

CMRU

COLLECTIVE SIGNAL

Stronger together. Smarter together.

Brand Identity System / cmru.com

Logo System

A cluster of 7-9 circles of varying sizes grouped tightly together. Four circles are slightly larger. The wordmark sits to the right.



PRIMARY ON LIGHT



PRIMARY ON DARK

Standalone Mark

Use the standalone mark for favicons, app icons, social avatars, and any placement under 48px wide.



MARK ON LIGHT



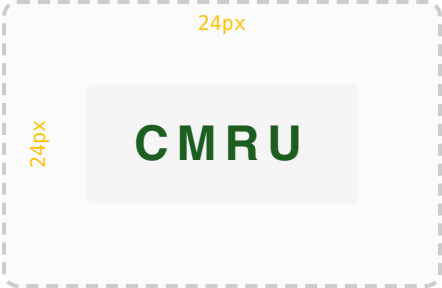
MARK ON DARK



MARK ON
PRIMARY

Clear Space & Minimum Size

The exclusion zone around the logo is 24px (3x the 8px base unit). No other elements may intrude.

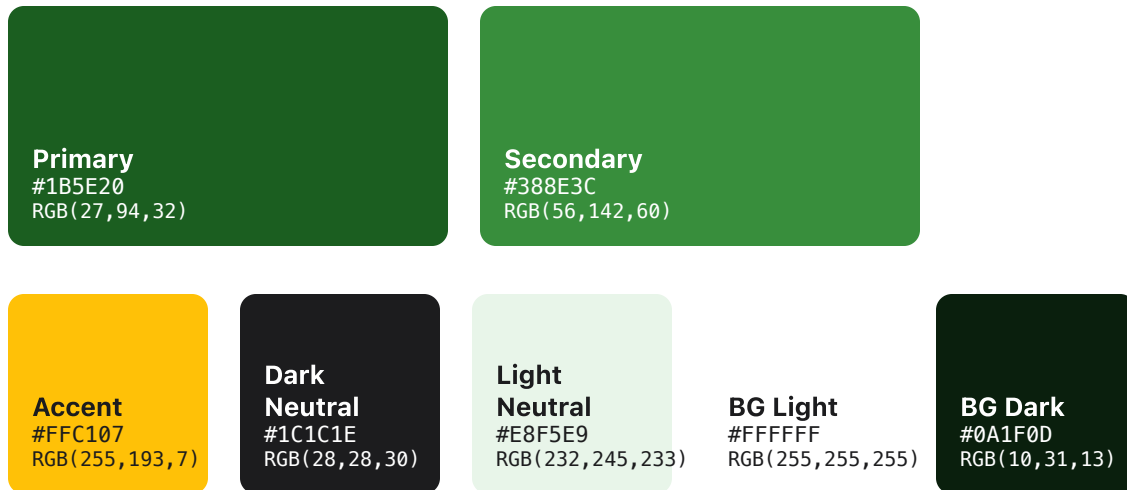


Minimum Sizes

- Digital full logo: 120px width minimum
 - Digital mark only: 32px width minimum
 - Print full logo: 1.5 inch width minimum
 - Print mark only: 0.5 inch width minimum
-

Color Palette

The complete color system for digital and print applications.



Color Usage

- Primary: Headlines, CTAs, logo, primary buttons
 - Secondary: Hover states, secondary actions, supporting graphics
 - Accent: Sparingly for emphasis, interactive highlights, notifications
 - WCAG AA: 4.5:1 contrast for body text, 3:1 for large text and UI
 - Never combine primary + accent as text-on-background
-

Typography

The type system establishes hierarchy and reinforces brand personality.

