The Purpose of Brand Guidelines

To promote quality, consistency and uniformity in the presentation of organization materials, Christian Brothers Services has developed standards for usage of the organization, divisional and Trust names. In order to maximize our brand recognition, the following guidelines have been developed for organizationwide implementation.

Company Name

Christian Brothers Services

Christian Brothers Services will be referred to as an organization and not a company in all materials. The full name of the organization, Christian Brothers Services, must appear in either text or logo form on all organization materials. In all instances, use the full version of the organization name, Christian Brothers Services, in the first reference and follow it with the abbreviated form or acronym (CBS). Subsequent references may be the abbreviated form or acronym.

The word “Services” is a plural noun ending in a ‘s,’ only an apostrophe at the end is needed to indicate possession. For example: Christian Brothers Services’ Core Values.

Catholic School Management, A division of Christian Brothers Services

The full name of the division, Catholic School Management, A division of Christian Brothers Services, must appear in either text or logo form on all applicable organization materials. See page 12.

In all instances, use the full version of the division name, Catholic School Management, A division of Christian Brothers Services, in the first reference and follow it with the abbreviated form or acronym in parentheses (CSM). Subsequent references may be the abbreviated form or acronym.

Divisional Names

- Christian Brothers Health Benefit Services
- Christian Brothers Retirement Planning Services
- Christian Brothers Risk Management Services
- Christian Brothers IT & Website Services
- Catholic School Management, A division of Christian Brothers Services
- BMT Management & Financial Consultants, A division of Christian Brothers Services
- Christian Brothers Services Mission Advancement

The divisional names should be used when referring to programs specific to a particular division, i.e., Christian Brothers Risk Management Services Auto Survey Assessment. The divisional names should be used only when preceded by the words ‘Christian Brothers’ (see examples above) in the first reference. After the first reference, divisions may be abbreviated as follows: CBHBS or HBS, CBRPS or RPS, CBRMS or RMS, CBIT&WS or IT&WS, CSM and BMT.

When used in conjunction with the Christian Brothers Services logo the ‘Christian Brothers’ may be dropped from before the division name.

BMT Management & Financial Consultants, A division of Christian Brothers Services

The full name of the division, BMT Management & Financial Consultants, A division of Christian Brothers Services, must appear in either text or logo form on all applicable organization materials. See page 13.

In all instances, use the full version of the division name, BMT Management & Financial Consultants, A division of Christian Brothers Services, in the first reference and follow it with the abbreviated form or acronym in parentheses (BMT). Subsequent references may be the abbreviated form or acronym.

Trust, Plan and Program Names

- Christian Brothers Employee Benefit Trust (CBEBT or EBT)
- Christian Brothers Religious Medical Trust (CBRMT or RMT)
- Christian Brothers Services Health Marketplace for Catholic Employers (CBS Health Marketplace or Health Marketplace or Marketplace)
- Christian Brothers Risk Pooling Trust (CBRPT or RPT)
- Christian Brothers Employee Retirement Plan (CBERP or ERP or Defined Benefit Plan or Pension Plan)
- Christian Brothers Retirement Savings 403(b) Plan (CBRSP or 403(b))
- Christian Brothers Employee Retirement Savings 401(k) Plan (CBERSP or 401(k))
- Christian Brothers Student Accident Plan (CBSAP or SAP)
- Christian Brothers Unemployment Reimbursement Program (CBURP)
- XpressIT Website Update Xpress
- XpressIT Board Portal Xpress
- XpressIT Website Design & Development Xpress
- XpressIT Enterprise Private Cloud Hosting Xpress

The Trust names should only be used when communicating directly from the Trust. Trust names should always be used with the CBS logo. Any communication from a Trustee to members should be on CBS letterhead with the Trust name. On first reference, the Trust, Plan and Program names should always be preceded by the words, ‘Christian Brothers.’ After the first reference, abbreviations may be used.
Organization, Divisional and Trust Name Usage Guidelines

