

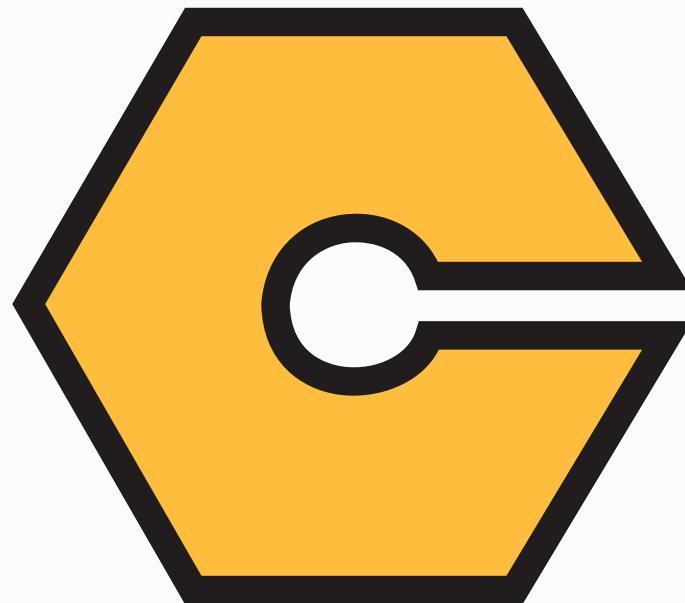
# graphic standards manual

Cantsink



# logo style guide

Cantsink



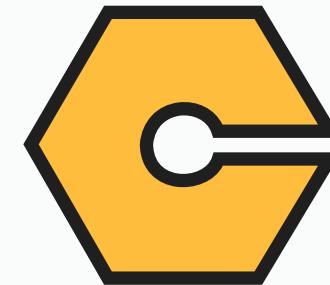
**CANTSINK™**

## CANTSINK word

- The typeface is custom made for the logo
- Use type size and weight
- Use type size and weight to establish a clear hierarchy of information
- Don't substitute any other typeface unless you're using Avenir LT Std for corporate communication

**Dos and Don'ts of typeface usage:**

- **Do** capitalize every word
- **Do** use only approved colors
- **Do** use only the approved typeface
- **Don't** place type in a hard-to-read format
- **Don't** use special effects to emphasize type
- **Don't** change kerning when setting headlines or copy
- **Don't** distort the typefaces
- **Don't** substitute other typefaces unless you're using Lato font for corporate communication

**CANTSINK™**

**Secondary Font Family****Avenir LT Std**

- Avenir LT Std is Cantsink chosen font for all documentation, print and collateral.
- Avenir LT Std is to always be used a copy font where available.
- All weights of Avenir LT Std are permissible.

**Avenir LT Std**

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Sed ut tortor mi. Morbi blandit purus quis odio aliquet, eu scelerisque mauris posuere. Fusce ac consequat massa. Integer rutrum, ante sit amet consectetur pretium, elit lorem fermentum diam, ut elementum justo orci in mauris. Praesent semper magna id vulputate consectetur. Aenean tincidunt euismod orci, nec lobortis turpis dapibus id.

**Avenir LT Std - Book**

**Avenir LT Std - Roman**

**Avenir LT Std - Black**



**Pantone, CMYK, RGB & HTML**

**Coated**

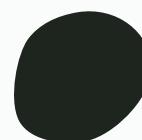


Pantone 136C  
C0 M28 Y87 K0  
R255 G191 B63  
HTML #FFBF3C

**Uncoated**



Pantone 122U  
C0 M22 Y93 K0  
R255 G192 B63  
HTML #FFC03F



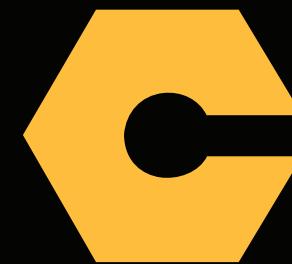
C0 M0 Y0 K100  
R0 G0 B0  
HTML #000000

**Logo in Dark and Light Backgrounds**

- On light background use the main logo version
- On dark background change the text “CANTSINK ” to white



