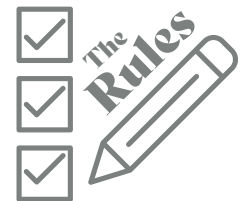# The POWER of a CVI

An essential tool for your branding toolkit

What is a CVI?

CVI is short for Corporate Visual Identity – a document that puts forward your **Branding components (logo, colours, fonts)** AND the proper formats and ways of use for those Branding components.

The Rules

What's included in a CVI?

A complete CVI includes the following:

1 Brand Colours
2 Brand Fonts
3 Brand Elements (Icons & Patterns)
4 Logo "How-to" & formats

The CVI doesn't only list the Branding components – it includes instructions on how to use them both **correctly & consistently.**
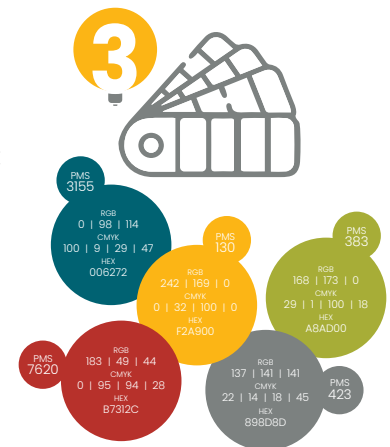
Using the Think3 Creative CVI, examples of each included component follow.

Be Consistent

1. Brand Colours

The CVI outlines the Brand Colour Values in all required formats:
• print (CMYK)
• website & digital (RGB & HEX)
• embroidery & screen print (Pantone/PMS)

This list can easily be supplied to vendors such as designers/marketers/website developers & printers – **ensuring that your Brand's colours are correct & consistent.**

PMS 3155
RGB 0 | 98 | 114
CMYK 100 | 9 | 29 | 47
HEX 006272

PMS 130
RGB 242 | 169 | 0
CMYK 0 | 32 | 100 | 0
HEX F2A900

PMS 383
RGB 168 | 173 | 0
CMYK 29 | 1 | 100 | 18
HEX A8AD00

PMS 7620
RGB 183 | 49 | 44
CMYK 0 | 95 | 94 | 28
HEX B7312C

PMS 423
RGB 137 | 141 | 141
CMYK 22 | 14 | 18 | 45
HEX 898D8D

Have Questions?
We are here to help – call 416.788.6153 or via email at hello@think3creative.com

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2. Brand Fonts

The CVI lists utilized Brand Fonts for reference.

Font licenses often do not allow sharing with external agencies and partners.

Providing font specifics allow vendors to source the correct fonts for use in Brand Materials.

fonts

Bely Display
ABCDEFGHIJKLMNOPQRSTUVWXYZ
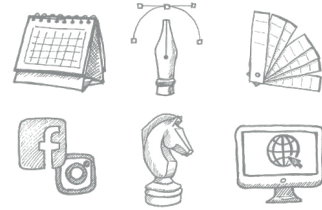**abcdefghijklmnopqrstuvwxyz**
1234567890

Poppins ExtraLight
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

3. Brand Elements

The CVI lists supporting Brand Elements such as Icons, Patterns and Textures for reference.

Supporting elements add dimension and detail to the Brand. Using them correctly is essential.

icons

Specialty Think3 Creative icons to be used in grey and teal only. Used to signify category of work discussed. Hand drawn style signifies the creative approach we apply to campaigns.

4. Logo "How-to" & formats

All Logos & Brand Identities need proper proportion, orientation & rules of use for the logo on ANY branded materials ni order to maintain brand consistency & recognition.

A CVI will clearly illustrate those rules and also shows common errors of use.

The Rules
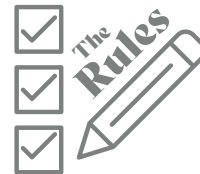
✓ Correct

think creative 3
Use logo as provided. Allow for 0.5" of space around logo.

3
The Light bulb Icon can be used separate from the text lock up.

think creative 3
An example of correct tonal quality of reversed logo. This format will be best used on merchandise branding of dark fabrics.

✗ Incorrect

3 think creative
Do NOT reconfigure provided logo & bulb icon. Do NOT change the proportions of the provided Logo.

think creative 3
Leave colours as provided, do not adjust the colour of the Brand logo to suit your publication.

We hope this has helped you know more about having a Branding CVI to support the consistency of the Branding for your business. If you have questions, send us an email at hello@think3creative or call 416.788.6153 – we are here to help!

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Why is a CVI important?

By consolidating each branding component into a reference that you can share internally and externally with vendors and other participants in your Marketing endeavors you **PROTECT the proper use and consistency of your Brand assets.**

Protect

Share the CVI to show contacts how to correctly use your Brand Assets.
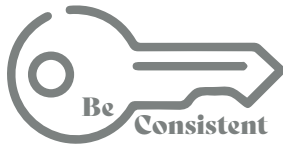
Why is Brand Consistency ESSENTIAL?

Consistency is key in all aspects of branding, but when it comes to your visual identity, this is *particularly* important. Maintaining a consistent visual identity will support a reliable customer experience, ultimately fostering brand loyalty.

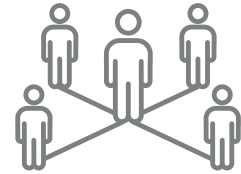**The more consumers recognize your product, the easier it is for them to seek it out or prefer it to others.**

As your brand evolves over time, having a familiar and deeply rooted visual identity will support your business' growth.

We hope this has helped you know more about having and utilizing a Branding CVI to support the consistency of Branding for your business. If you have questions, send us an email at hello@think3creative or call 416.788.6153 – we are here to help!

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