Sprout Fiber Internet

Logo Usage Guide

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For easy navigation

Sprout Logos
Overview & Usage

>>> Our primary mark is the Stacked Logo, but we use our Horizontal Logo whenever the layout limits the use of our Stacked Logo. These logos are our primary use and they are only substituted when used in applications that require our co-branded logo for additional strength, brand recognition & emphasis.
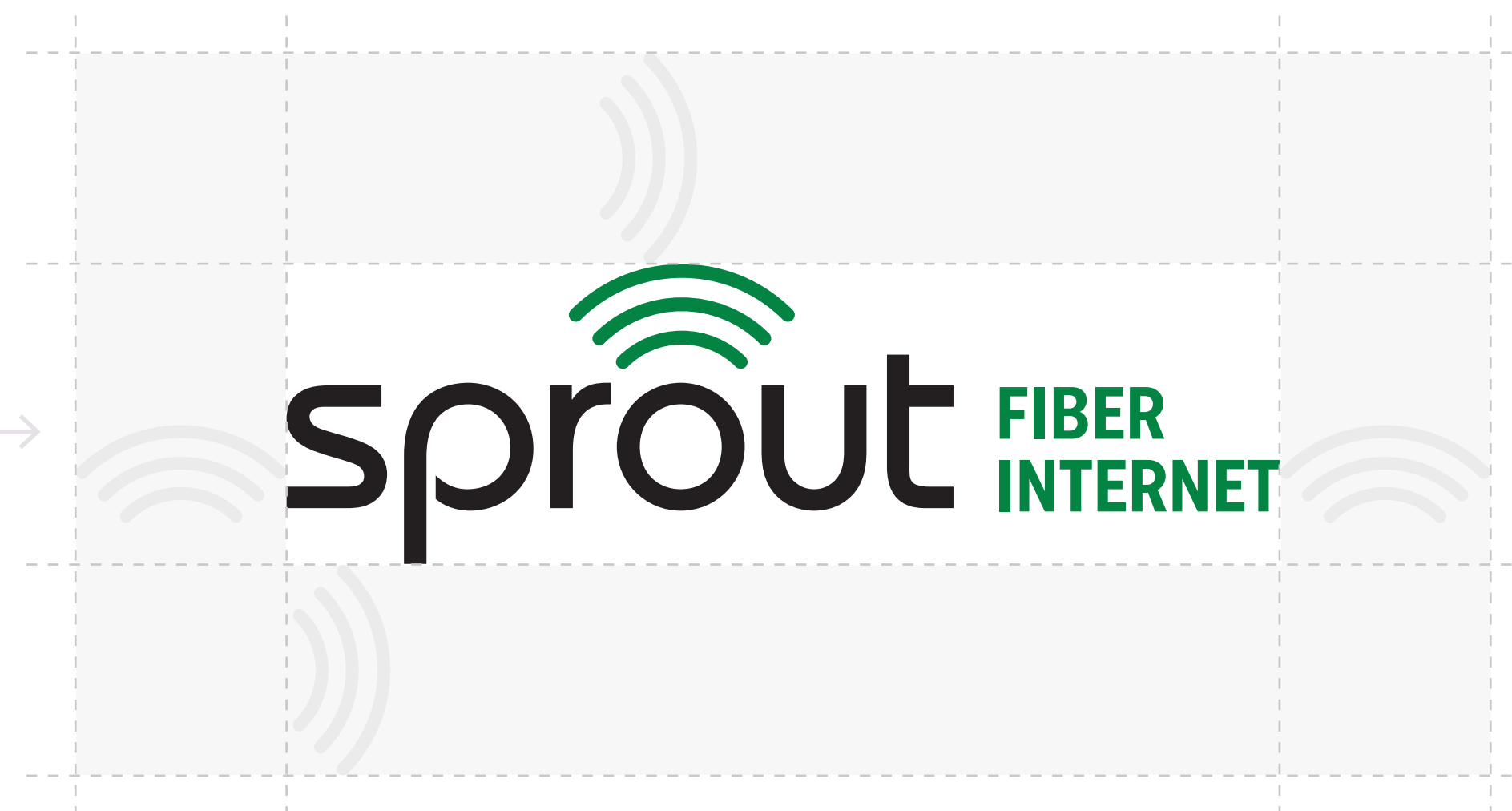
Stacked Logo examples: business cards, postcards