**CANTSINK™**

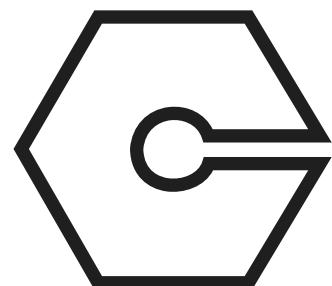


**CANTSINK™**

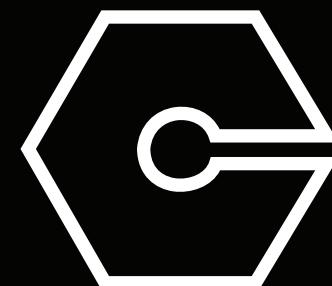
**Black and White logo**

If you can't use color:

- Produce our logo in black
- If the background is black, please reverse out



**GANTSINK™**



**GANTSINK™**

**Versions**

There are 2 versions of the Cantsink logo.



**Clear space**

- Maintain clear space around the signature to protect the logo from distracting graphics or typography.
- For the signature, measure clear space by the double height of the “T”.
- Never allow typography or other elements to “invade” the signature or the symbol.
- Never redraw or alter the logo, including the placement and size relationship of its letter or spark symbol.



Suspendisse pulvinar facilisis pretium. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Curabitur placerat sed sapien non facilisis. Vestibulum semper metus sed semper lacinia. Donec ac libero laoreet, convallis lectus in, venenatis lacus. Mauris malesuada gravida arcu sit amet volutpat. Mauris rhoncus, nisl in aliquam molestie, orci neque ultricies felis, vel blandit nisi augue vitae erat. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Morbi porttitor tristique lectus id euismod. In adipiscing scelerisque sollicitudin. Phasellus mattis pretium ipsum, sed condimentum lacus consectetur id. Interdum et malesuada fames ac ante ipsum primis in faucibus. Pellentesque vulputate, turpis nec ultricies porta, orci urna egestas mauris, eget luctus purus diam ac odio. Integer lobortis tristique sapien non porttitor. Morbi tincidunt convallis metus, at rhoncus felis placerat interdum. In at fermentum nisl, eu lacinia quis vel velit. Sed nec adipiscing magna. Suspendisse penatibus et magnis dis parturient montes, nascetur ridiculus euismod in. Ut vel quam at ante pulvinar varius a eu lectus. faucibus posuere. Mauris dignissim, nisl vitae ultricies ornare, pretium a neque a mollis. Aenean est lectus, aliquet vitae lorem. Quisque mi purus, auctor non est ac, dictum eleifend tellus. blandit. Cras posuere dui non libero condimentum imperdiet. eleifend. In ut mattis est. Maecenas nisl nibh, imperdiet a ultrices, pretium sapien id, cursus leo. Morbi quis volutpat consectetur orci sed, sollicitudin blandit nibh. In sed arcu in est bibendum enim venenatis id. Praesent vehicula sem augue, in bibendum erat hendrerit non. Maecenas quis consectetur magna. Nunc convallis augue non orci tristique, eu adipiscing sapien egestas. Sed nunc dolor, rhoncus ut imperdiet tincidunt, congue et mi. Donec pulvinar sodales varius. Morbi quis hendrerit justo. Cras rutrum adipiscing tempus. Mauris condimentum massa turpis, sit amet accumsan ligula imperdiet quis. Nulla vitae mattis metus. Mauris eleifend tincidunt nulla a tempor. Nam commodo ut libero nec cursus. Sed fermentum orci sed pharetra blandit. Fusce diam velit, tincidunt eget porttitor vitae, scelerisque ac velit. Nunc sed leo a eros euismod feugiat eget id elit. Etiam ultricies luctus odio sit amet ullamcorper. Nunc vitae iaculis nisl, ut placerat orci. Vivamus eleifend sagittis ipsum, sit amet pretium libero ultrices eu. Maecenas metus lacus, tempus sit amet varius eu, dignissim eu nisl. Nulla vel risus vitae nisi feugiat semper cursus at nisl. Pellentesque felis enim, vulputate nec semper vel, pharetra ut eros. Maecenas non lacinia quam, nec pulvinar urna.



