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Copysource's branding comes with a simple, but dynamic system to allow quick creation of branded materials by both trained designers and employees inexperienced in design programs.

These simple rules will allow anyone in the company to produce professional branded content, while leaving room to play and have fun with the brand materials.



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## Logo Mark

This is the primary and only logo for Copysource. Copysource is typeset in Montserrat bold and colored in our branding red. Our slogan is placed underneath in Aktiv Grotesk Extended Regular and colored black.

The logo can exist with or without the slogan.



**copysource**

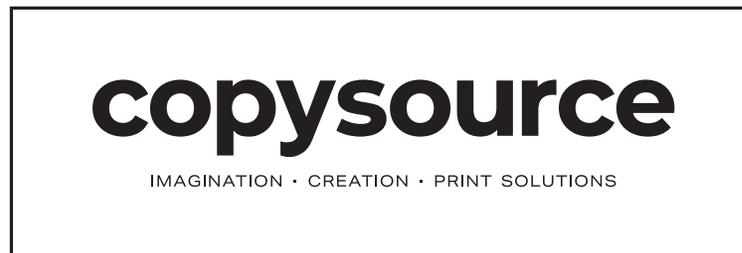
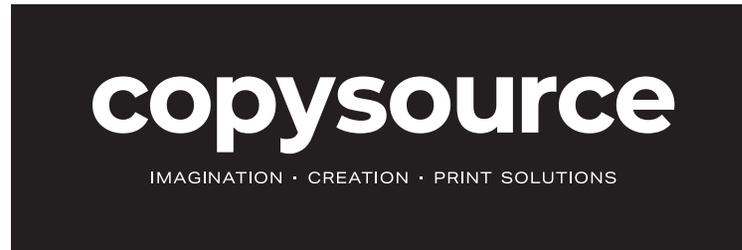
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## Color Variations

If Copysource is in color, it may only be displayed in our branded red. Otherwise, make the full logo white or black.

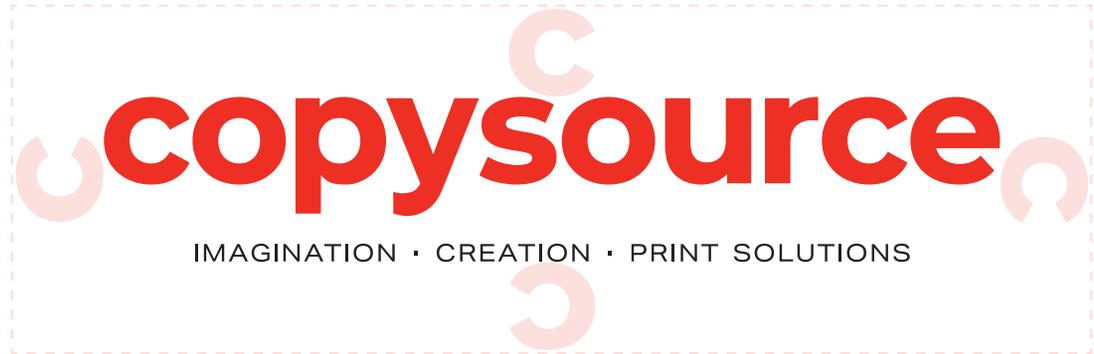
The logo should only be placed on a solid filled background. No imagery.

Choose the color of the logo based on whether red, white, or black contrasts best with the background color.



## Logo Do's

Give the logo room to breathe. As a rule of thumb, give the logo whitespace about the size of the Copysource C around the full logo.



When making the logo small, the slogan becomes too small to read. If this is the case, feel free to remove the slogan from the logo.

**copysource**

Color rules apply the same to this variant of the logo.

## Logo Dont's

Do not change the color of Copysource to be any other color besides red.



Do not change the color of the slogan to anything but black or white.



Do not move the position of the slogan.



Do not break apart the word Copysource. Copysource is a proper noun and branded as one word.



# Typography

Montserrat is a large font family with plenty of weights for flexible usage. The font was chosen for its professional, but bold playful aesthetic.