Trust, Plan and Program Names

- **Christian Brothers Employee Benefit Trust** (CBEBT or EBT)
- **Christian Brothers Religious Medical Trust** (CBRMT or RMT)
- **Christian Brothers Services Health Marketplace for Catholic Employers** (CBS Health Marketplace or Health Marketplace or Marketplace)
- **Christian Brothers Risk Pooling Trust** (CBRPT or RPT)
- **Christian Brothers Employee Retirement Plan** (CBERP or ERP or Defined Benefit Plan or Pension Plan)
- **Christian Brothers Retirement Savings 403(b) Plan** (CBRSP or 403(b))
- **Christian Brothers Employee Retirement Savings 401(k) Plan** (CBERSP or 401(k))
- **Christian Brothers Student Accident Plan** (CBSAP or SAP)
- **Christian Brothers Unemployment Reimbursement Program** (CBURP)
- **XpressIT Website Update Xpress**
- **XpressIT Board Portal Xpress**
- **XpressIT Website Design & Development Xpress**
- **XpressIT Enterprise Private Cloud Hosting Xpress**

The Trust names should only be used when communicating directly from the Trust. Trust names should always be used with the CBS logo. Any communication from a Trustee to members should be on CBS letterhead with the Trust name. On first reference, the Trust, Plan and Program names should always be preceded by the words, ‘Christian Brothers.’ After the first reference, abbreviations may be used.

Email / Auto Signatures

The organization uses auto signatures to stamp outgoing emails with an employee’s name, employee job title, organization name, direct phone number and fax number. No other information is permitted. Employees are not permitted to add quotes, tag lines, additional titles or alter titles, different phone numbers or other information to the bottom of outgoing emails. If you have any questions or need additional guidance, contact the Christian Brothers Services Marketing Department.

**Do not change or add anything in this area.**

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**Employee Name**

**Employee Job Title**

Christian Brothers Services | A Lasallian Ministry

**Phone:** 000.000.0000

Department Fax: 000.000.0000

Christian Brothers Services
1205 Windham Parkway
Romeoville | IL, 60446

NOTE: Please contact Marketing if you would like a organization cell phone number included in your auto signature.
The Purpose of Brand Guidelines
To promote quality and consistency in the presentation of our organization and brand, Christian Brothers Services has developed this Brand Standards Guide. These guidelines will help you understand how to consistently and correctly use the three elements that comprise our image: logo graphic, typeface and color. Follow these guidelines whenever representing Christian Brothers Services. If you have any questions or need additional guidance, contact the Christian Brothers Services Marketing Department.

NOTE: The Christian Brothers Services 'STAR' graphic and organization logo type must be positioned and aligned together as shown to the right. If you have any questions or need additional guidance, contact the Christian Brothers Services Marketing Department.

Logo Variations
The Christian Brothers Services logo may be used in accordance with the logo variations displayed to the right. These are the only acceptable versions of the Christian Brothers Services logos to be used in all applications.

Suggested uses for the three different logo variations:

The ‘Logo with Bar’ - Used only on materials that bleed top and left, or can be used to ‘butt’ up to inside borders. Refer to samples on page 8. Note: this logo can be used without the address information.

The ‘Stand-Alone Logo’ - This logo can be used on most internal and external materials. Do not bleed this logo.

The ‘Text Only Logos’ - Use these logos when space is limited or for special applications.

If you have any questions or need additional guidance, contact the Christian Brothers Services Marketing Department.
Christian Brothers Services Logo Colors

The Christian Brothers Services logo colors are specified here. You may use the following PANTONE**, Process, RGB or web safe RGB colors. The PANTONE standards are shown in the current editions of the PANTONE Color Publications. These are the only acceptable colors when printing or using the logos on the internet.

