

Sprout Fiber Internet

Logo Guide



Logo Guide

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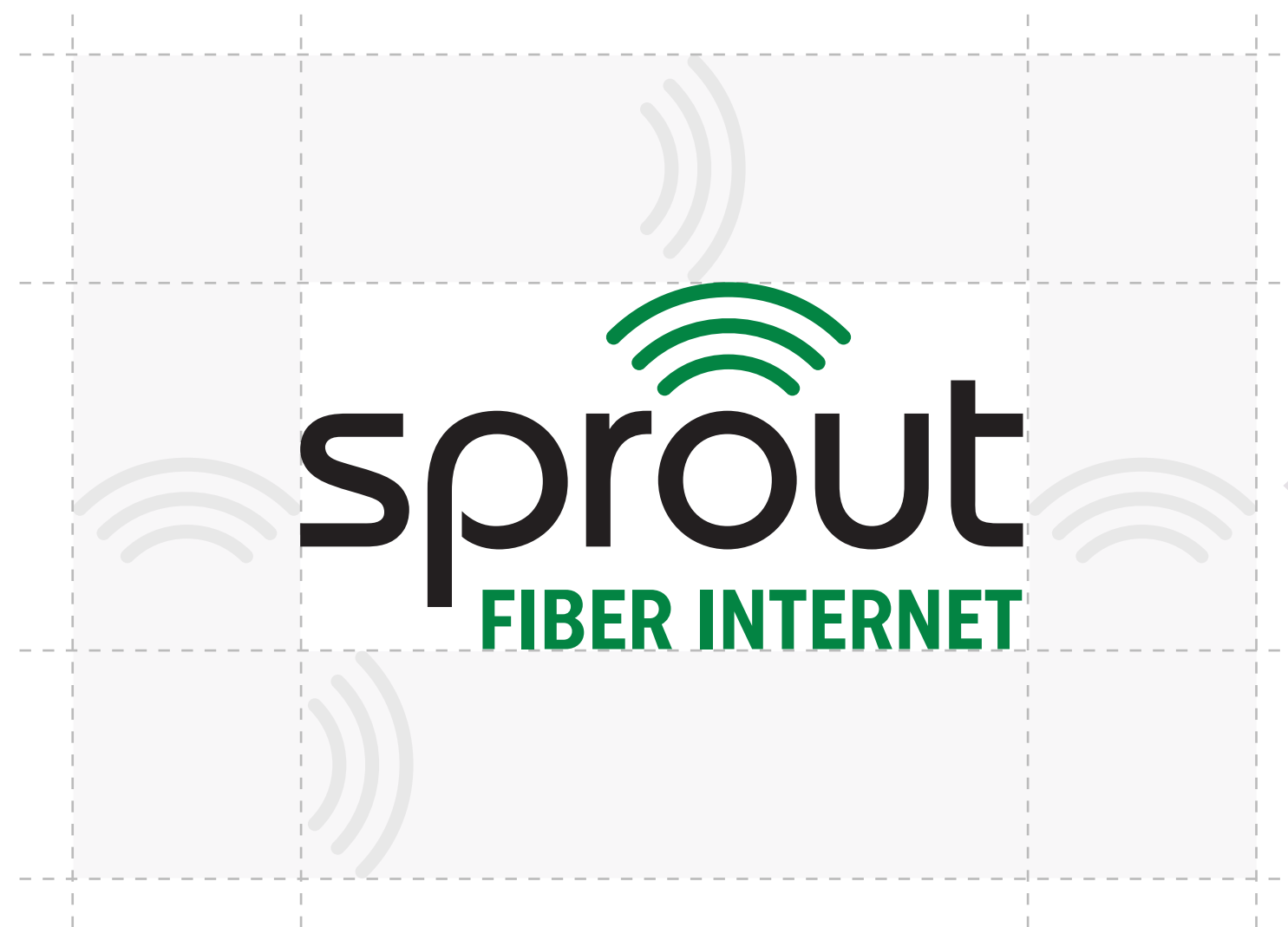
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Sprout Logo