**Minimum size**

The signature reproduces well at almost any size. Going too small, however, can damage the logo's integrity and effectiveness.

Never reproduce the main signature smaller than 1in.

Never reproduce the secondary signature smaller than 1.375in.





logo style guide - since 1988

Cantsink





**Pantone, CMYK, RGB & HTML**

**Coated**



Pantone 136C  
C0 M28 Y87 K0  
R255 G191 B63  
HTML #FFBF3C

**Uncoated**



Pantone 122U  
C0 M22 Y93 K0  
R255 G192 B63  
HTML #FFC03F



C0 M0 Y0 K100  
R0 G0 B0  
HTML #000000

**Logo in Dark and Light Backgrounds**

- On light background use the main logo version
- On dark background change the text “CANTSINK” to white



**Black and White logo**

If you can't use color:

- Produce our logo in black
- If the background is black, please reverse out



**Versions**

There are 2 versions of the Cantsink logo.



**Clear space**

- Maintain clear space around the signature to protect the logo from distracting graphics or typography.
- For the signature, measure clear space by the double height of the “T”.
- Never allow typography or other elements to “invade” the signature or the symbol.
- Never redraw or alter the logo, including the placement and size relationship of its letter or spark symbol.



Suspendisse pulvinar facilisis pretium. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Curabitur placerat sed sapien non facilisis. Vestibulum semper metus sed semper lacinia. Donec ac libero laoreet, convallis lectus in, venenatis lacus. Mauris malesuada gravida arcu sit amet volutpat. Mauris rhoncus, nisl in aliquam molestie, orci neque ultricies felis, vel blandit nisi augue vitae erat. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Morbi porttitor tristique lectus id euismod. In adipiscing scelerisque sollicitudin. Phasellus mattis pretium ipsum, sed condimentum lacus consectetur id. Interdum et malesuada fames ac ante ipsum primis in faucibus. Pellentesque vulputate, turpis nec ultricies porta, orci urna egestas mauris, eget luctus purus diam ac odio. Integer lobortis tristique sapien non porttitor. Morbi tincidunt convallis metus, at dignissim est. Cras at pretium nisi. Sed et leo et orci euismod mollis lacinia et nibh facilisis dignissim. Cum sociis natoque mus. Pellentesque lacinia viverra nulla, in fermentum velit. Aliquam malesuada ullamcorper eleifend. Proin suscipit nisi eu orci felis euismod elit, a blandit sapien nisl faucibus enim. Proin et, laoreet cursus turpis. In congue at mauris eu egestas. Donec eu elit tortor. Vivamus bibendum tempor ipsum at Sed volutpat purus quis nisl sollicitudin, ac facilisis enim augue sit amet, elementum tincidunt diam. Etiam quis arcu lorem. Fusce sit amet semper mi. Etiam massa lectus, sodales luctus vulputate. Phasellus elementum interdum ante, vel bibendum erat hendrerit non. Maecenas quis consectetur eleifend. In ut mattis est. Maecenas nisl nibh, imperdiet a ultrices, pretium sapien id, cursus leo. Morbi quis volutpat consectetur orci sed, sollicitudin blandit nibh. In sed arcu in est bibendum enim venenatis id. Praesent vehicula sem augue, in magna. Nunc convallis augue non orci tristique, eu adipiscing sapien egestas. Sed nunc dolor, rhoncus ut imperdiet tincidunt, congue et mi. Donec pulvinar sodales varius. Morbi quis hendrerit justo. Cras rutrum adipiscing tempus. Mauris condimentum massa turpis, sit amet accumsan ligula imperdiet quis. Nulla vitae mattis metus. Mauris eleifend tincidunt nulla a tempor. Nam commodo ut libero nec cursus. Sed fermentum orci sed pharetra blandit. Fusce diam velit, tincidunt eget porttitor vitae, scelerisque ac velit. Nunc sed leo a eros euismod feugiat eget id elit. Etiam ultricies luctus odio sit amet ullamcorper. Nunc vitae iaculis nisl, ut placerat orci. Vivamus eleifend sagittis ipsum, sit amet pretium libero ultrices eu. Maecenas metus lacus, tempus sit amet varius eu, dignissim eu nisl. Nulla vel risus vitae nisi feugiat semper cursus at nisl. Pellentesque felis enim, vulputate nec semper vel, pharetra ut eros. Maecenas non lacinia quam, nec pulvinar urna.