### Print Applications:
- **Logo Blue:**
  - *PANTONE 540C*
  - C: 100 M: 55 Y: 0 K: 55 (coated stock)
  - *PANTONE 295U*
  - C: 100 M: 57 Y: 0 K: 40 (uncoated stock)
- **Logo Grey:**
  - *PANTONE 431C*
  - C: 11 M: 0 Y: 0 K: 64 (coated stock)
  - *PANTONE 431U*
  - C: 11 M: 0 Y: 0 K: 64 (uncoated stock)

### Internet Applications:
The closest RGB and web safe RGB equivalent colors are as follows:
- **Logo Blue:**
  - R: 0 G: 55 B: 103
  - R: 00 G: 37 B: 67
- **Logo Grey:**
  - R: 106 G: 115 B: 123
  - R: 6A G: 73 B: 7B

* PANTONE® is a registered trademark of Pantone, Inc.
Acceptable Typefaces for Body Copy
(Do Not Change the Logo Typeface)

Minion / Times New Roman / Calibri / Garamond

Minion
Serving the Catholic Church community and other faith-based organizations by responding to their managerial needs.

Calibri
Serving the Catholic Church community and other faith-based organizations by responding to their managerial needs.

Times New Roman
Serving the Catholic Church community and other faith-based organizations by responding to their managerial needs.

Garamond
Serving the Catholic Church community and other faith-based organizations by responding to their managerial needs.
Acceptable Logo Usage

Unacceptable Logo Usage

DO NOT distort the shape of any logos

DO NOT change font type or graphic colors

DO NOT reposition the logo elements

DO NOT change the logo fonts
Christian Brothers Services ‘STAR’ Graphic

‘STAR’ Background Variations
The Christian Brothers Services ‘STAR’ graphic is acceptable for use as a background element in special applications created by the CBS Communications area.

Do Not rotate or distort the graphic.
Do Not use more than one ‘STAR’ in the background.
Do Not use any colors other than the ones specified on this page.

‘LOGO STAR’ as a graphic element
The Christian Brothers Services ‘LOGO STAR’ is acceptable for use as a stand-alone graphic element in special applications created by the CBS Communications area.

If you have any questions or need additional guidance, contact the Christian Brothers Services Marketing Department.
**Logo Variations**

The CB Programs logo may be used in accordance with the logo variations displayed to the right. The CB Programs logo is comprised of two elements: the ‘STAR’ and Organization Name Type. The preferred use of these two elements is together as a cohesive configuration.

These are the only acceptable versions of the CB Programs logos to be used in all applications.

NOTE: The CB Programs ‘STAR’ graphic and organization logo type must be positioned and aligned together as shown to the right. If you have any questions or need additional guidance, contact the Christian Brothers Services Marketing Department.

*Suggested uses for the two different logo variations:*

**The ‘Stand-Alone Logo’** - This logo can be used on most internal and external materials. Do not bleed this logo.

**The ‘Text Only Logo’** - Use this logo when space is limited or for special applications.

**Logo colors** are the same as the Christian Brothers Services logos. (Refer to page 6)

**1-Color usage and typefaces** are the same as the Christian Brothers Services logos. (Refer to page 7)

**Acceptable and unacceptable logo usage** is the same as the Christian Brothers Services logos. (Refer to page 8)

If you have any questions or need additional guidance, contact the Christian Brothers Services Marketing Department.

**Print Applications:**

*Logo Blue:*

PANTONE 540C  
C: 100 M: 55 Y: 0 K: 55  
(coated stock)

PANTONE 295U  
C: 100 M: 57 Y: 0 K: 40  
(uncoated stock)

*Logo Grey:*

PANTONE 431C  
C: 11 M: 0 Y: 0 K: 64  
(coated stock)

PANTONE 431U  
C: 11 M: 0 Y: 0 K: 64  
(uncoated stock)

**Internet Applications:**

The closest RGB and web safe RGB equivalent colors are as follows:

*Logo Blue:*

R: 0 G: 55 B: 103
R: 00 G: 37 B: 67

*Logo Grey:*

R: 106 G: 115 B: 123
R: 6A G: 73 B: 7B
Logo Variations

The Christian Brothers Services Canadian logo may be used in accordance with the logo variation displayed to the right. The Christian Brothers Services Canadian logo is comprised of three elements: the ‘STAR’, Organization Name Type and Maple Leaf graphic. The preferred use of these three elements is together as a cohesive configuration.