**Weights available to use:**  
Extra Light, Light, Regular, Medium, Semibold, and Bold.

Tip: always go down TWO weights for hierarchy.

For example, if the header is BOLD, type the body paragraph in MEDIUM, not Semibold or regular.

**Never put type over a photo. Type should always be on a flat colored background.**

## Headers

# Montserrat Bold

## Body Type & Sub Headers

# Montserrat Medium

# Montserrat Regular

The Copysource slogan is typed in Aktiv Grotesk Extended Regular.

You will **RARELY** need to use Aktiv Grotesk Extended.

If you must, it should be to create contrast between two distinct bodies of sans serif type.

It must only be used if using different weights of Montserrat isn't providing enough contrast.

Slogan Type

# Aktiv Grotesk Extended Regular

# Colors

Copysource has 6 brand colors, on top of black and white.

The colors were chosen to attract customers and advertise our printing quality.

**Salish Sea Blue and Skagit Tulip Red are our primary branding colors.**

**Bellingham Bay Blue, Boulevard Green, Spring Sun Yellow, and Late Sunset Orange are our secondary branding colors.**

Use the bright colors on top of Salish Sea Blue to make the Copysource brand pop off the page.



Salish Sea Blue

C-100  
M-75  
Y-45  
K-40



Bellingham Bay Blue

C-70  
M-35  
Y-0  
K-0



Boulevard Grass

C-55  
M-0  
Y-75  
K-0



Spring Sun Yellow

C-0  
M-10  
Y-95  
K-0



Late Sunset Orange

C-0  
M-40  
Y-80  
K-0



Skagit Tulip Red

C-0  
M-95  
Y-100  
K-0

# Colors Grid for Contrast

	<b>copysource</b>						
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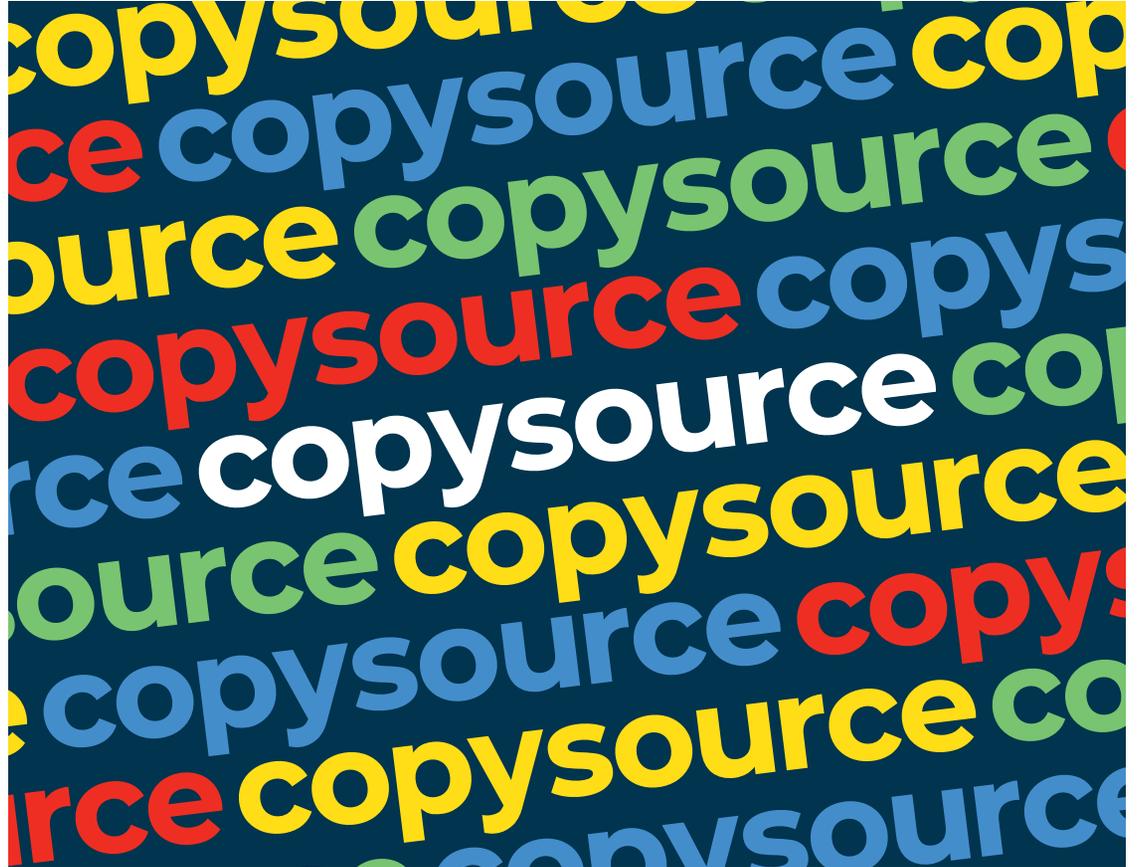
# Primary Pattern

