

CW-X® CONDITIONING WEAR® BRAND ID GUIDELINES

The following are the approved CW-X® brand ID logo formats for use in all media:

4- color printing or web design



On lighter backgrounds:
CW-X® White logo
PMS 281c Blue background

CW-X® Blue
Pantone 281C

R: 0
G: 62
B: 126

C: 100
M: 72
Y: 0
K: 32



On darker backgrounds:
CW-X® Blue logo PMS 281C
White background

2- color B/W printing or web design only



On lighter backgrounds:
CW-X® White logo
Black background



On darker backgrounds:
CW-X® Black logo
White background



Approved minimum CW-X® logo dimension is
1.0 inch W x .61 inch H
2.54cm W x 1.55cm H



Approved CW-X® logos in EPS and JPEG are available for download on the company's website
Please contact your sales rep, PR rep, or info@cw-x.com for more information

WWW.CW-X.COM