Brand
Style Guide

sprout **FIBER INTERNET**

powered by **Cullman Electric Cooperative**
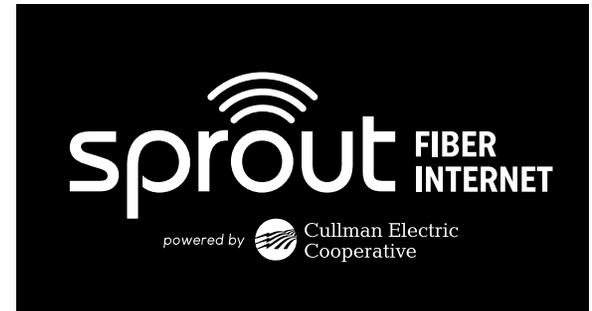
Primary Logo

Sprout Fiber Internet's primary logo is intentionally clean, simple and to the point. The primary logo should always maintain the green and black color scheme, unless otherwise noted, with approved background colors. It also should include the "Powered by Cullman Electric Cooperative" tagline unless space is limited.

When a one-color logo is necessary, a solid green, solid black and solid white version of the logo is acceptable.

Secondary Logo

Sometimes for design's sake, we need a stacked version of the logo, such as when a smaller promotional item contains a more vertical space. While the secondary logo text is moved underneath the primary logo text, the integrity of the logo stays the same and keeps the clean and simple look that the primary logo has.
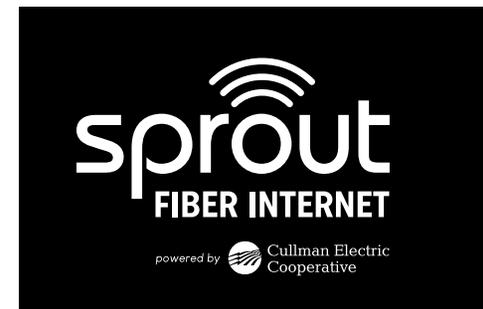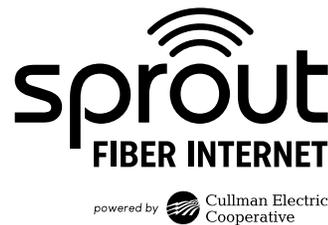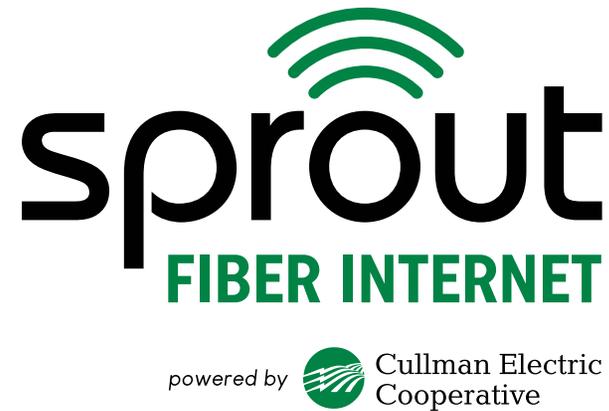
When a one-color logo is necessary, a solid green, solid black and solid white version of the logo is acceptable.

Typography

Nunito Sans Family

Usage: Headlines and body text

ExtraLight | Light | Regular | *Italic*

Semibold | Bold | Extrabold | Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#$%^&*()

Proxima Nova Condensed

Usage: Body text

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#$%^&*()

BauhausC Medium Regular

Usage: "Sprout" in the logo, "We are growing gigabit communities" tagline and headings.

Do not use as headline or body text.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#$%^&*()

Color Palette

PRIMARY COLOR

Sprout Green

Pantone 348C
C88 M24 Y100 K11
R2 G131 B66
#028241

SECONDARY COLOR

Black

Pantone Black C
C0 M0 Y0 K100
R0 G0 B0
#000000

ACCENT COLOR

Sprout Blue

Pantone P 105-7 C
C95 M75 Y8 K1
R32 G84 B154
#20549a

Logo Integrity

The logo is the embodiment of our brand. It should never be altered in color, it should maintain its aspect ratio (not be stretched horizontally or vertically), and it should always have a small barrier of space between it and any surrounding elements.

The secondary logo should not be altered in color, it should maintain its aspect ratio, and it should be given a barrier of space between it and any surrounding elements.

The logo represents the mission and values of Sprout Fiber Internet. Please refrain from altering it in any way.
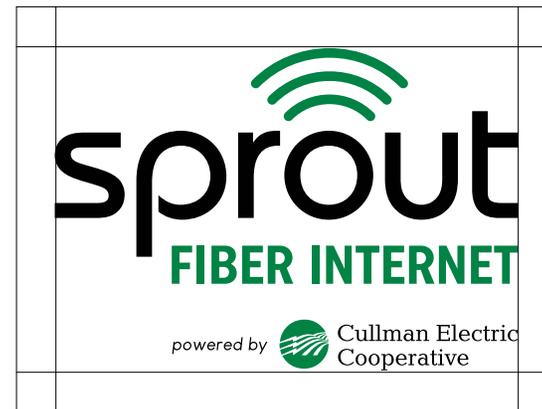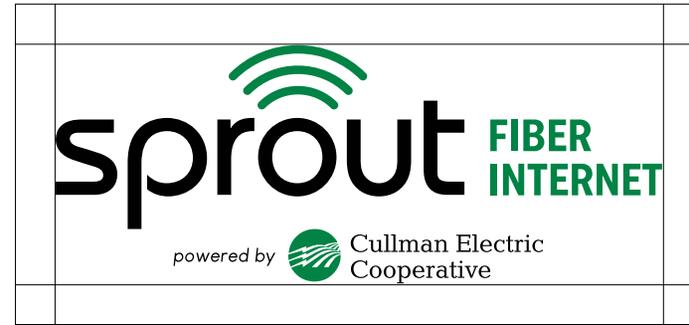
Unacceptable Use

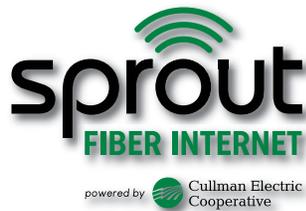
Do not change color of logo.

Do not stretch the logo.

Do not change the logo font.

Do not apply drop shadows or any other effects to the logo.

Do not alter the size of any word in relation to the others.

Do not alter the size or position of the design element.

For questions regarding brand guides, please email
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