This pattern is used across various Copysource media.

This pattern showcases our colors, our playfulness, and our professionalism.

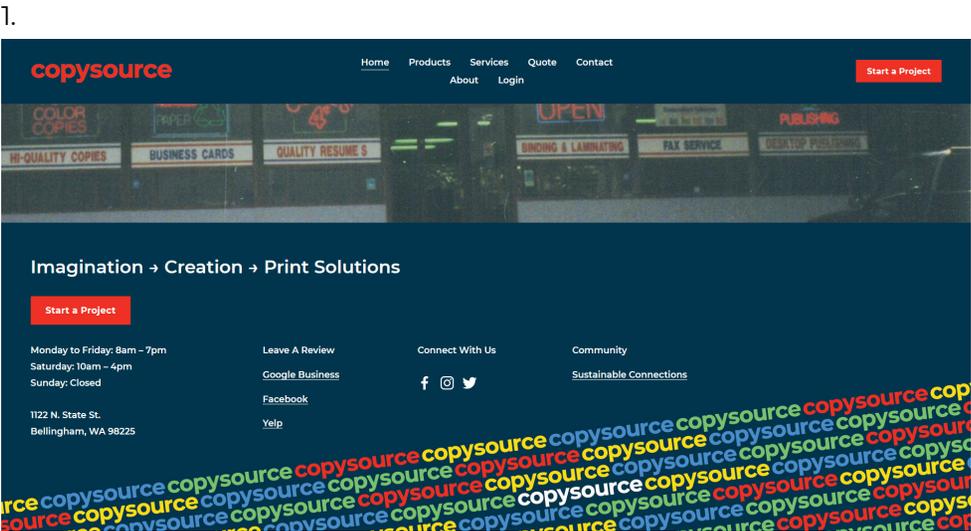
It can be used across social media icons, business card backs, signage, and more.

**Only use this pattern on the Salish Blue Sea background.**



# Pattern Usage

- 1. Website Footer
- 2. Business Cards
- 3. Social Media Icon & Branded Stickers