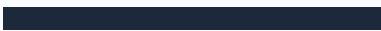
**Minimum size**

The signature reproduces well at almost any size. Going too small, however, can damage the logo's integrity and effectiveness.

Never reproduce the main signature smaller than 1in.

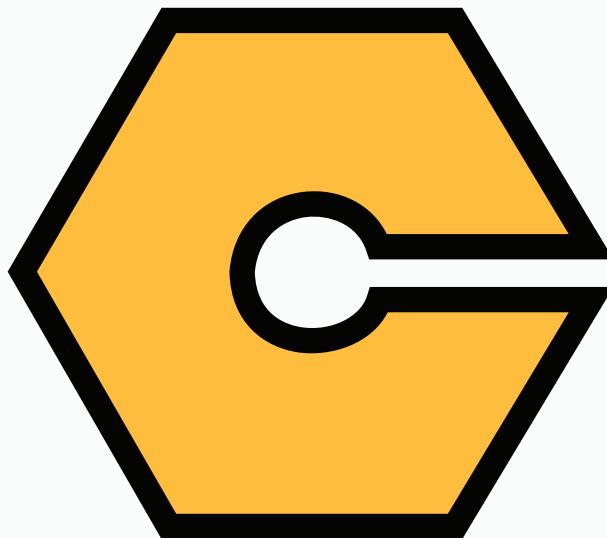
Never reproduce the secondary signature smaller than 1.5 in.





# logo style guide - with tagline

Cantsink



**CANTSINK™**  
— SUPPORTING INNOVATION —



Pantone, CMYK, RGB & HTML

Coated



Pantone 136C  
C0 M28 Y87 K0  
R255 G191 B63  
HTML #FFBF3C

Uncoated



Pantone 122U  
C0 M22 Y93 K0  
R255 G192 B63  
HTML #FFC03F



C0 M0 Y0 K100  
R0 G0 B0  
HTML #000000

**Logo in Dark and Light Backgrounds**

- On light background use the main logo version
- On dark background change the text “CANTSINK” to white



**Logo in orange Backgrounds**  
• set the bar to black



**Black and White logo**

If you can't use color:

- Produce our logo in black
- If the background is black, please reverse out



**Clear space**

- Maintain clear space around the signature to protect the logo from distracting graphics or typography.
- For the signature, measure clear space by the double height of the “T”.
- Never allow typography or other elements to “invade” the signature or the symbol.
- Never redraw or alter the logo, including the placement and size relationship of its letter or spark symbol.