Horizontal Logo examples: digital banners, swag
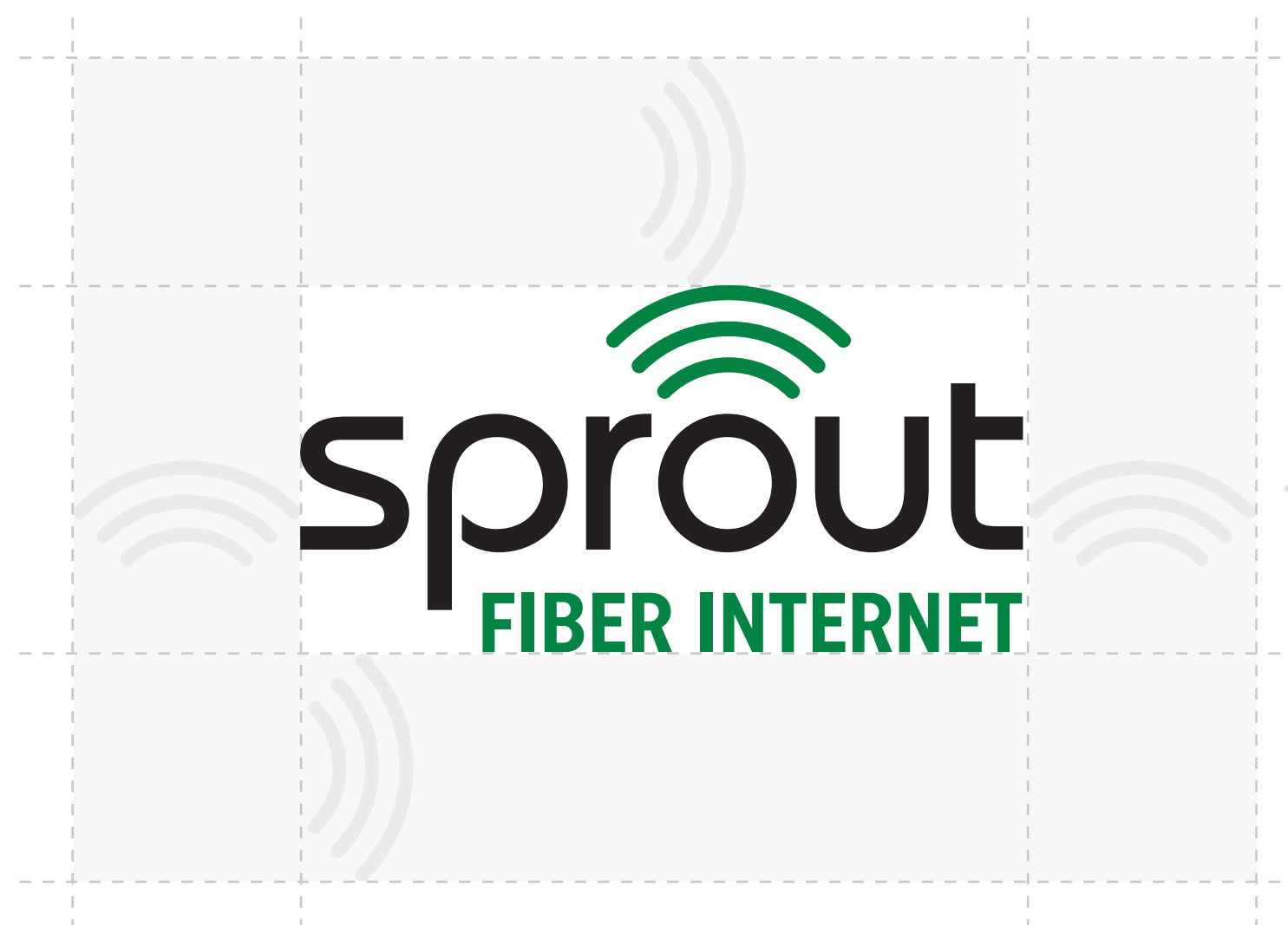
← Clear Space →

Stacked Logo
Primary logo, use whenever possible

Horizontal Logo
Secondary logo, use whenever layout limits the use of our Stacked Logo

Sprout Logos
Color Usage

Color Logos

Use whenever logo is placed on a white/light background.

