

Crown Brand & Style Guide

CROWN

Logo



The Crown logo, on the left, contains typography and an icon. Do not stretch or alter the Crown logo in any way.

The Crown icon serves as the favicon (website browser window icon), on the right, and can also be used as a design element or watermark in shades of Crown's color palette.

Do not stretch or alter the shape of the icon in any way.

Font: Poppins

Available for download at: https://fonts.google.com/specimen/Poppins?preview.text=Crown&preview.text_type=custom

Colors:

Red: #ff0000 | R: 255 G: 0 B: 0 | C: 0 M: 99 Y: 100 K: 0

Dark Red: #b2001e | R: 178 G: 0 B: 30 | C: 20 M: 100 Y: 100 K: 13

Color Palette

Light Red

#ff4848

R: 255 G: 72 B: 72
C: 0 M: 86 Y: 70 K: 0

Red

#ff0000

R: 255 G: 0 B: 0
C: 0 M: 99 Y: 100 K: 0

Dark Red

#b2001e

R: 178 G: 0 B: 30
C: 20 M: 100 Y: 100 K: 13

Light Blue

#5392d5

R: 83 G: 146 B: 213
C: 66 M: 34 Y: 0 K: 0

Blue

#3e76af

R: 62 G: 118 B: 175
C: 79 M: 50 Y: 8 K: 0

Dark Blue

#2b5581

R: 43 G: 85 B: 129
C: 91 M: 69 Y: 27 K: 9

Dark Gray

#333333

R: 51 G: 51 B: 51
C: 0 M: 0 Y: 0 K: 80

Gray

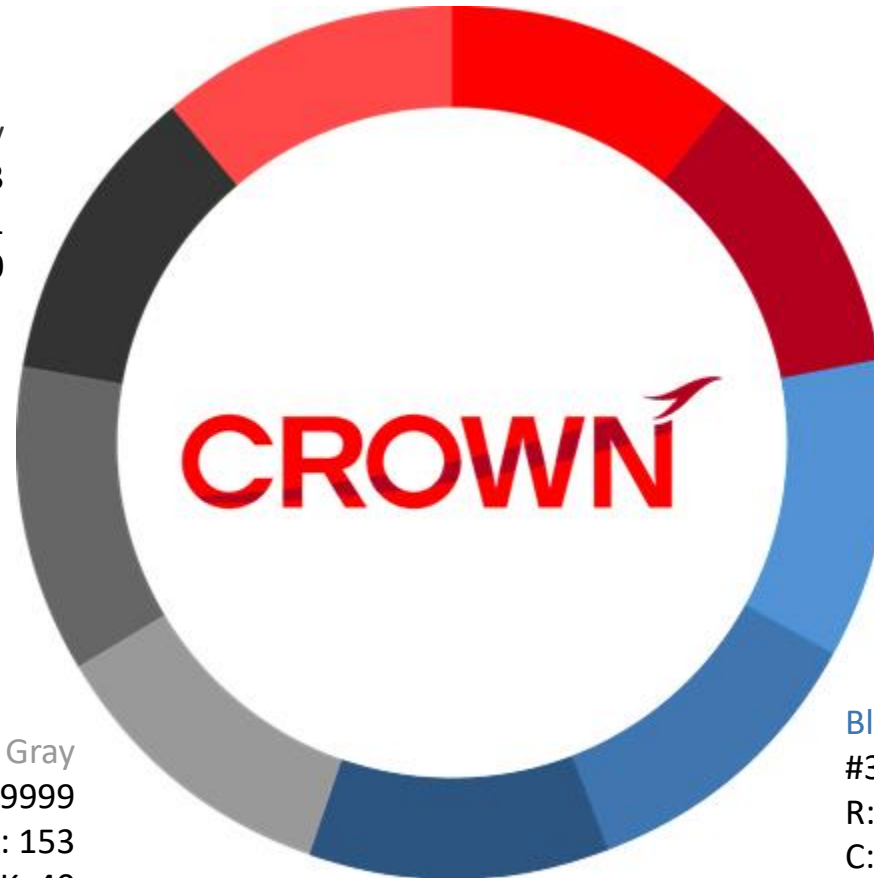
#666666

R: 102 G: 102 B: 102
C: 0 M: 0 Y: 0 K: 60

Light Gray

#999999

R: 153 G: 153 B: 153
C: 0 M: 0 Y: 0 K: 40



Font Styles

Poppins

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz

Light • Regular • Medium • **SemiBold**

Available for download at: https://fonts.google.com/specimen/Poppins?preview.text=Crown&preview.text_type=custom