This is the only acceptable version of the Christian Brothers Services Canadian logo to be used in all applications.

NOTE: The Christian Brothers Services Canadian ‘STAR’ graphic, organization logo type and maple leaf graphic must be positioned and aligned together as shown to the right. If you have any questions or need additional guidance, contact the Christian Brothers Services Marketing Department.

Suggested use:

The ‘Stand-Alone Logo’ - This logo can be used on most internal and external materials. Do not bleed this logo.

1-Color usage and typefaces are the same as the Christian Brothers Services logos. (Refer to page 7)

Acceptable and unacceptable logo usage is the same as the Christian Brothers Services logos. (Refer to page 8)

If you have any questions or need additional guidance, contact the Christian Brothers Services Marketing Department.

Print Applications:
Logo Red: PANTONE 188
C: 0 M: 97 Y: 100 K: 50

Internet Applications:
The closest RGB and web safe RGB equivalent colors are as follows:
Logo Red:
R: 139 G: 14 B: 4
R: 88 G: 0E B: 04
Catholic School Management Logo Usage

**Logo Variations**
The Catholic School Management (CSM) logo may be used in accordance with the logo variations displayed to the right. The Catholic School Management logo is comprised of three elements: the ‘STAR’, CSM letters and division copy. The preferred use of these three elements is together as a cohesive configuration.

These are the only acceptable versions of the Catholic School Management logo to be used in all applications.

NOTE: The Christian Brothers Services ‘STAR’ graphic, CSM letters and division copy should be positioned and aligned together as shown to the right. If you have any questions or need additional guidance, contact the Christian Brothers Services Marketing Department.

**Internet Applications:**
The closest RGB and web safe RGB equivalent colors are as follows:

*Logo Blue:*
R: 0 G: 55 B: 103
R: 00 G: 37 B: 67

**Print Applications:**
*Logo Blue:*
PANTONE 540C
C: 100 M: 55 Y: 0 K: 55 (coated stock)
PANTONE 295U
C: 100 M: 57 Y: 0 K: 40 (uncoated stock)
Logo Variations

The BMT Management & Financial Consultants (BMT) logo may be used in accordance with the logo variations displayed to the right. The BMT logo is comprised of three elements: the 'STAR', BMT letters and division copy. The preferred use of these three elements is together as a cohesive configuration.

These are the only acceptable versions of the BMT logo to be used in all applications.

NOTE: The Christian Brothers Services 'STAR' graphic, BMT letters and division copy should be positioned and aligned together as shown to the right. If you have any questions or need additional guidance, contact the Christian Brothers Services Marketing Department.

Print Applications:

**Logo Blue:**
- PANTONE 540C
  - C: 100 M: 55 Y: 0 K: 55 (coated stock)
- PANTONE 295U
  - C: 100 M: 57 Y: 0 K: 40 (uncoated stock)

**Logo Blue (BMT):**
- PANTONE 300C
  - C: 100 M: 62 Y: 7 K: 0 (coated stock)
- PANTONE 285U
  - C: 90 M: 53 Y: 0 K: 0 (uncoated stock)

Internet Applications:

The closest RGB and web safe RGB equivalent colors are as follows:

**Logo Blue:**
- R: 0 G: 55 B: 103
- R: 00 G: 37 B: 67

**Logo Blue (BMT):**
- R: 0 G: 92 B: 185
- R: 0 G: 113 B: 206
Divisional Logo Usage

Health Benefit Services

Risk Management Services

Retirement Planning Services

Mission Advancement

Employee Benefit Trust

Religious Medical Trust
Request an Electronic Logo File

All logos for print are 300ppi (CMYK) files and all logos for the internet are 72ppi (RGB) files. All files are saved as jpeg's.

Contact Ross Lillwitz to request a logo file or if you have any questions regarding the proper use of the Christian Brothers Services logos. Additional vector and bitmap file formats are also available at Media@cbservices.org.