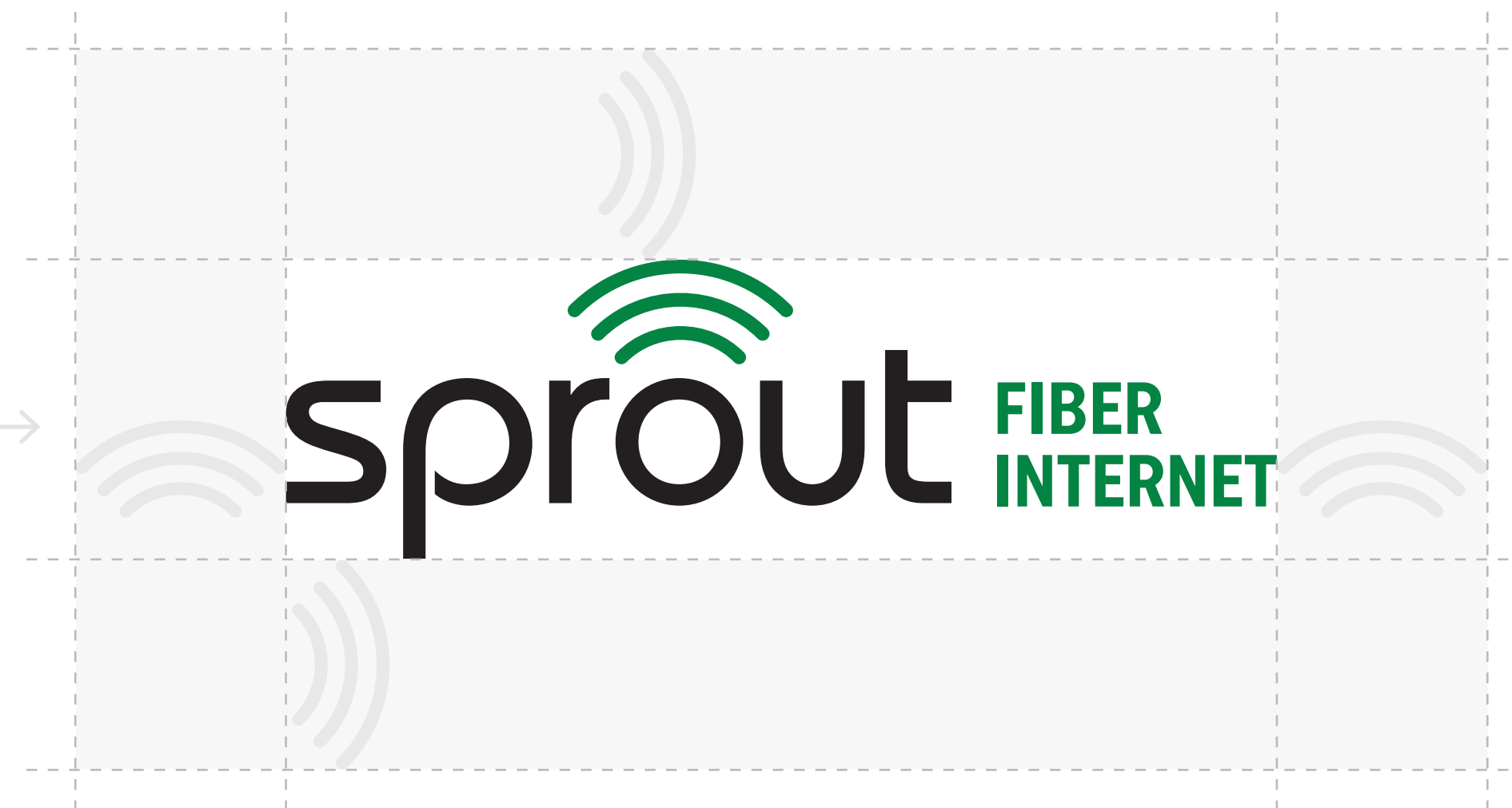
»» Our primary mark is the Stacked Logo, but we use our Horizontal Logo whenever the layout limits the use of our Stacked Logo. These logos are our primary use and they are only substituted when used in applications that require our co-branded logo for additional strength, brand recognition & emphasis.