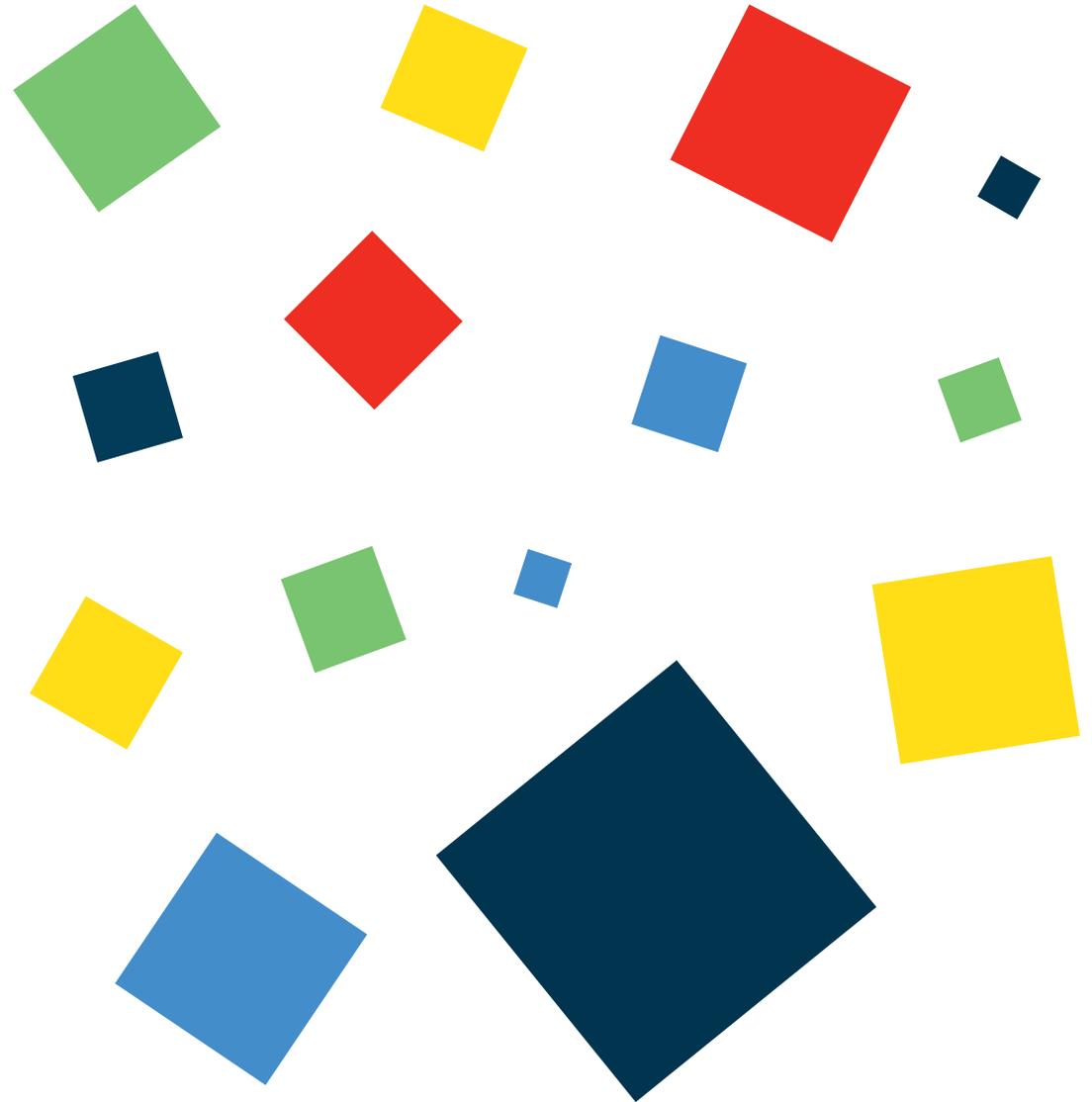


## Secondary Pattern

This cube pattern will be used much less frequently. This pattern represents the diverse amount of products and services we provide at copysource.

The squares are a play on the shape of paper. This pattern should never be done with any other shape, but squares.

