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# CIM

BRAND GUIDELINES  
MARCH 2019

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# CIM

**CALIFORNIA**  
**International Marathon**

The California International Marathon (CIM) is a runner's race. Created by, designed for and organized by runners. It has grown into a world-class sporting event, attracting thousands of participants both locally and around the globe, while also serving as an economic driver for the region.

The CIM logo embraces qualities that make the CIM special: a course primed for a Boston Marathon qualifying time, excellent running conditions, rich history and supportive community of competitive athletes.

This logo injects new energy and vitality into the brand. It complements the other programs and races of the Sacramento Running Association and yet has a style all its own.

# LOGO

The CIM logo is modern and bold, and has forms and colors inspired by the competitive sports industry. It communicates a sense of serious athleticism. The mark is dynamic and subtly references the downhill quality of the race course.

The logo is the heart of the CIM brand and is to be used on all communication materials. The success of the brand depends on the consistent application of the logo.

**VERTICAL  
LOGO**



**HORIZONTAL  
LOGO**



# LOGO VARIATIONS

## PRIMARY LOGO

As CIM moves away from primarily using its full name, we recommend using the color logo with CIM and the mark in most instances.

## SECONDARY LOGOS

The three elements of the logo as defined below (the mark, the acronym and the full name) are designed so they can be used in different combinations, as dictated by the messaging and design needs for any given piece.



## PRIMARY LOGO



## SECONDARY LOGOS



Version with mark,  
acronym and full name



Version with mark and full name

# LOGO VARIATIONS

## WHITE LOGO

This logo is never to be used in newsprint or when print quality is an issue.

## BLACK AND WHITE LOGOS

The black and white logos are to be used only when color reproduction is not available. For example, black and white newsprint.

## WHITE LOGO



## BLACK AND WHITE LOGO



# LOGO SPECIFICATIONS

## CLEAR SPACE

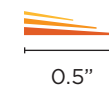
Clear space refers to the minimum area surrounding the logo in which no text or graphic elements may intrude. The logo should be positioned with as much clear space as possible to protect its integrity. For each of the logos, minimum clear space around the entire logo is equivalent to the height of the mark (shown as x on the diagram to the right).



## MINIMUM SIZE

The CIM logo suite is versatile, adaptable and scalable across a wide variety of applications. There are different usage recommendations based on the elements used in the suite. The acronym can shrink smaller than the full event name because the letterforms are more legible at a smaller size.

Avoid the use of the mark alone without the context of the acronym or name. Two exceptions are as a favicon and social media icons.



# LOGO DON'TS

**STRETCH OR DISTORT**



**CHANGE THE COLORS**



**CHANGE THE FONTS**



**DROP SHADOWS OR OTHER EFFECTS**



**ROTATE**



**PLACE ON BUSY OR UNREADABLE BACKGROUND**



**CROWD THE CLEAR SPACE**



**ALTER THE PLACEMENT OR PROPORTIONS OF THE LOGO COMPONENTS**





# COLOR PALETTE

The colors for the CIM brand have been carefully chosen and play an important role in the brand identity. The colors are inspired by the running industry, as well as colors in our region during late autumn. The blue and orange are true to the CIM's mission to be a serious race for serious athletes, but the secondary palette lightens the mood and nods to the adrenaline and excitement of the race.

## PRIMARY COLOR PALETTE



**BLUE**  
CMYK 95/62/42/24  
RGB 0/81/105  
HTML 085067



**DARK ORANGE**  
CMYK 7/78/100/0  
RGB 227/94/38  
HTML e35d26



**GRAY**  
CMYK 40/35/30/0  
RGB 160/156/162  
HTML a09ca2

## SECONDARY COLOR PALETTE



**LIME**  
CMYK 25/0/85/0  
RGB 201/220/80  
HTML c9dc50



**LIGHT ORANGE**  
CMYK 0/50/100/0  
RGB 247/148/29  
HTML f7941e



**GOLD**  
CMYK 0/30/90/0  
RGB 253/185/51  
HTML fdb933

# THE MARK

The mark from the logo may be used as an **additional** graphic element on communication materials. Only use the mark by itself if the full logo has been used elsewhere on the communication material.

- The 4-color mark may be used on a white background.
- The white mark may be placed on a photo or on a solid brand color (see color palette on page 9).

## COLOR MARK



## WHITE MARK