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



Color Logos

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



Reversed Logos

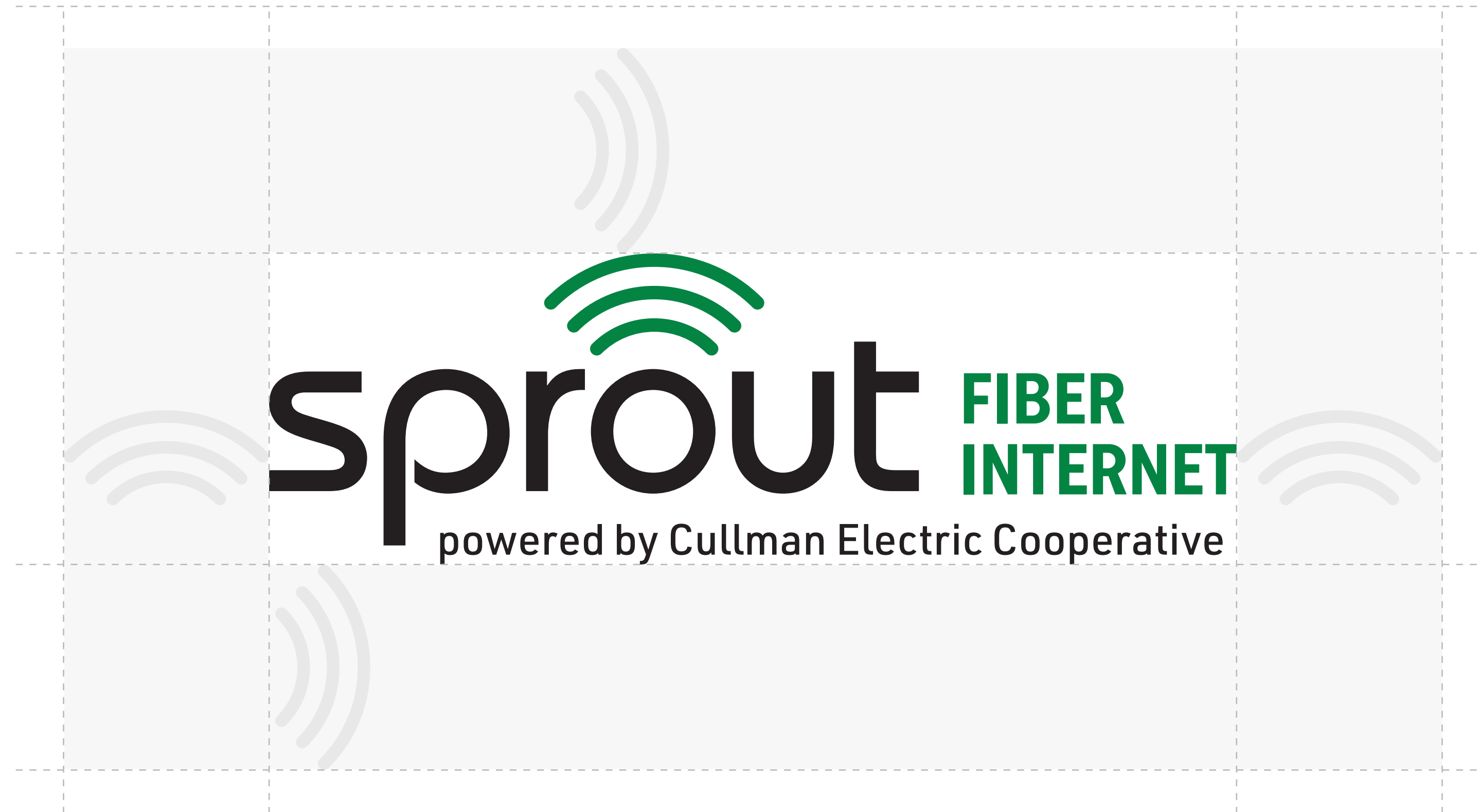
Use whenever logo is placed on a color background.

Cobranded Logo

»» 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 →



Cobranded Logo

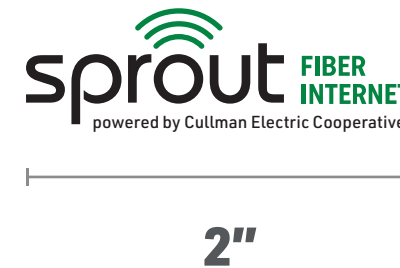
»» We use our co-branded lockup anytime showcasing Cullman Electric Cooperative would provide more brand recognition to Sprout Fiber Internet.

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.



