background element in special applications created by the CBS Communications area.

Do Not rotate or distort the graphic.

Do Not use more than one 'STAR' in the background.

Do Not use any colors other than the ones specified on this page.



'LOGO STAR' as a graphic element

The Christian Brothers Services 'LOGO STAR' is acceptable for use as a stand alone graphic element in special applications created by the CBS Communications area.

If you have any questions or need additional guidance, contact the Christian Brothers Services Marketing Department.



Blue
(see colors on page 6)



Black

C B Programs Logo Usage

Logo Variations

The CB Programs logo may be used in accordance with the logo variations displayed to the right. The CB Programs logo is comprised of two elements: the 'STAR' and Company Name Type. The preferred use of these two elements is together as a cohesive configuration.

These are the only acceptable versions of the CB Programs logos to be used in all applications.

NOTE: The CB Programs 'STAR' graphic and company logo type must be positioned and aligned together as shown to the right. If you have any questions or need additional guidance, contact the Christian Brothers Services Marketing Department.

Suggested uses for the two different logo variations:

The 'Stand Alone Logo' - This logo can be used on most internal and external materials. Do not bleed this logo.

The 'Text Only Logo' - Use this logo when space is limited or for special applications.

Color usage is the same as the Christian Brothers Services logos. (Refer to page 6)

1-Color usage is the same as the Christian Brothers Services logos. (Refer to page 7)

Acceptable and unacceptable logo usage is the same as the Christian Brothers Services logos. (Refer to page 8)

If you have any questions or need additional guidance, contact the Christian Brothers Services Marketing Department.



'Stand Alone Logo'



'Text Only Logo'

Print Applications:

Logo Blue:

PANTONE 540C

C: 100 M: 55 Y: 0 K: 55
(coated stock)

PANTONE 295U

C: 100 M: 57 Y: 0 K: 40
(uncoated stock)

Logo Grey:

PANTONE 431C

C: 11 M: 0 Y: 0 K: 64
(coated stock)

PANTONE 431U

C: 11 M: 0 Y: 0 K: 64
(uncoated stock)



Logo Blue



Logo Grey

Internet Applications:

The closest RGB and web safe RGB equivalent colors are as follows:

Logo Blue:

R: 0 G: 55 B: 103

R: 00 G: 37 B: 67

Logo Grey:

R: 106 G: 115 B: 123

R: 6A G: 73 B: 7B

Christian Brothers Services Canadian Logo Usage

Logo Variations

The Christian Brothers Services Canadian logo may be used in accordance with the logo variation displayed to the right. The Christian Brothers Services Canadian logo is comprised of three elements: the 'STAR', Company Name Type and Maple Leaf graphic. The preferred use of these three elements is together as a cohesive configuration.

This is the only acceptable version of the Christian Brothers Services Canadian logo to be used in all applications.

NOTE: The Christian Brothers Services Canadian 'STAR' graphic, company logo type and maple leaf graphic must be positioned and aligned together as shown to the right. If you have any questions or need additional guidance, contact the Christian Brothers Services Marketing Department.

Suggested use:

The 'Stand Alone Logo' - This logo can be used on most internal and external materials. Do not bleed this logo.

Color usage is the same as the Christian Brothers Services logos. (Refer to page 6)

1-Color usage is the same as the Christian Brothers Services logos. (Refer to page 7)

Acceptable and unacceptable logo usage is the same as the Christian Brothers Services logos. (Refer to page 8)

If you have any questions or need additional guidance, contact the Christian Brothers Services Marketing Department.



Frères des Écoles Chrétiennes des Services du Canada



Logo Red

Print Applications:

Logo Red:

PANTONE 188

C: 0 M: 97 Y: 100 K: 50

Internet Applications:

The closest RGB and web safe RGB equivalent colors are as follows:

Logo Red:

R: 139 G: 14 B: 4

R: 8B G: 0E B: 04

Catholic Schools Management Logo Usage

Logo Variations

The Catholic School Management (CSM) logo may be used in accordance with the logo variations displayed to the right. The Catholic School Management logo is comprised of three elements: the 'STAR', CSM letters and division copy. The preferred use of these three elements is together as a cohesive configuration.

