

CREW NETWORK



CHAPTER AND AFFILIATE
VISUAL IDENTITY GUIDE

▶ INTRODUCTION

HOW TO USE THIS GUIDE

This guide serves as an internal resource for chapter leaders to select a new visual identity for your chapter that aligns with the new CREW Network brand, which launched on Sept. 27, 2019.

The first step in selecting your chapter's new visual identity is choosing your brand colors. You may choose from nine singular colors or 24 color pairs listed in the following pages of this guide. Once you notify CREW Network of your color palette choice, we will get started developing your new logo, selecting your new complimentary website and email colors (if applicable) and creating your chapter's personalized brand guide.

Ready to move forward with your chapter's new brand?

Please have your current chapter president send an email to Laura Lewis, CREW Network Chief Communications Officer, at laural@crewnetwork.org with your color choices, and we'll take it from there.

Questions?

Email Laura or call her at (785) 856-8275.

▶ CHAPTER LOGOS

There is a distinct way to brand a chapter or affiliate of CREW Network.

The word "CREW" is stacked on top of the chapter name, in all caps. The words are right aligned. The arrow mark is placed to the right of the words and spans the full height of "CREW" and the chapter name.

A gradient treatment OR a one color application can be used for a CREW chapter logo.

Gradient Option: The gradient is applied to the arrow mark and the chapter name is displayed in one of the gradient colors.

One Color Option: One color is applied to the arrow mark and the chapter name.

Gradient Option



One Color Option



▶ CHAPTER LOGOS CONT.

Chapter names with two lines will be treated in the following way.

Chapter name in all caps and right aligned below "CREW" with the arrow mark to the right.

Note: The chapter name must use one of the colors in the gradient.

Gradient Option



Gradient Options

Chapter names with abbreviation and no space between them will be treated in the following way.

Chapter abbreviation, in all caps, comes before or after "CREW" with the arrow mark always being displayed to the right.



▶ UNIQUE CHAPTER LOGOS

Chapters with no space before or after their name and “CREW” will be treated in the following way.

Chapter name, in all caps, comes before or after “CREW” with the arrow mark always being displayed to the right.

Chapters with a hyphen in their name will follow the same logo treatment, with the arrow mark displayed on the right.

One Color and Gradient Options

MNCREW 

CREW 
IOWA

CREW-OKC 

▶ CHAPTER LOGOS: COLOR APPLICATION

YOUR OPTIONS BEGIN HERE

If chapter leaders chose to align with the new CREW Network brand, there are two color application options.

One-Color Option

Leaders can choose a one-color application with the colors shown on this page.

Gradient Option

A gradient option can be used in development of your chapter's logo. Please designate one of the gradient options from pages 7-10.

Note: Chapters are not permitted to use the Gold Medal color for a one color logo application.