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

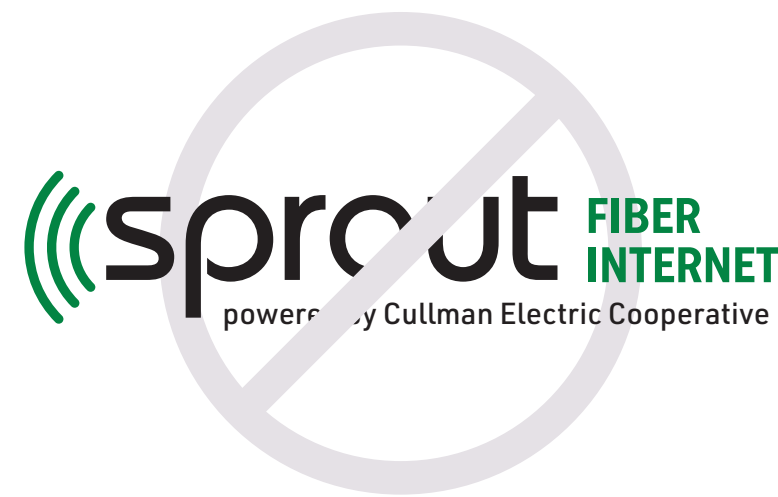
Powered by
Cullman Electric Cooperative

Powered by Cullman Electric Cooperative

Brand Integrity

»» 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.

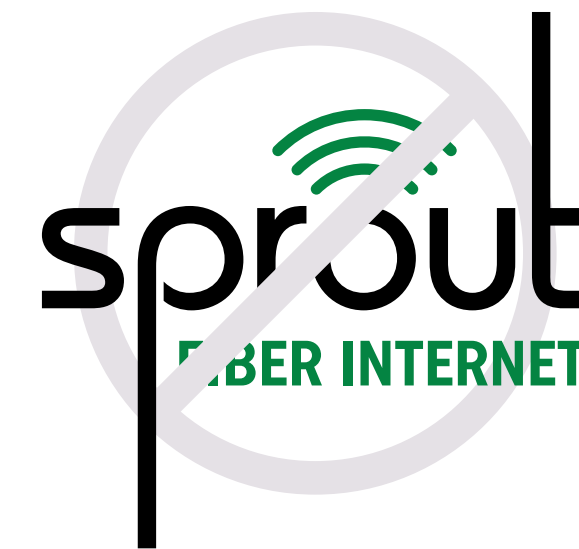
Maintain clear space guidelines defined on logo pages: For easy reference, clear space is always equal to the WiFi icon in the logo!



Do not rearrange elements!



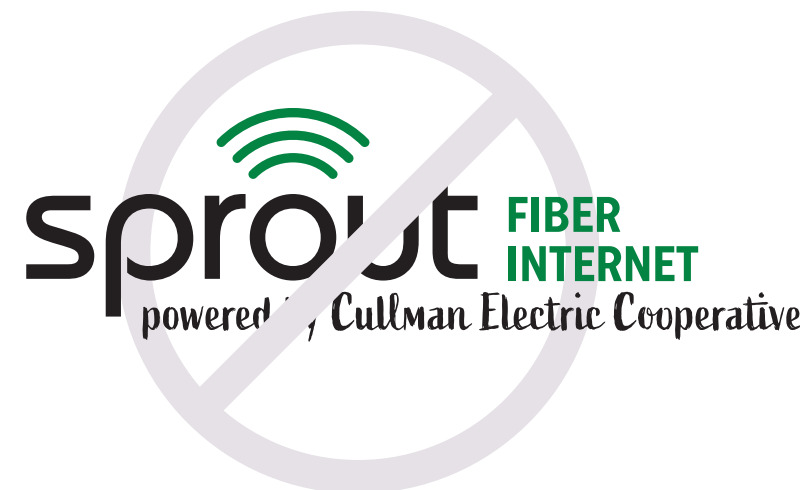
Do not change colors!



Do not manipulate shapes!



Do not stretch!



Do not change typography!



Do not add shadows!



Do not skew or shear!