**Only use this pattern on a white background.**

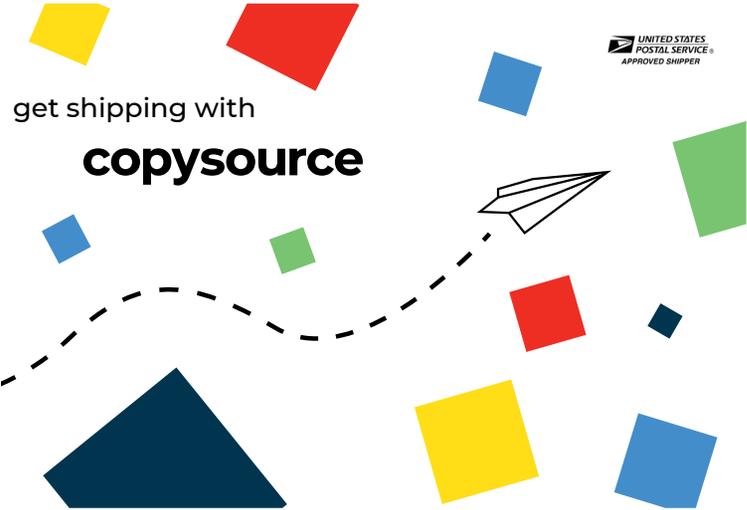


# Pattern Usage

Use a variance in color and square sizes to balance out an empty white space.

It is primarily used as an alternate business card pattern and a pattern for white wall murals.

Back Wall Mural



Alternate Business Card



# Product Images

Product images are important for communicating our vast catalog of products. Keeping these photos crisp, simple, and professional is vital to the brand.

Either photograph your own products or edit professional mock ups with Copysource branding to create new product images.

**Always use a brand color as the background color for these mock ups.**

**The background color should contrast or match the product color.**





# Icons

Icons are used as an alternative to product photos. Use an icon if you can't find a photo for a product that reaches our professional standards.

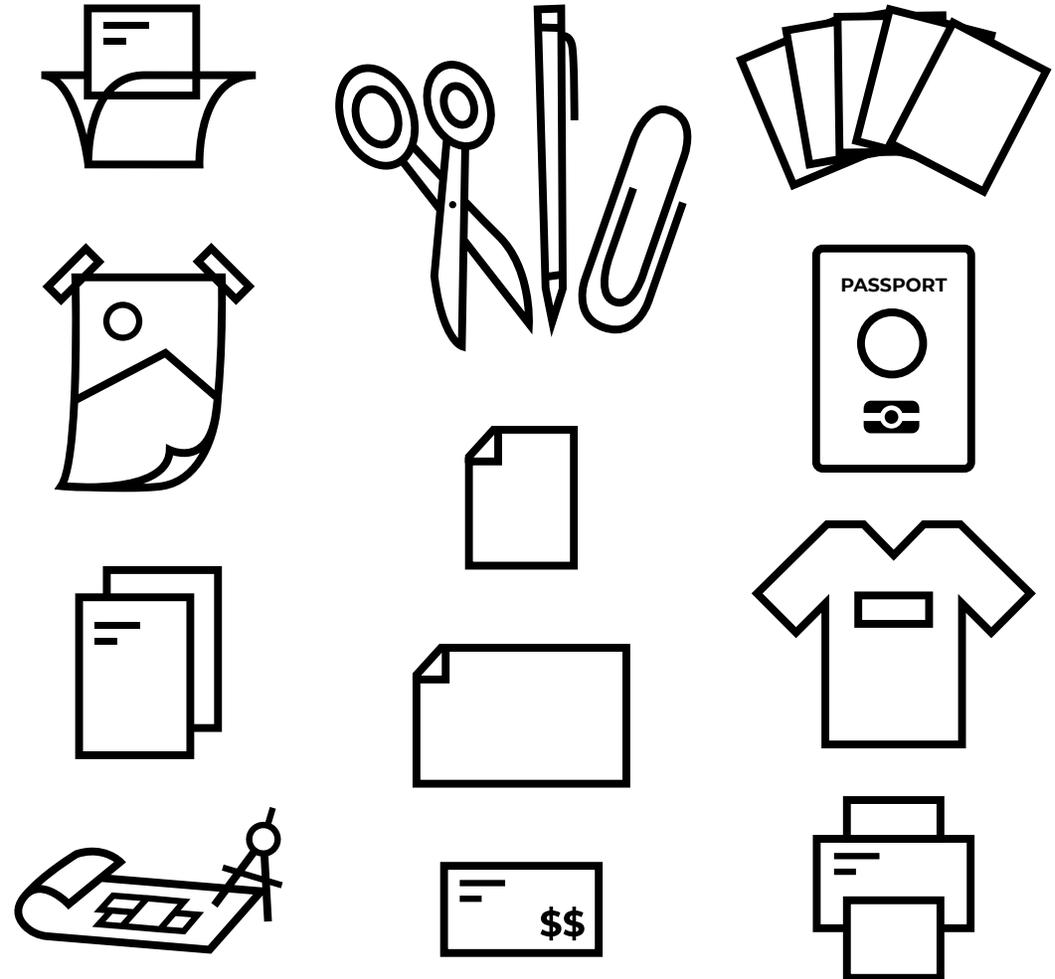
**Illustrations should only go on solid colored backgrounds. Never on top of photos.**