Suspendisse pulvinar facilisis pretium. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Curabitur placerat sed sapien non facilisis. Vestibulum semper metus sed semper lacinia. Donec ac libero laoreet, convallis lectus in, venenatis lacus. Mauris malesuada gravida arcu sit amet volutpat. Mauris rhoncus, nisl in aliquam molestie, orci neque ultricies felis, vel blandit nisi augue vitae erat. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Morbi porttitor tristique lectus id euismod. In adipiscing scelerisque sollicitudin. Phasellus mattis pretium ipsum, sed condimentum lacus consectetur id. Interdum et malesuada fames ac ante ipsum primis in faucibus. Pellentesque vulputate, turpis nec ultricies porta, orci urna egestas mauris, eget luctus purus diam ac odio. Integer lobortis tristique sapien non porttitor. Morbi tincidunt convallis metus, at rhoncus felis placerat interdum. In at fermentum nisl, eu dignis quis vel velit. Sed nec adipiscing magna. Suspendisse mollis magnis dis parturient montes, nascetur ridiculus mus. Pellentquam at ante pulvinar varius a eu lectus. Aliquam malesuada Mauris dignissim, nisl vitae ultricies ornare, orci felis euismod mollis. Aenean est lectus, aliquet vitae lorem et, laoreet cursus non est ac, dictum eleifend tellus. Donec eu elit tortor. Vivamus condimentum imperdiet. Sed volutpat purus quis nisl sollicitu-imperdiet a augue sit amet, elementum tincidunt diam. Etiam volutpat lorem. Fusce sit amet semper mi. Etiam massa lectus, in est luctus vulputate. Phasellus elementum interdum ante, vel bibendum erat hendrerit non. Maecenas quis consectetur sapien egestas. Sed nunc dolor, rhoncus ut imperdiet tincidunt, congue et mi. Donec pulvinar sodales varius. Morbi quis hendrerit justo. Cras rutrum adipiscing tempus. Mauris condimentum massa turpis, sit amet accumsan ligula imperdiet quis. Nulla vitae mattis metus. Mauris eleifend tincidunt nulla a tempor. Nam commodo ut libero nec cursus. Sed fermentum orci sed pharetra blandit. Fusce diam velit, tincidunt eget porttitor vitae, scelerisque ac velit. Nunc sed leo a eros euismod feugiat eget id elit. Etiam ultricies luctus odio sit amet ullamcorper. Nunc vitae iaculis nisl, ut placerat orci. Vivamus eleifend sagittis ipsum, sit amet pretium libero ultrices eu. Maecenas metus lacus, tempus sit amet varius eu, dignissim eu nisl. Nulla vel risus vitae nisi feugiat semper cursus at nisl. Pellentesque felis enim, vulputate nec semper vel, pharetra ut eros. Maecenas non lacinia quam, nec pulvinar urna.



**Versions**

There are 2 versions of the Cantsink logo.



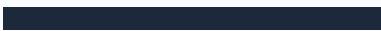
### Minimum size

The signature reproduces well at almost any size. Going too small, however, can damage the logo's integrity and effectiveness.

Never reproduce the main signature smaller than 1in.

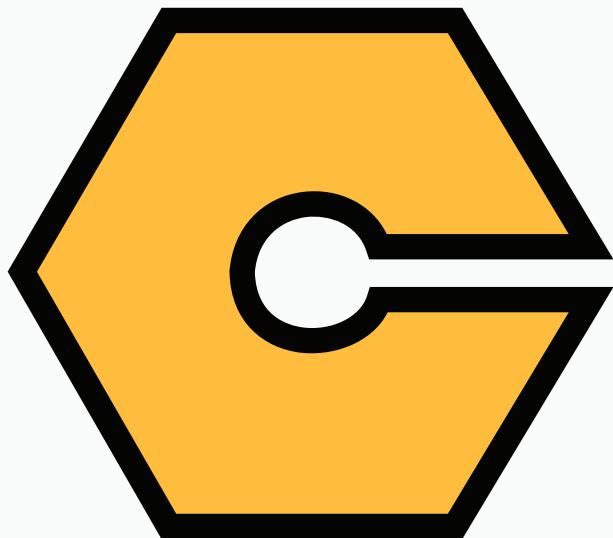
Never reproduce the secondary signature smaller than 1.5 in.





