

LOGO

The Christensen logo embodies the pride we take in our services and the trust we've earned from our customers and team members. It should inspire a sense of belonging to the Christensen legacy and signify our leadership and reliability in the industry.

CHRISTENSEN



COLOR

To maintain brand consistency and reinforce our visual identity, always display the logo in the Admiral (navy) color. Use the white version on darker backgrounds to ensure maximum visibility and legibility, creating a striking contrast that effectively captures attention.

CLEAR SPACE

Text and other graphic elements should remain outside the clear space of the logo, which is determined by the height of the capital letter “C” as shown. Honoring the clear space is crucial for maintaining brand integrity, enhancing visual impact and communicating professionalism.



LOGO USAGE

Incorrect use of the Christensen logo compromises the overall brand. The examples of misuse below are not comprehensive, but as a general rule, avoid making unauthorized changes to the logo, such as modifying its shape, color or typography.



CHRISTENSEN

SPACING

Do not change the spacing or proportions of the logo components.



CHRISTENSEN

ELEMENTS

Do not add to or alter any part of the logo or modify its orientation.



CHRISTENSEN

COLOR

Do not use colors that deviate from the approved palette.



CHRISTENSEN

SCALING

Do not stretch or distort the logo disproportionately.



CHRISTENSEN

TYPOGRAPHY

Do not change the typeface of the logo or attempt to recreate it.



CHRISTENSEN

EFFECTS

Do not apply any effects (glow, emboss, shadow) to the logo.



CHRISTENSEN

IMAGES

Do not place photos, graphics or patterns inside the logo.



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CLEAR SPACE

Do not place any elements inside the logo clear space.



CHRISTENSEN

VISIBILITY

Do not compromise the visibility and legibility of the logo.



CHRISTENSEN

OUTLINE

Do not outline the logo or alter the structure of the letters.



CHRISTENSEN

BACKGROUND

Do not use the logo over visually cluttered or busy backgrounds.



CHRISTENSEN

TRANSPARENCY

Do not change the transparency of the logo or use it as a watermark.

COLOR PALETTE

The Christensen color palette plays a crucial role in establishing and maintaining a strong visual identity. It sets the tone, evokes emotions, and communicates the brand's personality and values. Consistency in color usage across various touchpoints enhances brand recognition, establishes visual cohesion and creates a memorable and cohesive experience for Christensen customers and team members. Each color is aptly named for an aspect of our industry, products or region.

PRIMARY VALUES

Our core colors serve as the building blocks that reflect Christensen's personality, values, and desired emotional associations of trust and reliability.

ADMIRAL



SPOT 2965
CMYK 100 | 80 | 47 | 53
RGB 0 | 37 | 62
HEX 00253E

COBALT



SPOT 2945
CMYK 98 | 75 | 5 | 0
RGB 0 | 84 | 159
HEX 00549F

GRAPHITE



SPOT 432
CMYK 80 | 64 | 52 | 43
RGB 55 | 66 | 74
HEX 37424A

TIMBERWOLF



SPOT Cool Gray 2
CMYK 18 | 13 | 15 | 0
RGB 210 | 210 | 209
HEX D2D2D1

SECONDARY VALUES

The supporting palette provides complementary color combinations that enhance visual interest and provide a personable touch to our messaging.

COLUMBIA



SPOT 298
CMYK 67 | 9 | 0 | 0
RGB 61 | 183 | 228
HEX 3DB7E4

SEASIDE



SPOT 3255
CMYK 61 | 0 | 32 | 0
RGB 58 | 214 | 197
HEX 3AD6C5

IGNITE



SPOT 4010
CMYK 6 | 71 | 100 | 0
RGB 243 | 110 | 33
HEX F36E21

SUNRISE



SPOT 123
CMYK 0 | 23 | 91 | 0
RGB 253 | 200 | 47
HEX FDC82F

EMERALD



SPOT 361
CMYK 75 | 0 | 100 | 0
RGB 52 | 178 | 51
HEX 34B233

COLOR TINTS

Using color tints allows for subtle variations within the primary and secondary values, and provides a range of lighter tones that can be used to create depth, hierarchy and visual interest in design compositions. Color tints offer versatility in highlighting specific elements, adding visual emphasis, and ensuring consistency while maintaining a cohesive color palette.

ADMIRAL



00253E	778999
0F374F	91A0AC
2C4B61	ABB6C0
455F73	C7CED4
5F7486	E1E5E9

COBALT



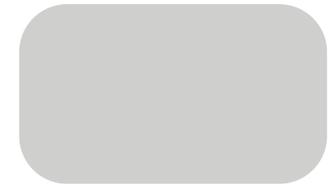
00549F	7D9FCC
005AA3	98B1D6
106BAD	B1C4E0
417BB7	CBD7EA
628DC2	E4EAF4

GRAPHITE



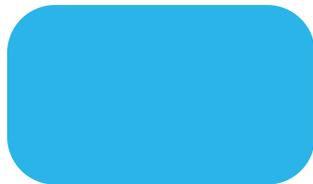
37424A	90989F
414F59	A5ACB1
54616A	BABFC4
67727B	D1D4D7
7C858D	E7E8EA

TIMBERWOLF



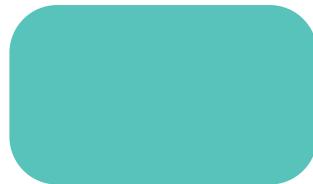
D2D2D1	E5E6E6
D1D3D3	EAE6EB
D6D8D7	EFEFEE
DBDDDC	F4F4F4
E0E1E1	F9F9F9

COLUMBIA



3DB7E4	A9D9F3
54BCE9	BBE0F5
6EC3EC	CCE8F7
83CAEE	DDEFFA
97D2F1	EDF6FC

SEASIDE



3AD6C5	A4E9E1
41D7CB	B8EEE7
62DCD1	C9F2ED
7AE0D6	DCF6F2
90E5DC	ECFAF8

IGNITE



F36E21	FCB48A
EB792F	FEC3A1
F08947	FFD2B7
F5975D	FFE0CF
F9A674	FFEF66

SUNRISE



FDC82F	FFE19C
FFCC48	FFE7B0
FFD160	FFEDC3
FFD674	FFF2D7
FFDC89	FFF8EA

EMERALD



34B233	A3D696
51B544	B6DFAB
69BE5A	C8E6BF
7DC66E	DAEED4
91CE83	ECF6E8

COLOR COMBINATIONS

Color pairings create a visual language that can evoke specific emotions and foster a strong and memorable brand presence in the minds of our customers. The Christensen palette was strategically chosen to provide maximum compatibility and usage, but some color relationships should be avoided when possible, as shown below.

PRIMARY

ADMIRAL	THIS IS A HEADLINE Lorem ipsum dolor sit amet.	THIS IS A HEADLINE Lorem ipsum dolor sit amet.	THIS IS A HEADLINE Lorem ipsum dolor sit amet.	THIS IS A HEADLINE Lorem ipsum dolor sit amet.	THIS IS A HEADLINE Lorem ipsum dolor sit amet.	THIS IS A HEADLINE Lorem ipsum dolor sit amet.
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ADDITIONAL INFO

Please adhere to these guidelines when developing Christensen assets or materials. While occasional exceptions may be required to accommodate unique designs or applications, such deviations must be approved by Christensen.

For any inquiries or concerns, please reach out to our dedicated marketing team.

marketing@christensenusa.com



CHRISTENSENUSA.COM