Color Palette

»» 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 | Light Grey Secondary Color | #E5E1E6 R229 G225 B230 C9 M9 Y5 K0 | Light Gold Tertiary Color | #EDD4AB R237 G212 B171 C7 M15 Y35 K0 |
| Light Green | #00A05F R0 G160 B95 C84 M10 Y84 K1 | Mid Grey | #8A8D8F R138 G141 B143 C49 M38 Y38 K3 | Mid Gold | #DAA93C R218 G169 B60 C15 M32 Y90 K0 |
| Mid Green | #1C9352 R28 G147 B82 C84 M18 Y90 K4 | Dark Grey | #55595B R85 G89 B91 C65 M55 Y53 K28 | Dark Gold | #CB9932 R203 G153 B50 C20 M40 Y97 K2 |
| Dark Green | #01573F R1 G87 B63 C90 M40 Y80 K37 | Darkest Grey | #4B4B50 R75 G75 B80 C67 M60 Y53 K36 | Darkest Gold | #735917 R115 G89 B23 C45 M55 Y100 K32 |
| Darkest Green | #00965F R0 G150 B95 C85 M16 Y82 K3 | | | | |

The Workhorse

»» 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 one of the methods explained on the following pages.

Nunito Sans Usage: Use on everything.

Nunito Sans
The Workhorse

A large, bold, black sans-serif font showing the uppercase letter 'A' and the lowercase letter 'a'.

| | |
|----------------|--|
| Black | ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz |
| Bold | ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz |
| Regular | ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz |
| <i>Italic</i> | ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz |

Four rows of the letters 'Aa' in the Nunito Sans font. The first row is black, the second is dark green, the third is a lighter green, and the fourth is light grey. Each row shows the uppercase 'A' and lowercase 'a'.

The Splash

»» At Sprout we have two unique solutions for adding some character to your headlines.

When you have an intentional pop word that you want to highlight, use our splash font to help make it stand out, but don't overdo it.

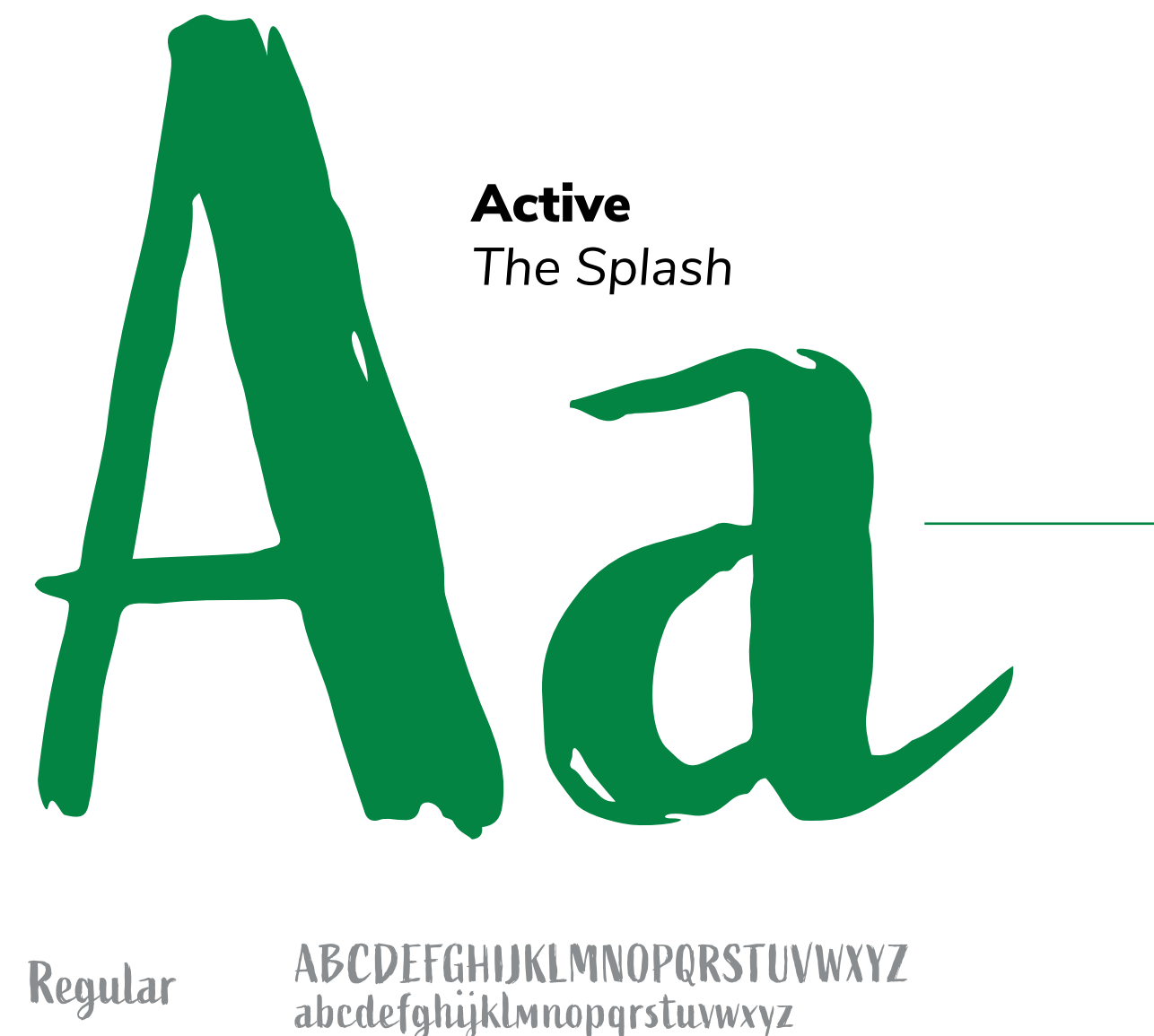
Just a splash will do!