logo style guide - with .com

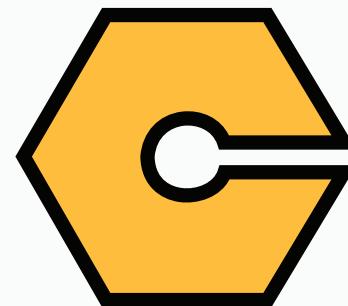
Cantsink



**CANTSINK**.com

**Logo with .com**

This version is only meant to be used when space does not allow for the TM symbol. TM can be removed & add .com in a reduced font size to fit the given space. See sample provided.



**CANTSINK**.com



Pantone, CMYK, RGB & HTML

Coated



Pantone 136C  
C0 M28 Y87 K0  
R255 G191 B63  
HTML #FFBF3C

Uncoated



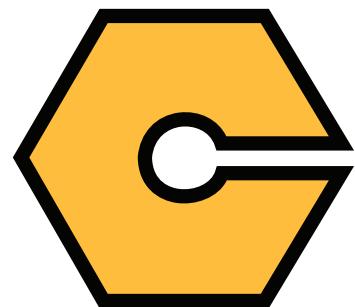
Pantone 122U  
C0 M22 Y93 K0  
R255 G192 B63  
HTML #FFC03F



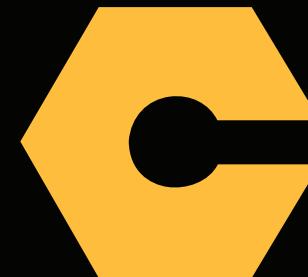
C0 M0 Y0 K100  
R0 G0 B0  
HTML #000000

**Logo in Dark and Light Backgrounds**

- On light background use the main logo version
- On dark background change the text “CANTSINK” to white



**CANTSINK**.com

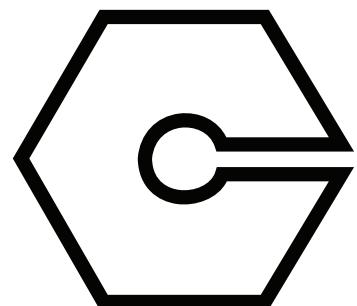


**CANTSINK**.com

**Black and White logo**

If you can't use color:

- Produce our logo in black
- If the background is black, please reverse out



**CANTSINK**.com



**CANTSINK**.com

**Clear space**

- Maintain clear space around the signature to protect the logo from distracting graphics or typography.
- For the signature, measure clear space by the double height of the “T”.
- Never allow typography or other elements to “invade” the signature or the symbol.
- Never redraw or alter the logo, including the placement and size relationship of its letter or spark symbol.