Reversed Logos

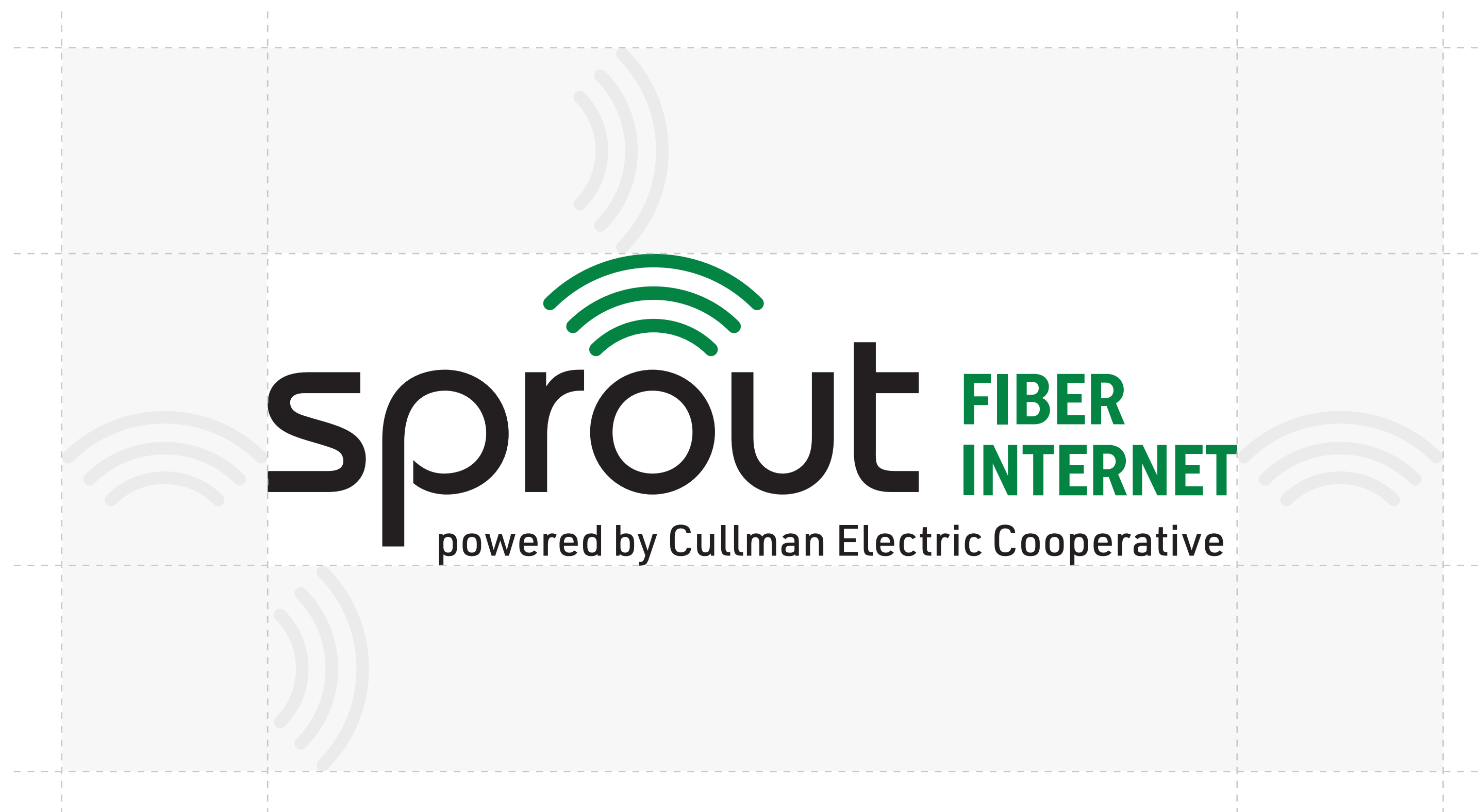Use whenever logo is placed on a color background.

Co-branded Logo
Details & Usage

≫ We use our co-branded lockup anytime showcasing Cullman Electric Cooperative would provide more brand recognition to Sprout Fiber Internet.