## How to make:

Icons are designed with vector lines in Illustrator with 5 pt width.

Use sharp corners and box-like forms in the icons. Curves should only be used to show the curve of paper or other curved objects.

The VAST majority of the icon should be an outline, use few filled in shapes.



# Icon Usage

Backside of Customer Folders



Passport Photo Sign



App Icon



Paper Sample Catalog Cover



Outdoor Window Banner



5 Days of Savings Banner



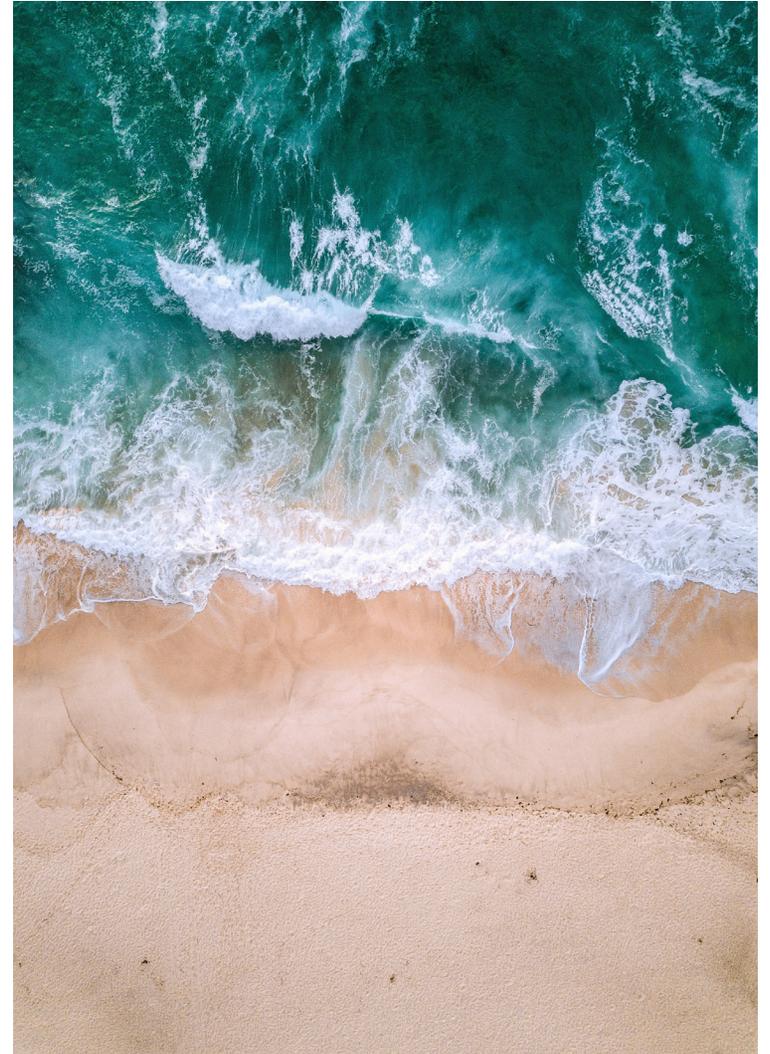
# Stock Photography

Copysource has historically used a lot of stock photography. This branding takes a step back from this heavy photo use, but it occasionally will use them. Primarily in Customer Folders.

Stock photography should be high contrast, colorful, and match one or more of our brand colors.

A folder full of approved stock photography can be found in the Copysource branding folder.