Suspendisse pulvinar facilisis pretium. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Curabitur placerat sed sapien non facilisis. Vestibulum semper metus sed semper lacinia. Donec ac libero laoreet, convallis lectus in, venenatis lacus. Mauris malesuada gravida arcu sit amet volutpat. Mauris rhoncus, nisl in aliquam molestie, orci neque ultricies felis, vel blandit nisi augue vitae erat. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Morbi porttitor tristique lectus id euismod. In adipiscing scelerisque sollicitudin. Phasellus mattis pretium ipsum, sed condimentum lacus consectetur id. Interdum et malesuada fames ac ante ipsum primis in faucibus. Pellentesque vulputate, turpis nec ultricies porta, orci urna egestas mauris, eget luctus purus diam ac odio. Integer lobortis tristique sapien non porttitor. Morbi tincidunt convallis metus, at rhoncus felis placerat interdum. In at fermentum nisl, eu dignis quis vel velit. Sed nec adipiscing magna. Suspendisse mollis magnis dis parturient montes, nascetur ridiculus mus. Pellentesque at ante pulvinar varius a eu lectus. Aliquam malesuada Mauris dignissim, nisl vitae ultricies ornare, orci felis euismod mollis. Aenean est lectus, aliquet vitae lorem et, laoreet cursus non est ac, dictum eleifend tellus. Donec eu elit tortor. Vivamus condimentum imperdiet. Sed volutpat purus quis nisl sollicitudin, imperdiet a augue sit amet, elementum tincidunt diam. Etiam volutpat lorem. Fusce sit amet semper mi. Etiam massa lectus, in est luctus vulputate. Phasellus elementum interdum ante, vel bibendum erat hendrerit non. Maecenas quis consectetur magna. Nunc convallis augue non orci tristique, eu adipiscing sapien egestas. Sed tincidunt, congue et mi. Donec pulvinar sodales varius. Morbi quis hendrerit justo. Cras rutrum adipiscing tempus. Mauris condimentum massa turpis, sit amet accumsan ligula imperdiet quis. Nulla vitae mattis metus. Mauris eleifend tincidunt nulla a tempor. Nam commodo ut libero nec cursus. Sed fermentum orci sed pharetra blandit. Fusce diam velit, tincidunt eget porttitor vitae, scelerisque ac velit. Nunc sed leo a eros euismod feugiat eget id elit. Etiam ultricies luctus odio sit amet ullamcorper. Nunc vitae iaculis nisl, ut placerat orci. Vivamus eleifend sagittis ipsum, sit amet pretium libero ultrices eu. Maecenas metus lacus, tempus sit amet varius eu, dignissim eu nisl. Nulla vel risus vitae nisi feugiat semper cursus at nisl. Pellentesque felis enim, vulputate nec semper vel, pharetra ut eros. Maecenas non lacinia quam, nec pulvinar urna.



**Versions**

There are 2 versions of the Cantsink logo.



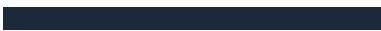
### Minimum size

The signature reproduces well at almost any size. Going too small, however, can damage the logo's integrity and effectiveness.

Never reproduce the main signature smaller than 1in.

Never reproduce the secondary signature smaller than 1.5 in.





# presentation

Cantsink

**Website**

- lowercase all words
- use the “globe” (f0ac) as the icon\*

 cantsink.com

**Contact options**

- use the “phone-square” (f098) icon\* for the phone
- use the “fax” (f1ac) icon\* for the fax
- use the “envelope” (f0e0) icon\* for the email

 678.280.7453

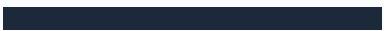
 678.280.3476

 info@cantsink.com

**Address**

- use the “map-marker-alt” (f3c5) icon\* for the address

 71 First Avenue  
Lilburn, GA 30047

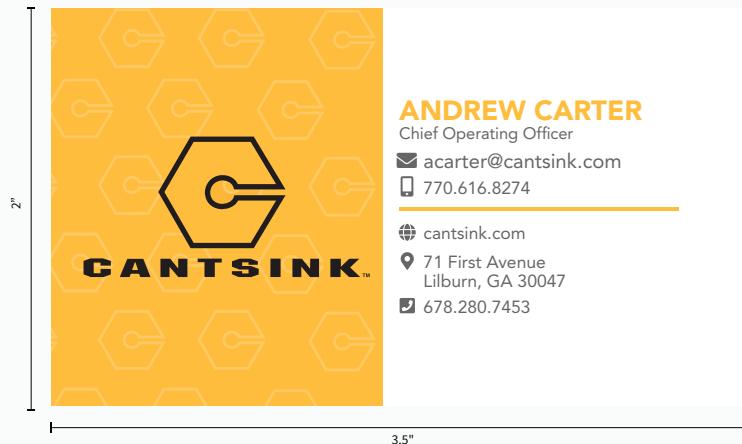


stationery

Cantsink

**business card****A** personalized card front**B** card back

- The personal info on the right should be centered up & down for all cards

**A****B**

