

# CMC<sup>®</sup> Style Guide



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# Connector Manufacturing Company Style Guide



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## The Connector Manufacturing Company (CMC®) Brand

To foster and reinforce company values throughout all our communications, Connector Manufacturing Company has developed this business unit style guide. You will be held accountable to ensure that all materials produced or disseminated by Connector Manufacturing Company should follow the guidelines outlined here.

### Questions?

Contact Tracey Vest, Marketing Coordinator, at [tvest@cmclugs.com](mailto:tvest@cmclugs.com).



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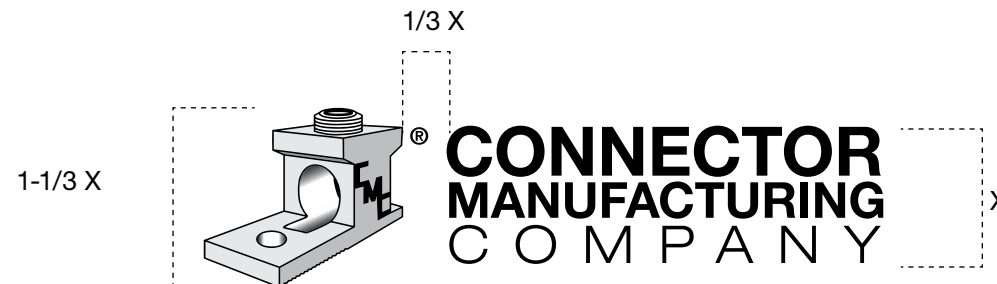




**Anatomy:** The signature is the complete brand identity mark.  
It consists of the logotype and symbol.



## Positioning

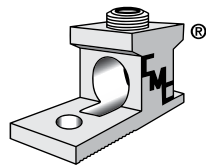


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**Logo Usage:** Logo is always used in black/gray/white format.



**CONNECTOR**  
**MANUFACTURING**  
C O M P A N Y

\_\_\_\_\_ Helvetica Neue - Bold

\_\_\_\_\_ Helvetica Neue - Bold

\_\_\_\_\_ Helvetica Neue - Light Extended



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**CMC®**

**Logo Misuse:** Do not distort the CMC® logo in any way.

**No Horizontal Scaling**



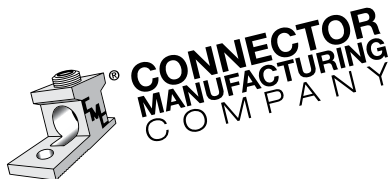
**No Vertical Scaling**



**No Outlining**



**Do Not Set at an Angle**



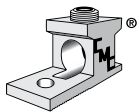
**Do Not Change Color**



**Do Not Change Size of Elements**



**Do Not Separate Elements**



**Do Not Change Color**



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**CMC® Footer:** On white or black field. Occasionally on a CMC® blue field.



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## Font Families

The Helvetica Neue font family is preferred for all marketing applications. The Arial font family is also acceptable and is used for internal documents and in online applications.

Helvetica Neue

Helvetica Neue Condensed

Arial

Arial Narrow



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## Color Palette

Connector Manufacturing  
Company (CMC )



PMS 286 PC

C - 100

M - 75

Y - 0

K - 0

R - 0

G - 51

B - 160

RICH BLACK



C - 40

M - 30

Y - 30

K - 100

R - 0

G - 0

B - 0



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## Trademark Usage

- CMC® can be used when referring to the company, Connector Manufacturing Company.
- CMC® is always capitalized in all uses
  - Possessive form is not permitted
- When preceding the name of a product CMC makes or a generic term in place of products CMC makes, include the ® mark after CMC
  - CMC® lugs and connectors
- When referring to the company itself, no ® follows CMC
  - The exception is in the logo where an ® always follows CMC



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- If an ® is required, it is recommended to be used for all references, not only the first reference. The exception is if repeated use distracts from the marketing/advertising message. If in doubt, err on the side of over-protection and use the ®
  - For a list of specific trademarked terms, see the CMC-Held Trademarks section
  - In general, ® terms cannot be used as nouns or verbs; they are adjectives. Avoid the possessive or plural forms of trademarks



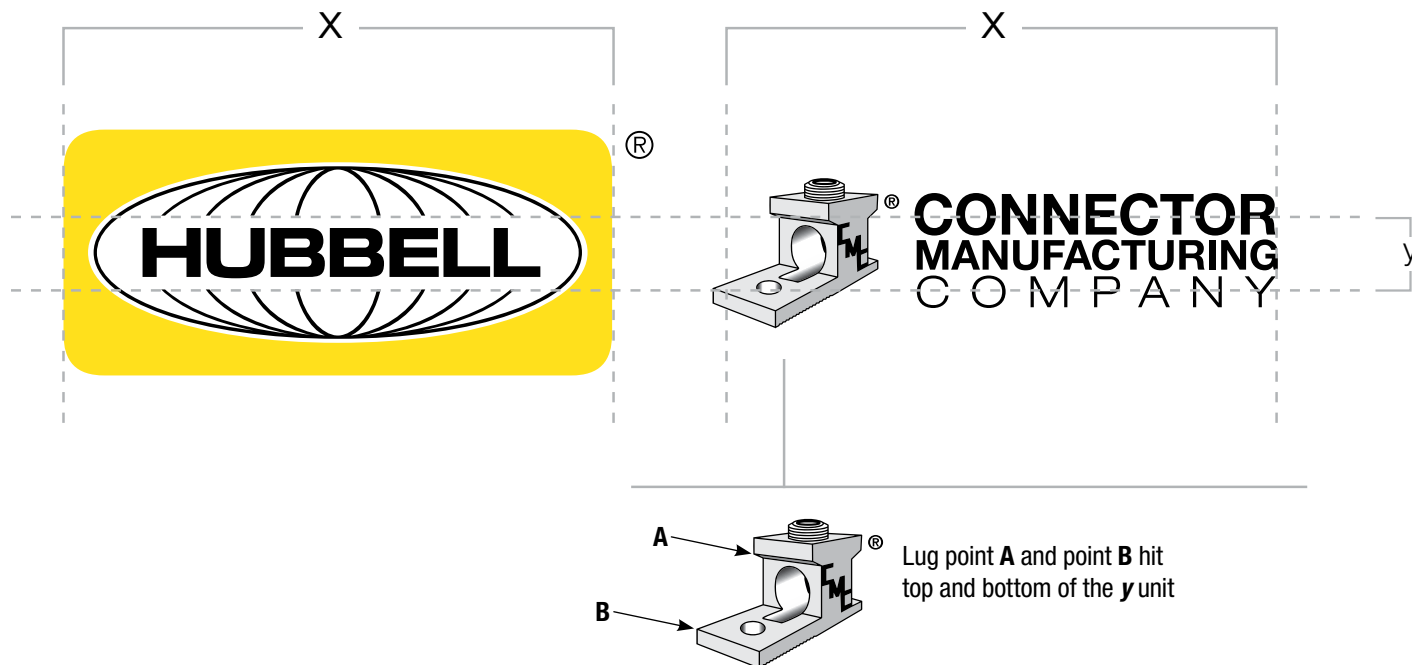
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## Logo Lock-Up Usage

Follow proportions shown below when pairing the CMC® logo with the Hubbell logo.



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**CMC<sup>®</sup>**

**CMC<sup>®</sup> Held Trademarks**

Keyhole<sup>™</sup>

Posigrip

Sharkbite<sup>™</sup>



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