Examples: postcards, yard signs

Clear Space ⟶

Co-Branded Logo — Rules & Details

Quick Reference

We use our co-branded lockup anytime showcasing Cullman Electric Cooperative would provide more brand recognition to Sprout Fiber Internet.

Examples: postcards, yard signs

Rules:		
• Minimum Size: 6pt	• Ideal Size: 8pt+	• Single Line or Two Lines

Minimum Size

In order to maintain legibility we never reduce the size of our Co-Branded Logo below two inches in width.

sprout FIBER INTERNET
powered by Cullman Electric Cooperative

2"

sprout FIBER INTERNET
powered by Cullman Electric Cooperative
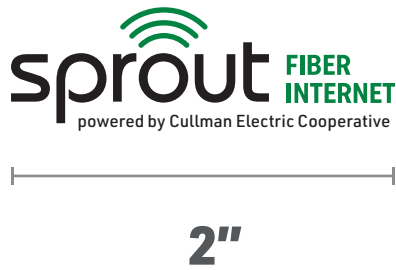
Text Only

In rare cases, we will use "Powered by Cullman Electric Cooperative" on its own. When we do, we capitalize Powered, like you would capitalize the beginning of a sentence.

Powered by
Cullman Electric Cooperative

Powered by
Cullman Electric Cooperative

Powered by
Cullman Electric Cooperative

Powered by Cullman Electric Cooperative

Sprout Colors

Overview & Usage

>>> Sprout Fiber Internet is Sprout Green. The color is close to our hearts and can be found in everything we do. Our colors provide a toolkit to build visually striking layouts that maintain the clean and fresh feeling of our green spirit.

Sprout Green
Primary Color

#048442
R4 G132 B66
C88 M24 Y100 K10

Mid Green

#1C9352
R28 G147 B82
C84 M18 Y90 K4

Dark Green

#01573F
R1 G87 B63
C90 M40 Y80 K37

Light Green

#00965F
R0 G150 B95
C85 M16 Y82 K3

Light Grey
Secondary Color

#E5E1E6
R229 G225 B230
C9 M9 Y5 K0

Mid Grey

#8A8D8F
R138 G141 B143
C49 M38 Y38 K3

Dark Grey

#55595B
R85 G89 B91
C65 M55 Y53 K28

Royal Blue
Accent Color

#1E549A
R30 G84 B154
C95 M74 Y8 K1

Sprout Colors

Sprout Typography
Font Overview

At Sprout Fiber Internet, Nunito Sans is our bread and butter. It is legible, and versatile. With a dozen weights that allow us to build effective typographic hierarchy in any situation, it is our workhorse. When we want to spice it up, we add in some character using Active as a nice pop of human touch. Be careful not to overdo it.

Just a splash will do!

Here's a good way to think of it:

- Pick an idea to emphasize
- Pick a word that captures that idea
- Use our Splash to emphasize that word
- If the idea is more than one word, highlight the phrase

Nunito Sans Usage: Use on everything.

Active Usage: Sparingly for highlights & pop.

Nunito Sans
The Workhorse

Aa

Black
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Active
The Splash

Aa

Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Considerations:

- **Use sparingly**
- **Add underline for emphasis**
- **Scale font & underline to balance weight with entire headline**