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, don't use splash

Nunito Sans Usage: Use on everything.

Active Usage: For single word highlights & pop.



Active
The Splash

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Considerations:

- Use only to highlight a key word in a headline that hits the concept
- Add underline for emphasis
- Scale font & underline to balance weight with entire headline

Example Splash Headline

live where
you love.

Leaf Treatment

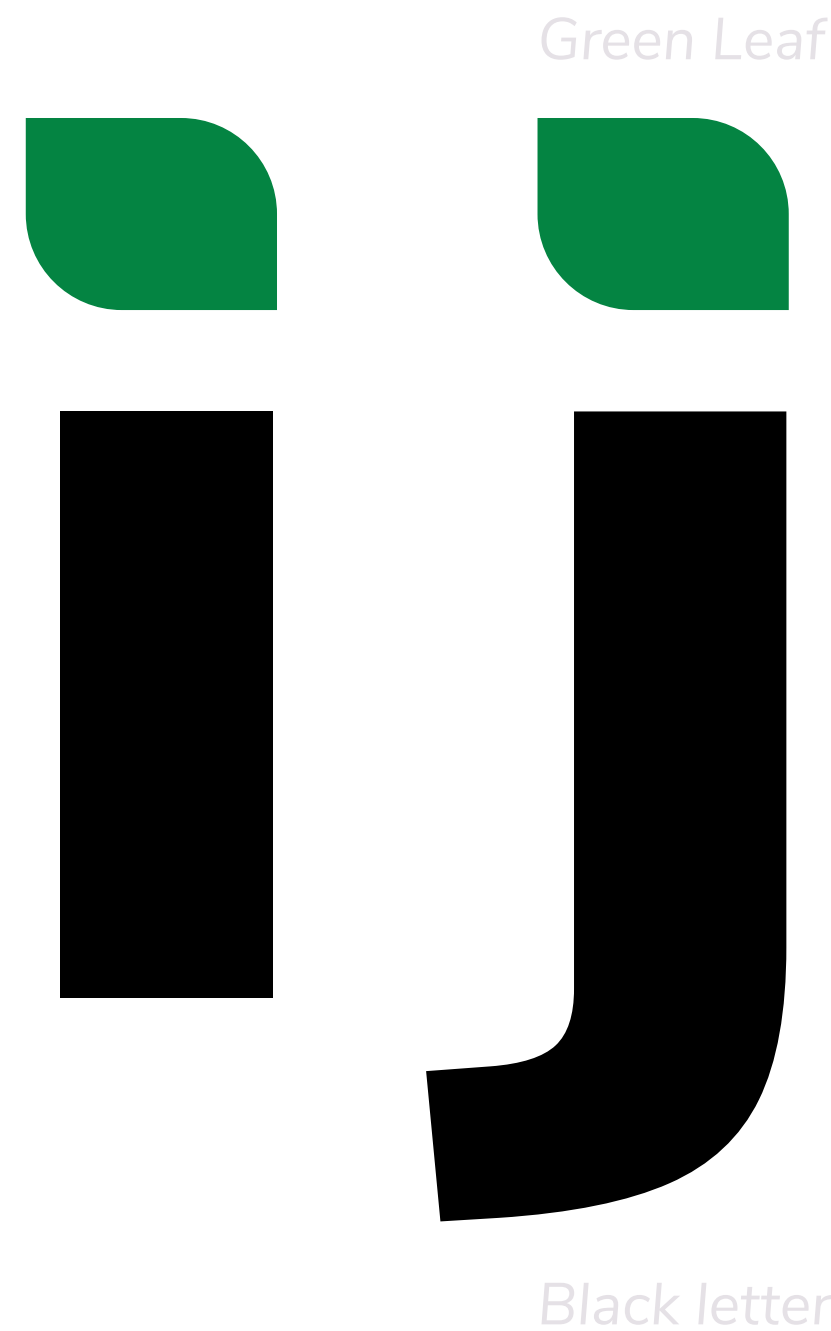
»» Our second solution for adding character to our headlines is a slight alteration to transform the dots on the letters into small leaves in a pop of green.