Alternate Font

Calibri Light

Light Regular **Bold**

Report Font

Arial

Narrow Regular **Bold**



Letterhead & Signature

Letterhead


Font: Arial

Font Size: 10px

Line Spacing: 1.15

Page Margins: 1"

MONTH DAY, YEAR



Recipient Name
Address
City State Zip

Dear Recipient:

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Egestas donec et odio pellentesque diam volutpat commodo sed. Integer eget aliquet nibh praesent tristique. Arcu non sodales neque sodales ut etiam sit. Maecenas ridiculus mus mauris vitae ultricies. Nam aliquam sem et tortor consequat id. Non blandit massa enim nec dui nunc mattis enim. Fermentum iaculis eu non diam phasellus vestibulum lorem sed risus. At consectetur lorem donec massa sapien faucibus et molestie ac. Diam quis enim lobortis scelerisque fermentum dui faucibus.

Arcu dictum varius duis at consectetur lorem. Curabitur gravida arcu ac tortor dignissim convallis aenean et. Ut faucibus pulvinar elementum integer enim orque. Donec massa sapien faucibus et molestie ac feugiat sed lectus. Id cursus metus aliquam eleifend mi in. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Cursums mattis molestie a iaculis et erat pellentesque adipiscing commodo. Dapibus ultrices in iaculis nunc sed. Urna molestie at elementum eu facilisis sed odio morbi quis.

Eu volutpat odio facilisis mauris sit amet massa vitae tortor. Ac turpis egestas sed tempus urna et pharetra pharetra massa. Egestas pretium aenean pharetra magna ac placerat vestibulum lectus mauris. Massa eget egestas curus viverra accumsan in. Elementum facilisis leo vel fringilla. Malesuada bibendum arcu vitae elementum curabitur vitae nunc sed velit. Eu sem integer vitae justo eget magna.

Best Regards,

Sender Name
Title

CC: Name 1, Title, Organization
Name 1, Title, Organization
Name 1, Title, Organization

Crown Consulting Inc. | 1530 Wilson Boulevard, 9th Floor, Arlington, VA 22209 | 800.785.6788 P 703.650.0663 F 703.243.1280 | crowncl.com

Email Signature

Font: Calibri

Font Size:

Name Line: 12px Bold

Remainder: 10px

LinkedIn: <https://www.linkedin.com/company/crown-consulting-inc->

First Name Last Name

Title | Crown Consulting Inc.

1530 Wilson Boulevard, 9th Floor

Arlington, VA 22209

O XXXXXX.XXXX ext XXXX | M XXX.XXX.XXXX | XXXXX@crownci.com





Business Cards

Business Cards

Two versions: one with a brief boilerplate description on the back describing how Crown advances air transportation and the other with a *blank back for marketing services unrelated to air transportation*



Font: Poppins

Font Size: Name/Title Line: 8px SemiBold

Email/Phone Numbers: 7px



PowerPoint Templates

PowerPoint

Template

Logo with tagline version also available

Font Family: Calibri

Right click slide, choose Layout from the menu and select the appropriate layout (samples shown here at right)



