sprout FIBER INTERNET

powered by Cullman Electric Cooperative

Logo Style Guide

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.
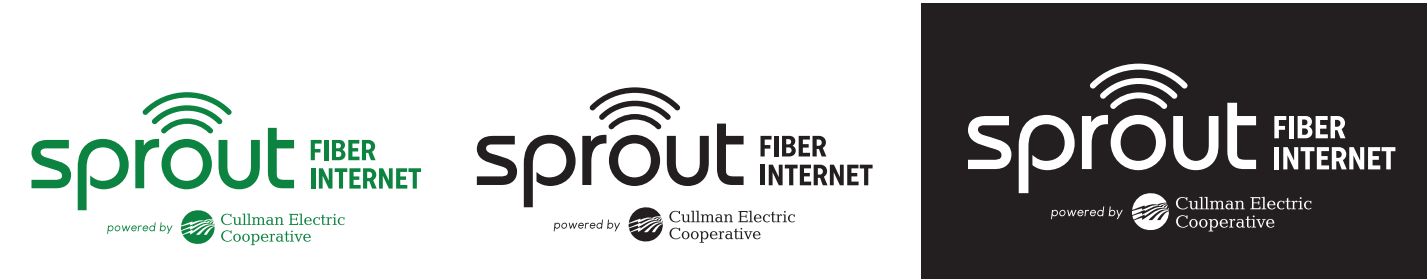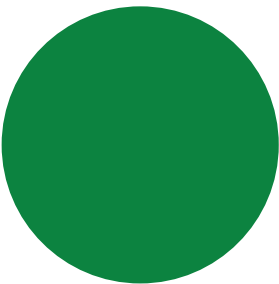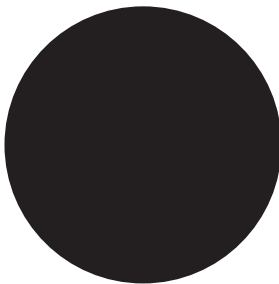

When a one-color logo is necessary, a solid green, solid black and solid white version of the logo is acceptable.

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

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

Typography

BauhausC Medium Regular

Usage: "Sprout" in the logo, "We are growing gigbit communities" tagline and headings. Do not use as headline or body text

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()

Uniform Bold

Usage: "Together we grow" tagline, headings and highlights within body text

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()

Uniform Condensed Bold

Usage: "FIBER INTERNET" in the logo, headings and highlights within body text

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()

## Proxima Nova Condensed Regular

Usage: body text

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()

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.
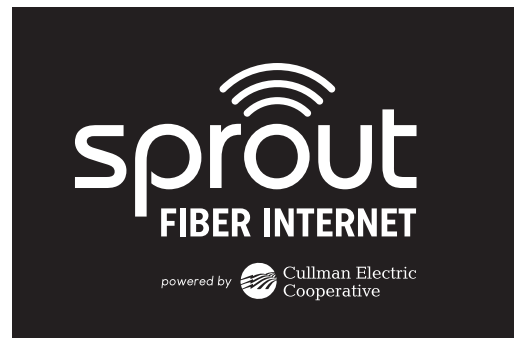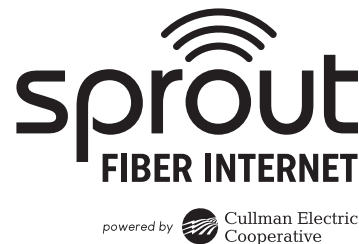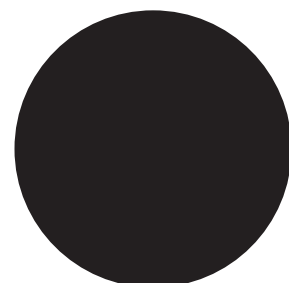
When a one-color logo is necessary, a solid green, solid black and solid white version of the logo is acceptable.
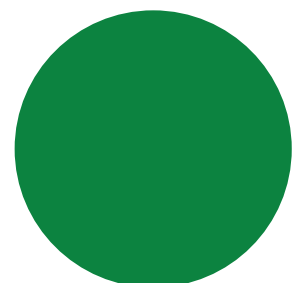
Sprout Green
Pantone 348C
C88 M24 Y100 K11
R2 G131 B66
#028241

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

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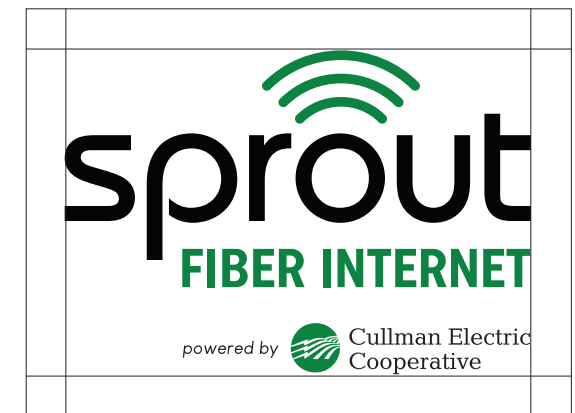
The logo represents the mission and values of Sprout Fiber Internet. Please refrain from altering it in any way.

Unacceptable use of logos

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.

Design Elements

Sprout Fiber Internet's main tagline is "We are growing gigabit communities. Together we grow!" Cullman Electric also has a hashtag of #PowerfulConnections #BrighterFuture. Both may appear on any collateral but must maintain the correct phrasing and stylization on all applications.

Sprout has two different design themes. The first contains design elements with light green gradients, transparent hexagon shapes and a data circle design with icons. Examples of these design elements in use are shown here.

The second has elements of the first but has a white background with the green gradient hexagon pattern contained within a triangle shape.

Selection of which design theme to use is a case-by-case basis. The white background does best on print items and the green background is preferred for digital items like ads and social.

For Alabama Living, follow the Alabama Living style guide unless it is an advertisement page. If it is an educational or news article be sure to follow the Alabama Living style.

We are growing
gigabit communities

Together we grow!

#PowerfulConnections #BrighterFuture

Thank you

These guidelines apply not only to items purchased by Sprout Fiber Internet but also to those purchased by outside entities. Please run any designs representing Sprout Fiber Internet by the marketing department for approval prior to production.

Thank you for helping protect and promote the Sprout Fiber Internet brand by following these guidelines.

sprout **FIBER INTERNET**

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cullmanec.com/sprout