

Cristal Marketing Consultants

Logo & Typeface Ideation

01.14.16

WORDMARK - OPTION 1

Font: Bebas Regular
Style: Sans Serif

The image shows the wordmark 'CMC' in a bold, black, sans-serif font. The letters are thick and blocky, with a modern, minimalist aesthetic. The 'C' and 'M' are connected, and the 'C' at the end is also connected to the 'M'. The overall style is clean and professional.

WORDMARK - OPTION 2

Font: Domas Titling Extra Light

Style: Sans Serif, rounded classical Roman

CMC

WORDMARK - OPTION 3

Font: Stevie Sans Book
Style: Sans Serif

CMC

WORDMARK - OPTION 4

Font: Bookmania Semibold

Style: Serif, combines the sturdy elegance of the original Bookman Oldstyle (1901) with the swashy exuberance of the Bookmans of the 1960s

The image shows the wordmark 'CMC' in a large, bold, serif font. The letters are dark gray and have a classic, slightly ornate appearance with thick strokes and subtle serifs.

WORDMARK - OPTION 5

Font: FreightBig Pro Bold
Style: Serif, high contrast

The image displays the wordmark 'CMC' in a bold, serif typeface. The letters are closely spaced, with the 'M' featuring a distinctive thin vertical line through its center. The overall design is clean and professional, emphasizing the letters themselves without additional graphical elements.

WORDMARK - OPTION 6

Font: Sanvito Pro Bold Display
Style: Script

The image displays the wordmark 'CMC' in a bold, black, script font. The letters are stylized with thick strokes and elegant curves, characteristic of a high-end serif or script typeface. The 'C' and 'M' are connected, and the 'C' at the end is also connected to the 'M'. The overall appearance is professional and sophisticated.

COLOR STUDY

Note: requested to exclude gold and green secondary colors



Base Color: PANTONE 2119 C
RGB 44 45 101
HEX/HTML 2C2D65
CMYK 97 85 0 37

Compound



Compound Custom



Complimentary



Complimentary Custom



Triad



Triad Custom



Monochromatic



COLOR PALETTES

Note: Exclude gold and green as secondary colors



Base Color: PANTONE 2119 C
RGB 44 45 101
HEX/HTML 2C2D65
CMYK 97 85 0 37

Compound Custom I



Compound Custom II



Complimentary Custom



Triad Custom



WORDMARKS + COLOR



CMC

CMC

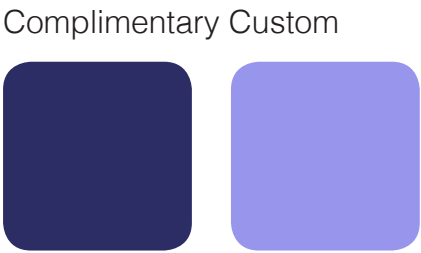
CMC

CMC

CMC

CMC

WORDMARKS + COLOR



CMC

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WORDMARKS + COLOR



CMC

CMC

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CMC

CMC

WORDMARKS + COLOR

Triad Custom



CMC

CMC

CMC

CMC

CMC

CMC

TYPOGRAPHY

These fonts are installed with all Microsoft Office 2013 products.

Georgia Bold (Serif)

Cristal Marketing Consultants

Trebuchet Regular (Sans-serif)

Cristal Marketing Consultants

TYPOGRAPHY

These fonts are available for free download through <http://www.dafont.com/roboto.font>

Roboto Regular (Sans-serif)

Cristal Marketing Consultants

Roboto Bold Condensed

Cristal Marketing Consultants

Roboto Black

Cristal Marketing Consultants

TYPOGRAPHY

This font is available for free download through <http://www.dafont.com/bebas-neue.font>

Bebas Neue Regular (Sans-serif)

CRISTAL MARKETING CONSULTANTS

TYPOGRAPHY

This font is available for free download through <http://www.dafont.com/apple-garamond.font>

Apple Garmond Light (Serif)

Cristal Marketing Consultants

Apple Garmond Regular

Cristal Marketing Consultants

Apple Garmond Bold

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