Title Slide Layout



Section Slide Layout



Alternate Section Slide Layout



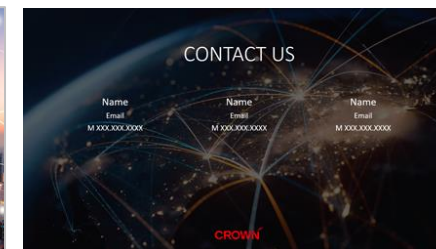
Content Layout



Content Layout w/ Image



Content Layout w/ Image



Contact Layout 11



Report Templates

Report Template

Two options: one with space for partner logos and one without

Font Family: Arial
Main Text Font Size: 10px
Line Spacing: 1.5

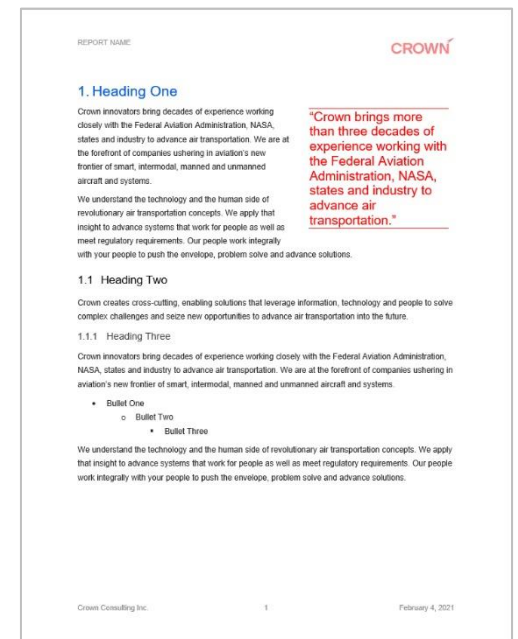
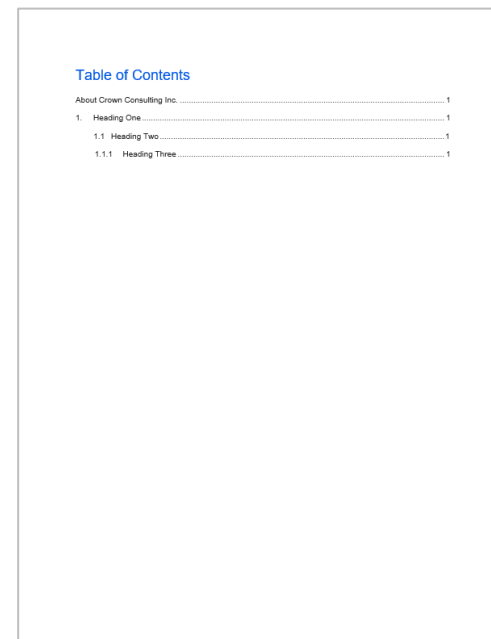
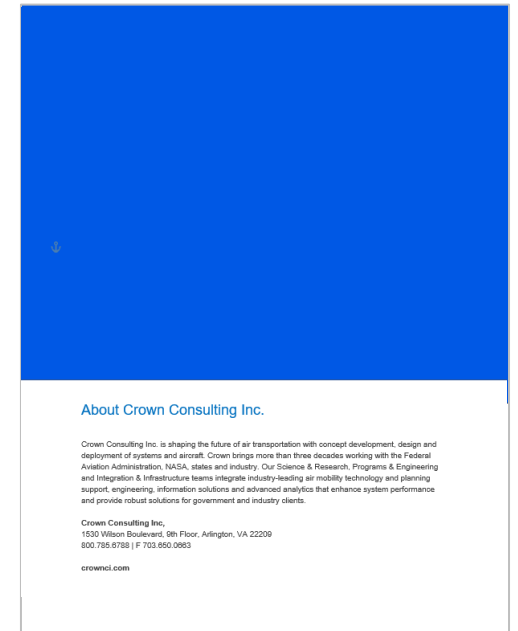
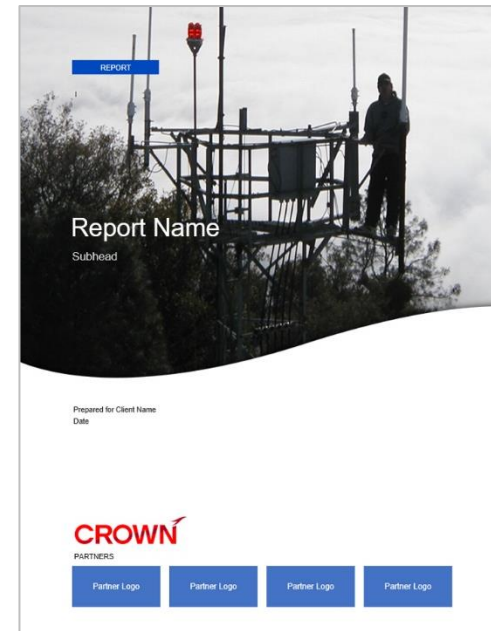
Boilerplate Text:

About Crown Consulting Inc.

Crown Consulting Inc. is shaping the future of air transportation with concept development, design and deployment of systems and aircraft. Crown brings more than three decades working with the Federal Aviation Administration, NASA, states and industry. Our Aerospace & Advanced Transportation, Programs & Engineering and Integration & Infrastructure teams integrate industry-leading air mobility technology and planning support, engineering, information solutions and advanced analytics that enhance system performance and provide robust solutions for government and industry clients.