Primary: Nunito Sans

CMRU

The quick brown fox jumps over the lazy dog

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789

Secondary: Nunito

The quick brown fox jumps over the lazy dog

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789

Type Scale

Display 48/56 **CMRU**

H1 36/44 **CMRU**

H2 28/36 **CMRU**

H3 22/28 **CMRU**

H4 18/24 **CMRU**

Body Lg 16/24 **CMRU**

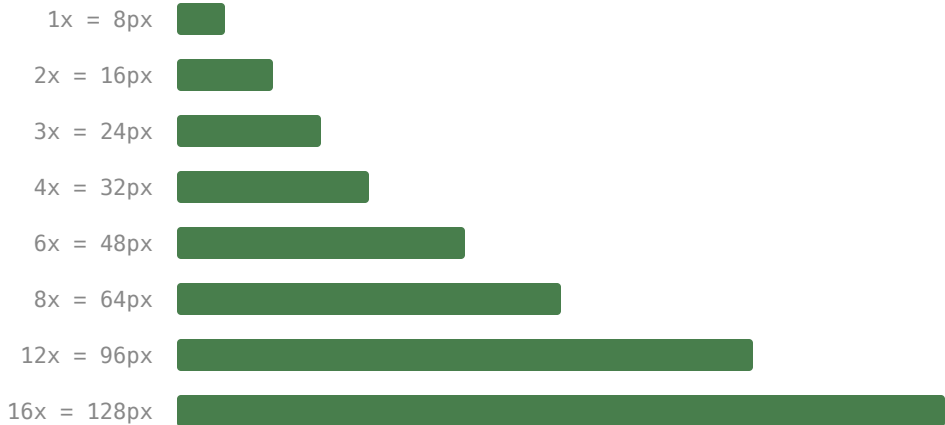
Body 14/20 **CMRU**

Caption 12/16 **CMRU**

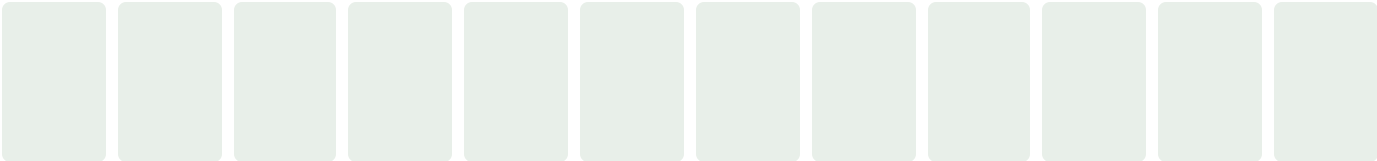
Overline 10/14 **CMRU**

Spacing & Grid

All spacing derives from a 8px base unit.



12-Column Grid



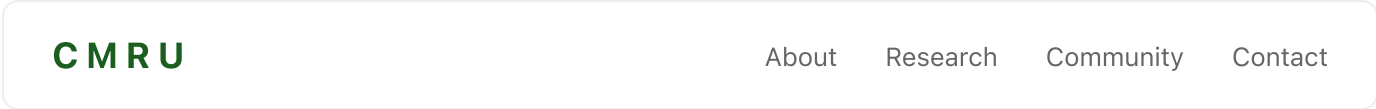
Border Radius



Logo Placement

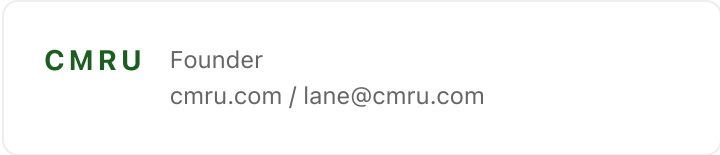
Best practices for positioning the logo across common layouts and media.

Website Header



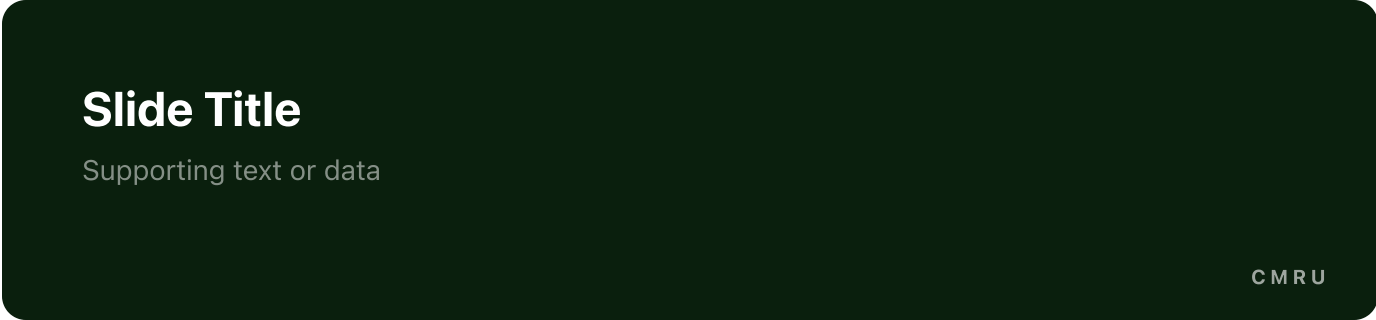
24px left padding, vertically centered, logo height 24-32px

Email Signature



Logo left-aligned, 12-16px height, paired with contact info

Presentation Slide



Bottom-right, 8-10px, white or light variant on dark slides

Usage Rules

Do

- Use the logo with adequate clear space
- Maintain minimum size requirements
- Use approved color combinations
- Use dark variant on dark, light on light
- Scale proportionally with locked aspect ratio
- Reference CMRU with shifting meanings
- Use standalone mark for small placements

Don't

- Place on busy or low-contrast backgrounds
- Rotate, skew, stretch, or distort
- Change colors outside approved palette
- Add shadows, glows, outlines, or bevels
- Lock CMRU to one canonical expansion
- Use below minimum size
- Crowd the logo in the clear space zone
- Use unapproved typefaces

CMRU stands for everything.

The name is a container, not a label. Every meaning is true.

Stronger together. Smarter together.

Founded in Cleveland. Defined by everyone. / cmru.com