These are the only acceptable versions of the Catholic School Management logo to be used in all applications.

NOTE: The Christian Brothers Services 'STAR' graphic, CSM letters and division copy should be positioned and aligned together as shown to the right. If you have any questions or need additional guidance, contact the Christian Brothers Services Marketing Department.



A division of Christian Brothers Services



A division of Christian Brothers Services

Print Applications:

CBS Blue:

PANTONE 540C

C: 100 M: 55 Y: 0 K: 55
(coated stock)

PANTONE 295U

C: 100 M: 57 Y: 0 K: 40
(uncoated stock)

CSM Blue:

PANTONE 300C

C: 100 M: 62 Y: 7 K: 0
(coated stock)

PANTONE 285U

C: 90 M: 53 Y: 0 K: 0
(uncoated stock)



CBS Blue

CSM Blue

Internet Applications:

The closest RGB and web safe RGB equivalent colors are as follows:

CBS Blue:

R: 0 G: 55 B: 103

R: 00 G: 37 B: 67

CSM Blue:

R: 0 G: 92 B: 185

R: 0 G: 113 B: 206

Health Marketplace Logo Usage

Logo Variations

The Health Marketplace logo may be used in accordance with the logo variations displayed to the right. The Health Marketplace logo is comprised of three elements: the 'STAR', Health Marketplace for Catholic Employers copy and Benefit Plans Offered Through Christian Brothers Services tag line. The preferred use of these three elements is together as a cohesive configuration.

These are the only acceptable versions of the Catholic School Management logo to be used in all applications.

NOTE: The Christian Brothers Services 'STAR' graphic and all copy should be positioned and aligned together as shown to the right. If you have any questions or need additional guidance, contact the Christian Brothers Services Marketing Department.



Print Applications:

CBS Blue:

PANTONE 540C

C: 100 M: 55 Y: 0 K: 55
(coated stock)

PANTONE 295U

C: 100 M: 57 Y: 0 K: 40
(uncoated stock)

Internet Applications:

The closest RGB and web safe RGB equivalent colors are as follows:

CBS Blue:

R: 0 G: 55 B: 103

R: 00 G: 37 B: 67

Request an Electronic Logo File

All logos for print are 300ppi (CMYK) files and all logos for the internet are 72ppi (RGB) files. All files are saved as jpeg's.



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Print Applications

CBS_logo_vp_color
CBS_logo_vp_black

Internet Applications

CBS_logo_vi_color
CBS_logo_vi_black



CHRISTIAN
BROTHERS
SERVICES



CHRISTIAN
BROTHERS
SERVICES

Print Applications

CBS_logo_hp_color
CBS_logo_hp_black

Internet Applications

CBS_logo_hi_color
CBS_logo_hi_black



CB
PROGRAMS®, INC.
A Subsidiary of Christian Brothers Services



CB
PROGRAMS®, INC.
A Subsidiary of Christian Brothers Services

Print Applications

CBP_logo_p_color
CBP_logo_p_black

Internet Applications

CBP_logo_i_color
CBP_logo_i_black



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SERVICES CANADA

Frères des Écoles Chrétiennes des Services du Canada



CHRISTIAN
BROTHERS
SERVICES CANADA

Frères des Écoles Chrétiennes des Services du Canada

Print Applications

CBC_logo_p_color
CBC_logo_p_black

Internet Applications

CBC_logo_i_color
CBC_logo_i_black



A division of Christian Brothers Services



A division of Christian Brothers Services

Print Applications

CSM_logo_p_color
CSM_logo_p_black

Internet Applications

CSM_logo_i_color
CSM_logo_i_black



Health
Marketplace
for Catholic Employers

Benefit Plans Offered Through Christian Brothers Services



Health
Marketplace
for Catholic Employers

Benefit Plans Offered Through Christian Brothers Services

Print Applications

HMP_logo_p_color
HMP_logo_p_black

Internet Applications

HMP_logo_i_color
HMP_logo_i_black

Contact Ross Lillwitz to request a logo file or if you have any questions regarding the proper use of the Christian Brothers Services logos. Additional vector and bitmap file formats are also available. ross.lillwitz@cbservices.org • 630.378.3090



CHRISTIAN
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7/17