1



FUTURE FUCHSIA

HEX #c82d55
RGB: 200r 45g 85b
CMYK: 16c 96m 57y 3k
PMS 198 C

2



SKY IS THE LIMIT

HEX #4fa9b7
RGB: 79r 169g 183b
CMYK: 67c 16m 26y 0k
PMS 631 C

3



FEARLESS BLUE

HEX #01426a
RGB: 1r 66g 106b
CMYK: 100c 57m 9y 52k
PMS 7694 C

4



COURAGE CORAL

HEX #f3715a
RGB: 243r 113g 90b
CMYK: 0c 70m 65y 0k
PMS 7416 C

5



POWER PLUM

HEX #852457
RGB: 133r 36g 87b
CMYK: 19c 100m 9y 40k
PMS 235 C

6



ROYAL PURPLE

HEX #641f45
RGB: 100r 31g 69b
CMYK: 25c 96m 15y 60k
PMS 690 C

7



GET GOING

HEX #008755
RGB: 0r 135g 85b
CMYK: 97c 0m 86y 15k
PMS 7725 C

8



MAKE IT GREEN

HEX #6dc38c
RGB: 109r 195g 140b
CMYK: 58c 0m 60y 0k
PMS 346 C

9



ULTRAVIOLET

HEX #405daa
RGB: 64r 93g 170b
CMYK: 84c 70m 0y 0k
PMS 2727 C

▶ CHAPTER LOGOS: GRADIENT OPTIONS

1



GOLD MEDAL

HEX #efbd47
RGB: 239r 189g 71b
CMYK: 0c 25m 76y 0k



POWER PLUM

HEX #850057
RGB: 133r 36g 87b
CMYK: 19c 100m 9y 40k

2



GOLD MEDAL

HEX #efbd47
RGB: 239r 189g 71b
CMYK: 0c 25m 76y 0k



FUTURE FUCHSIA

HEX #c82d55
RGB: 200r 45g 85b
CMYK: 16c 96m 57y 3k

3



COURAGE CORAL

HEX #f3715a
RGB: 243r 113g 90b
CMYK: 0c 70m 65y 0k



GOLD MEDAL

HEX #efbd47
RGB: 239r 189g 71b
CMYK: 0c 25m 76y 0k

4



COURAGE CORAL

HEX #f3715a
RGB: 243r 113g 90b
CMYK: 0c 70m 65y 0k



FUTURE FUCHSIA

HEX #c82d55
RGB: 200r 45g 85b
CMYK: 16c 96m 57y 3k

5



POWER PLUM

HEX #850057
RGB: 133r 36g 87b
CMYK: 19c 100m 9y 40k



FUTURE FUCHSIA

HEX #c82d55
RGB: 200r 45g 85b
CMYK: 16c 96m 57y 3k

6



POWER PLUM

HEX #850057
RGB: 133r 36g 87b
CMYK: 19c 100m 9y 40k



COURAGE CORAL

HEX #f3715a
RGB: 243r 113g 90b
CMYK: 0c 70m 65y 0k

▶ CHAPTER LOGOS: GRADIENT OPTIONS CONT.

7



COURAGE CORAL

HEX #f3715a
RGB: 243r 113g 90b
CMYK: 0c 70m 65y 0k



ROYAL PURPLE

HEX #641f45
RGB: 100r 31g 69b
CMYK: 25c 96m 15y 60k

8



COURAGE CORAL

HEX #f3715a
RGB: 243r 113g 90b
CMYK: 0c 70m 65y 0k



ULTRAVIOLET

HEX #405daa
RGB: 64r 93g 170b
CMYK: 84c 70m 0y 0k

9



COURAGE CORAL

HEX #f3715a
RGB: 243r 113g 90b
CMYK: 0c 70m 65y 0k



SKY IS THE LIMIT

HEX #4fa9b7
RGB: 79r 169g 183b
CMYK: 67c 16m 26y 0k

10



GOLD MEDAL

HEX #efbd47
RGB: 239r 189g 71b
CMYK: 0c 25m 76y 0k



ULTRAVIOLET

HEX #405daa
RGB: 64r 93g 170b
CMYK: 84c 70m 0y 0k

11



GOLD MEDAL

HEX #efbd47
RGB: 239r 189g 71b
CMYK: 0c 25m 76y 0k



SKY IS THE LIMIT

HEX #4fa9b7
RGB: 79r 169g 183b
CMYK: 67c 16m 26y 0k

12



GOLD MEDAL

HEX #efbd47
RGB: 239r 189g 71b
CMYK: 0c 25m 76y 0k



MAKE IT GREEN

HEX #6dc38c
RGB: 109r 195g 140b
CMYK: 58c 0m 60y 0k

▶ CHAPTER LOGOS: GRADIENT OPTIONS CONT.