Sprout Typography

Brand Integrity
Rules & Details

》》》 The Sprout Fiber Internet Logos are the embodiment of our brand. They should never be altered. This helps maintain visual consistency across our communications. There are a few easy guidelines to follow in order to make sure that our visual identity stays strong. Please follow the guidelines below and refrain from altering our visual identity in any way.
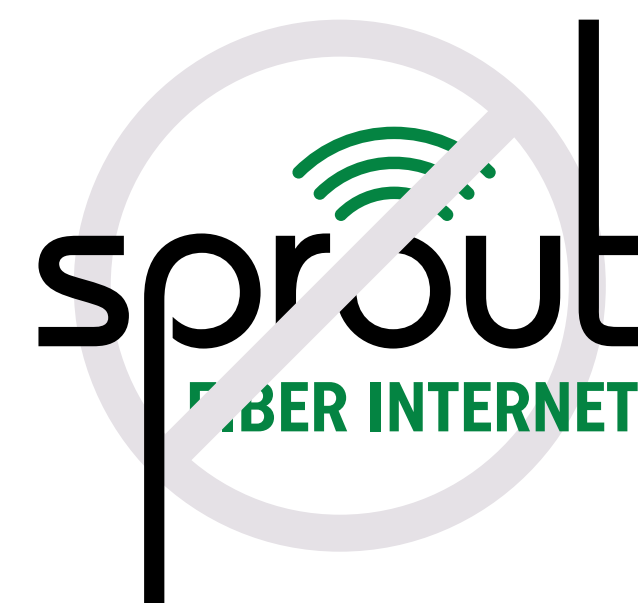
Maintain clear space guidelines defined on logo pages: For easy reference, clear space is always equal to the WiFi icon in the logo!
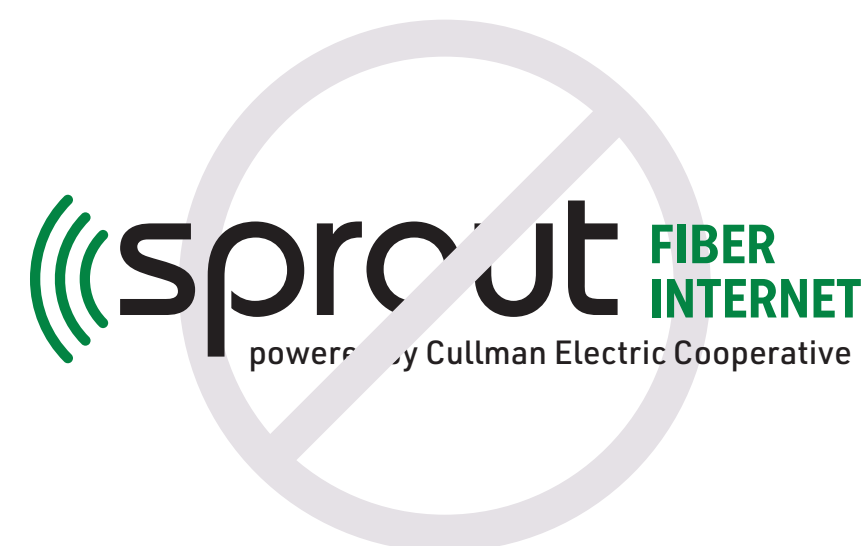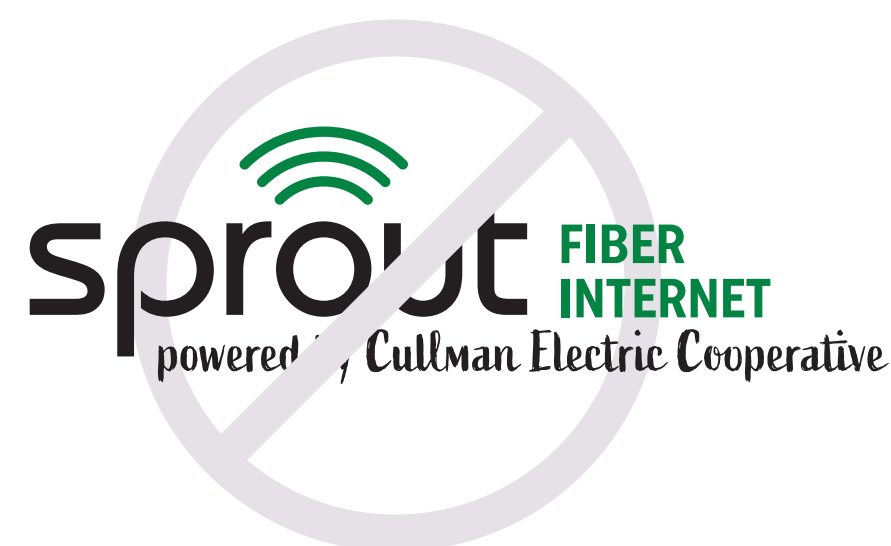
Do not rearrange elements!

Do not change colors!

Do not manipulate shapes!

Do not stretch!

Do not change typography!

Do not add shadows!

Do not skew or shear!

Thank you!

For questions regarding brand guidelines,
please email Bonnie Baty at bonnieb@cullmanec.com.