This works great when the whole headline is important and you're not trying to highlight a single word.

Don't overdo it!

Here's a couple rules:

- Pick just one word with a dot to highlight
- If there are no dots, you can underline in grey or green to emphasize if necessary
- Keep the altered leaf shapes green



Considerations:

- **Only add one leaf**
- **Add underline for emphasis**
- **Stick to black & green colorway**
ok to add light grey when needed

Example Leaf Headlines

**Rooted in
community**

**internet
grown here**

Ok to add a underline in green or light grey

Graphic Elements

»» Sprout employs a leaf shape to help reinforce the brand message, and to provide a dynamic shape for building eye-catching designs. It works great for framing photos and cropping transparent images. When grouped together it can create a unique pattern that helps communicate an organic quality to the brand.

The leaf container:

- Two corners rounded, two corners sharp
- Can be made any color in the Sprout palette
- Use as container for photos, icons, and more

Considerations:

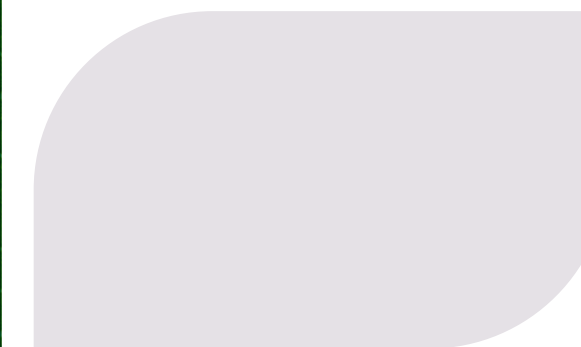
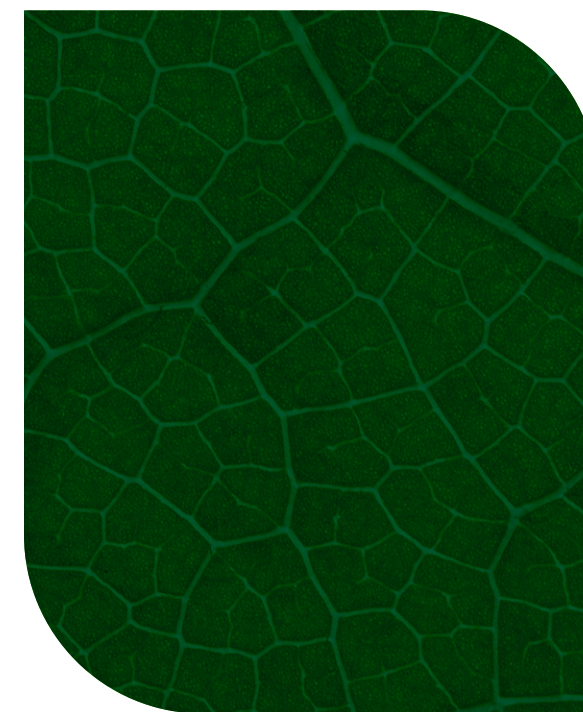
- **Use for containers**
- **Use for photo frame**
- **Use behind clipped imagery**
ground images that aren't full bleed



Icon Containers



Photo Containers



Shape Containers

Photo Containers

Photography

» Sprout photography communicates the local, grown here heart of the brand. Photos should feel warm and natural without being overly staged or frivolous. Colors should be natural with green outfits whenever possible.