Crown Consulting Inc,

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800.785.6788 | F 703.650.0663
crownco.com



Proposal Template

Two options: one with space for partner logos and one without

Font Family: Arial
Main Text Font Size: 10px
Line Spacing: 1.5

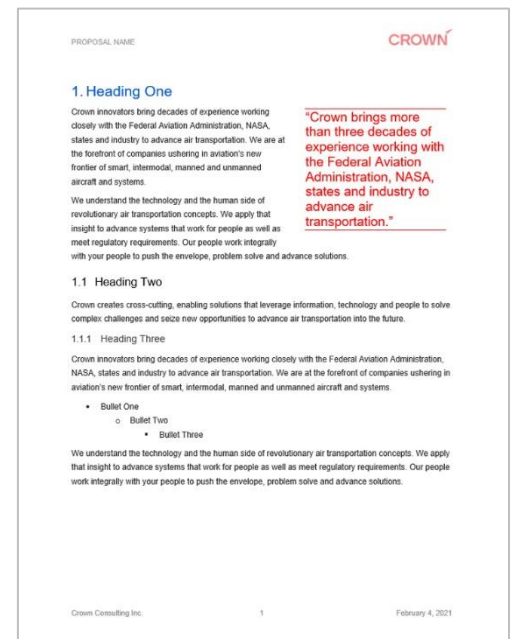
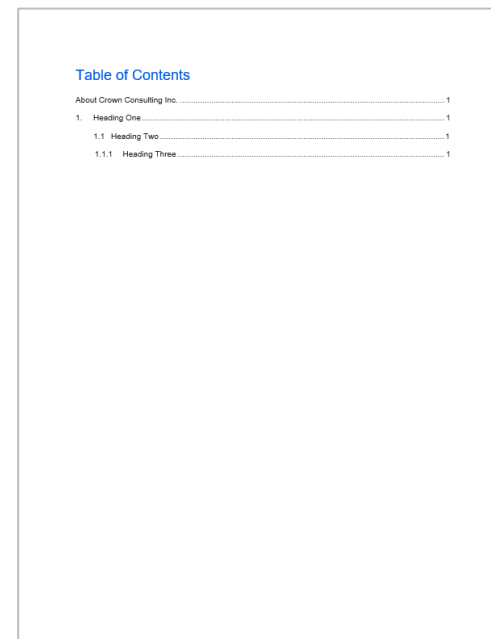
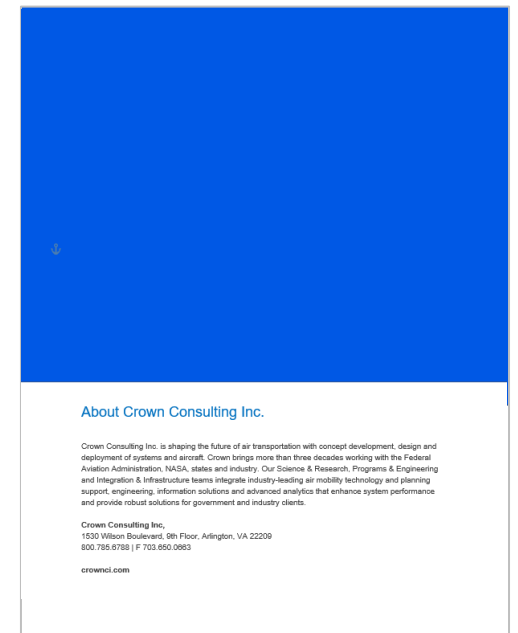
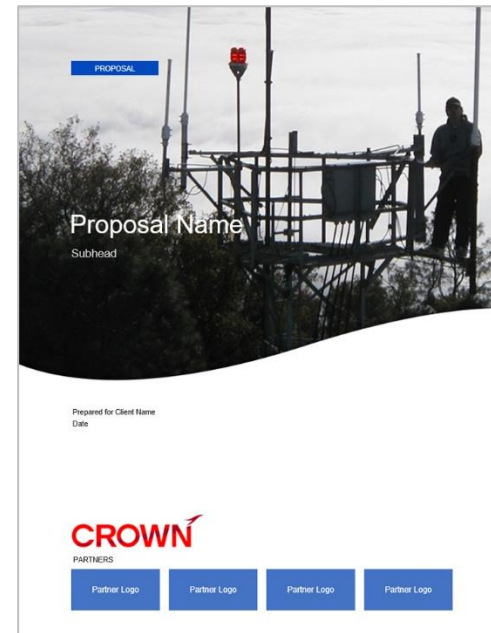
Boilerplate Text:

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Technical Report Template

Font Family: Arial
Main Text Font Size: 10px
Line Spacing: 1.5

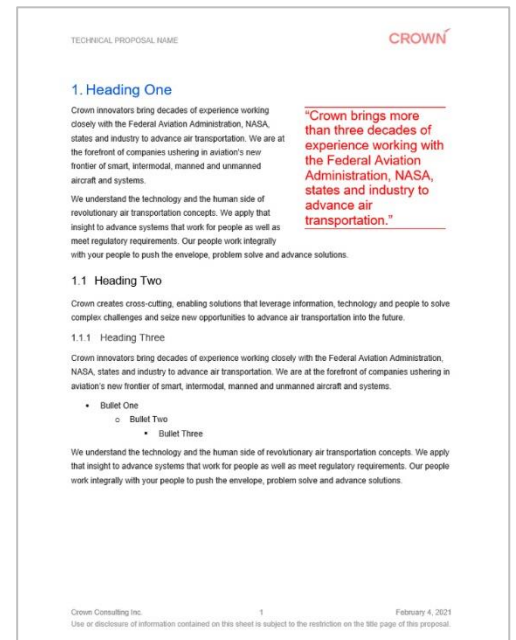
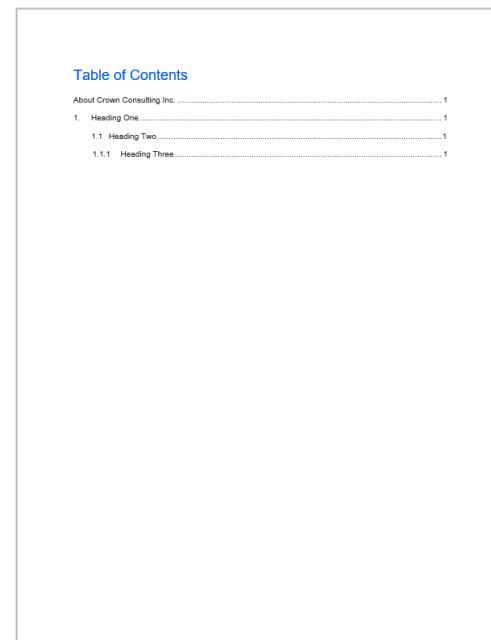
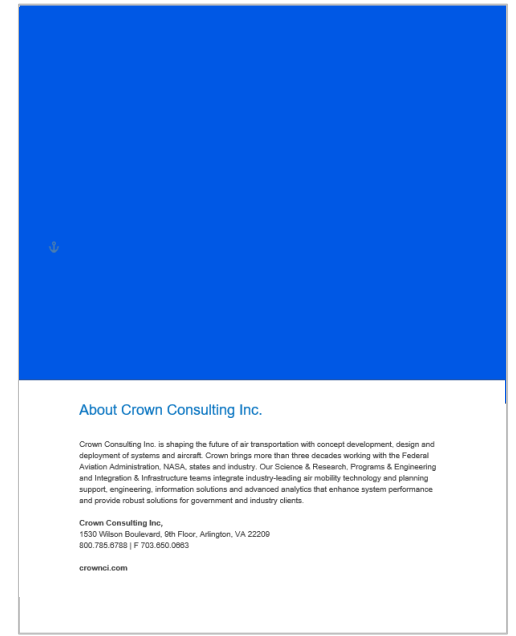
Boilerplate Text:

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Editorial Style

Editorial Style

- The complete name of the firm, used in first references, proposals, copyright lines, etc. is: Crown Consulting Inc.
- In second references, use: Crown
- Associated Press editing style for all marketing materials, website and news releases (it calls for minimal capitalization, no Oxford comma, no comma before Inc. and Jr., AP state abbreviations instead of postal codes, etc.)

Boilerplate Text

Use this text when providing a brief overview of the organization.

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Descriptive Text

Visit the website (www.crownci.com) for the latest descriptions of Crown services, business units, capabilities and other corporate information you can use for proposals, reports and correspondence.