13



MAKE IT GREEN

HEX #6dc38c
RGB: 109r 195g 140b
CMYK: 58c 0m 60y 0k



ULTRAVIOLET

HEX #405daa
RGB: 64r 93g 170b
CMYK: 84c 70m 0y 0k

14



MAKE IT GREEN

HEX #6dc38c
RGB: 109r 195g 140b
CMYK: 58c 0m 60y 0k



SKY IS THE LIMIT

HEX #4fa9b7
RGB: 79r 169g 183b
CMYK: 67c 16m 26y 0k

15



GET GOING

HEX #008755
RGB: 0r 135g 85b
CMYK: 97c 0m 86y 15k



SKY IS THE LIMIT

HEX #4fa9b7
RGB: 79r 169g 183b
CMYK: 67c 16m 26y 0k

16



MAKE IT GREEN

HEX #6dc38c
RGB: 109r 195g 140b
CMYK: 58c 0m 60y 0k



FEARLESS BLUE

HEX #01426a
RGB: 1r 66g 106b
CMYK: 100c 57m 9y 52k

17



ULTRAVIOLET

HEX #405daa
RGB: 64r 93g 170b
CMYK: 84c 70m 0y 0k



SKY IS THE LIMIT

HEX #4fa9b7
RGB: 79r 169g 183b
CMYK: 67c 16m 26y 0k

18



SKY IS THE LIMIT

HEX #4fa9b7
RGB: 79r 169g 183b
CMYK: 67c 16m 26y 0k



FEARLESS BLUE

HEX #01426a
RGB: 1r 66g 106b
CMYK: 100c 57m 9y 52k

▶ CHAPTER LOGOS: GRADIENT OPTIONS CONT.

19



GET GOING

HEX #008755

RGB: 0r 135g 85b

CMYK: 97c 0m 86y 15k



ULTRAVIOLET

HEX #405daa

RGB: 64r 93g 170b

CMYK: 84c 70m 0y 0k

20



MAKE IT GREEN

HEX #6dc38c

RGB: 109r 195g 140b

CMYK: 58c 0m 60y 0k



POWER PLUM

HEX #850057

RGB: 133r 36g 87b

CMYK: 19c 100m 9y 40k

21



SKY IS THE LIMIT

HEX #4fa9b7

RGB: 79r 169g 183b

CMYK: 67c 16m 26y 0k



POWER PLUM

HEX #850057

RGB: 133r 36g 87b

CMYK: 19c 100m 9y 40k

22



SKY IS THE LIMIT

HEX #4fa9b7

RGB: 79r 169g 183b

CMYK: 67c 16m 26y 0k



ROYAL PURPLE

HEX #641f45

RGB: 100r 31g 69b

CMYK: 25c 96m 15y 60k

23



SKY IS THE LIMIT

HEX #4fa9b7

RGB: 79r 169g 183b

CMYK: 67c 16m 26y 0k



FUTURE FUCHSIA

HEX #c82d55

RGB: 200r 45g 85b

CMYK: 16c 96m 57y 3k

24



ULTRAVIOLET

HEX #405daa

RGB: 64r 93g 170b

CMYK: 84c 70m 0y 0k



FUTURE FUCHSIA

HEX #c82d55

RGB: 200r 45g 85b

CMYK: 16c 96m 57y 3k

TYPOGRAPHY / APPLICATIONS

The CREW Network brand uses fonts from the Nobel font family.

Nobel should be used when creating any collateral or promotional materials. (business cards, brochures, banners, etc.)

Note: CREW Network wordmark is designed with a customized use of the Nobel font.

Nobel Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Nobel Regular Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Nobel Book Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Nobel Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Nobel Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Nobel Light Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Nobel Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Nobel Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Nobel Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Nobel Black Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

DIGITAL

Use **Arial** for digital formats and when Nobel is unavailable.

CHAPTER WEBSITES

Nobel will be used for all copy except for body copy.

Helvetica will be used for body copy.

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Arial Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Helvetica Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Helvetica Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Arial Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Helvetica Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Helvetica Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890



For more information about the CREW Network Brand Guidelines,
contact Laura Lewis, Chief Communications Officer,
at laural@crewnetwork.org