Material Preferences:

- Natural warm tones, denims, knits, and heather greys
- Textural elements help soften images
- Natural lighting to help curb any glossy/reflective feel

Considerations:

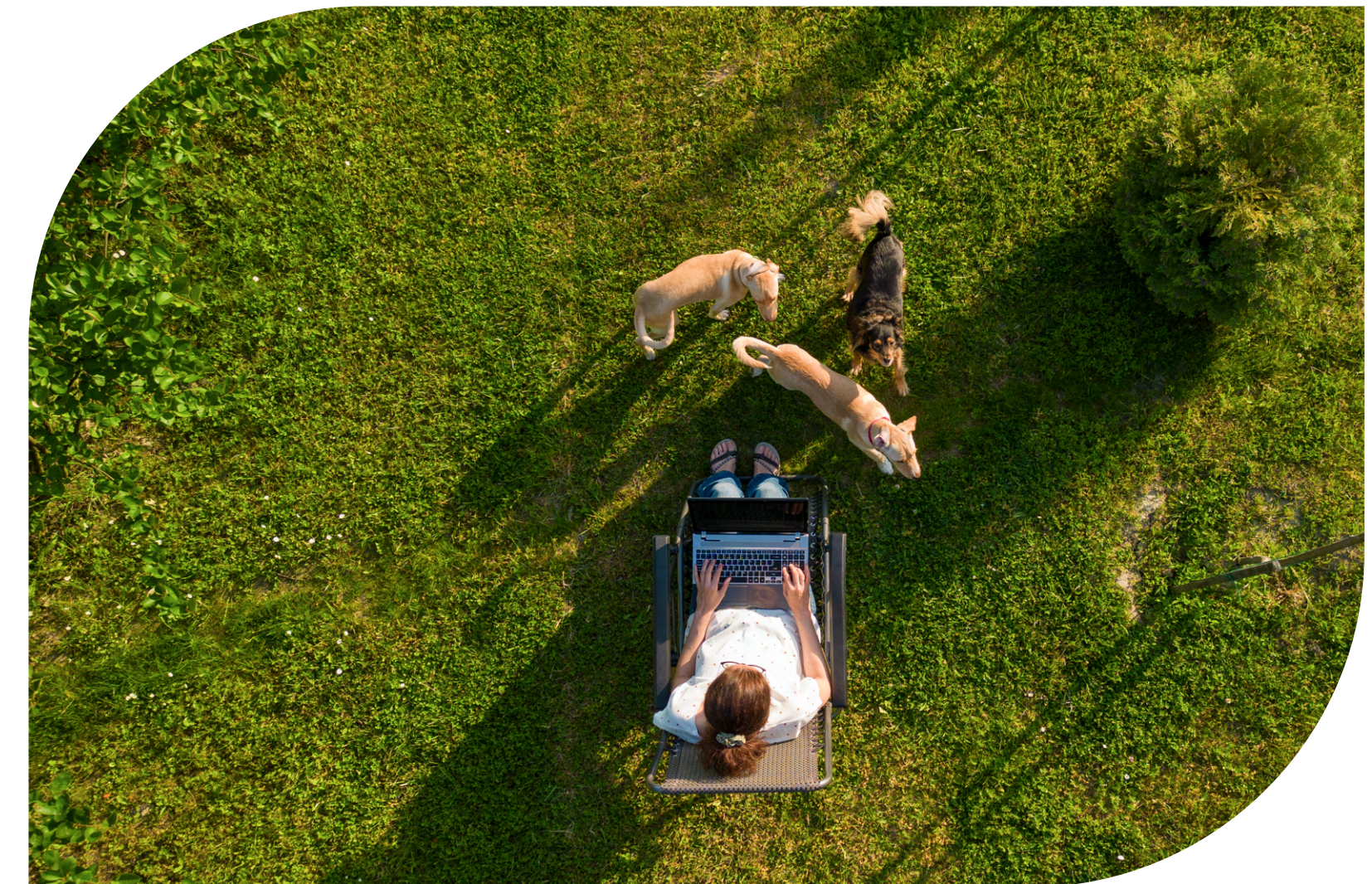
- **Local images always priority**
- **Stock imagery only when necessary** make sure stock images feel right
- **Clip images when it makes sense** and adds visual interest/clarity
- **Prioritize image quality**



Local imagery



Stock imagery



Sprout Fiber Internet

Thank you!

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

