

Create

Crate

## Primary Logo

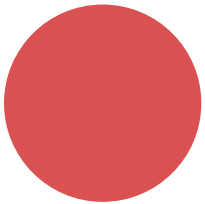
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Create  
Crate

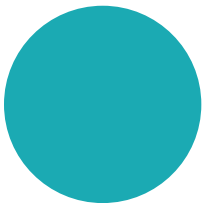
The logo is created by using our primary typeface Lato. With *Create* in regular and *Crate* in light. They must both be kept the same size. The *e* in create must align with the *C* of crate.

## Primary Colors

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RGB: 217 | 82 | 82  
CMYK: 10% - 82% - 67% - 1%  
#d95252



RGB: 12 | 170 | 179  
CMYK: 76% - 10% - 31% - 0%  
#0caab3

## Primary Typeface

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# Lato

# Aa

Lato Bold

AaBbCcDdEeFfGgHh  
IiJjKkLlMmNnOoPpQqRr  
SsTtUuVvWwXxYyZz

# Aa

Lato Regular

AaBbCcDdEeFfGgHh  
IiJjKkLlMmNnOoPpQqRr  
SsTtUuVvWwXxYyZz

# Aa

Lato Light

AaBbCcDdEeFfGgHh  
IiJjKkLlMmNnOoPpQqRr  
SsTtUuVvWwXxYyZz

## Secondary Logos

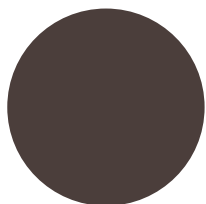
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Create  
Crate

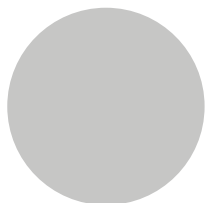


## Secondary Colors

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RGB: 75 | 61 | 59  
CMYK: 59% | 64% | 62% | 48%  
#4b3d3b



RGB: 198 | 198 | 197  
CMYK: 22% | 17% | 18% | 0%  
#c6c6c5

## Web Typeface

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# Avenir

## Aa

Avenir Book

AaBbCcDdEeFfGgHh  
IiJjKkLlMmNnOoPpQqRr  
SsTtUuVvWwXxYyZz

## Aa

Avenir Roman

AaBbCcDdEeFfGgHh  
IiJjKkLlMmNnOoPpQqRr  
SsTtUuVvWwXxYyZz

## Aa

Avenir Medium

AaBbCcDdEeFfGgHh  
IiJjKkLlMmNnOoPpQqRr  
SsTtUuVvWwXxYyZz

## Word Mark

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Create Crate

Word mark is to be used on documents, letterhead, or in place of the primary logo when needed. The word word can be used in the standard red and black, in all black or all white. No other color variations can be used.

Create Crate

Word mark is created using our primary typeface Lato. With *Create* in regular and *Crate* in light. They must both be kept the same size.

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## Icons

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Icons should be simple and easy to understand. When possible the primary red color should be used, if not a black or white icon is acceptable.

# Images

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Images should be high quality and easy to understand! Of course craft or customer related, pictures containing people should keep diversity in mind!



## Don'ts

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Do not put logo or wordmark on loud colors or colors that make it difficult to read



Do not stretch logo or workmark



Do not use colors that are not the primary colors for the company