**Text should never be put over photography.**





# Digital Ads

Digital Ads are how we connect to our customers online through our website, social media and emails.

There are two formats.

**Square (800px by 700 px)**  
used in emails and social media posts

**Wide (1250 px by 400 px)**  
used on our website

Digital Ad sized for emails



Digital Ad sized for the website



The photo and color block placement is flexible to the content of the ad. You can either put it on the bottom or right side of the ad.

The photo should always be on top or to the left of the content. This lets the photo ads be read from top to bottom or left to right.



**All Printing  
With Flag  
Colors**

**20% off**

Expires July 11  
Some restrictions may apply  
Valid with couple only

This advertisement features a photograph of the American flag waving against a blue sky on the left side. The right side of the ad is a solid dark blue color block containing white text. The main headline reads "All Printing With Flag Colors" and the offer is "20% off". At the bottom right, there is a small disclaimer: "Expires July 11, Some restrictions may apply, Valid with couple only".



**We Make Floor and  
Carpet Signs**

This advertisement shows two sample signs on a green background. The first is a yellow sign with black text that says "Please Stay 6 feet Apart" with four arrows pointing outwards from the text. The second is a red sign with white text that says "please wait here" and "Thank you for practicing social distancing" with a white footprint icon. The bottom of the ad is a dark blue color block with the text "We Make Floor and Carpet Signs" in white.

# Customer Folders

Customer Folders are one of the few touch points Copysource has outside of the store. These folders are meant to be memorable, colorful, and eye catching to bring customers back to the store after a purchase.

The Customer Folders are organized monthly, with a few special ones for each holiday.

This is one of the main ways we use photography in the brand.

Notice: none of the type is over the photos, only on the solid colored background.

**5 DAYS OF SAVINGS**

**MONDAY**  
LAMINATION - \$2.99  
price is per running foot on 24" wide 5 mil.  
minimum 24 hour turnaround.

**TUESDAY**  
ENGINEERING COPIES - \$1.79  
any quantity, up to 24"x36" on 20# bond paper in  
B/W, editing extra, minimum 24 hour turnaround.

**WEDNESDAY**  
COLOR COPIES - 49¢  
8.5"x11", 60# white, any other paper 25¢ extra,  
single sided self serve.

**THURSDAY**  
COLOR POSTER - 50% off  
setup charge per file \$8 minimum,  
\$15 minimum printing charge, 24 hour turnaround.

**SATURDAY**  
CUSTOM T-SHIRT - \$16.99  
one image up to 8.5"x11" on a white shirt,  
sizes: small, medium, large, and extra large

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find us at  
phone + 360.738.1280  
site + copysource.com  
email + sales@copysource.com  
address + 1122 n. state st. bellingham

June's Folder

**5 DAYS OF SAVINGS**

**MONDAY**  
 LAMINATION - \$2.99  
price is per working foot on 24" wide 5 mil, minimum 24 hour turnaround.

**TUESDAY**  
 ENGINEERING COPIES - \$1.79  
any quantity, up to 24" x 36" on 24# bond paper in full setting mode, minimum 24 hour turnaround.

**WEDNESDAY**  
 COLOR COPIES - 49¢  
8.5" x 11" color white, any other paper 24¢ extra, single sided each page.

**THURSDAY**  
 COLOR POSTER - 50% off  
setup charge per file \$4 minimum, \$6 minimum printing charge 24 hour turnaround.

**SATURDAY**  
 CUSTOM T-SHIRT - \$16.99  
one image up to 8.5" x 11" on a white shirt, sizes small, medium, large, and extra large.

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New Year's Folder

**5 DAYS OF SAVINGS**

**MONDAY**  
 LAMINATION - \$2.99  
price is per working foot on 24" wide 5 mil, minimum 24 hour turnaround.

**TUESDAY**  
 ENGINEERING COPIES - \$1.79  
any quantity, up to 24" x 36" on 24# bond paper in full setting mode, minimum 24 hour turnaround.

**WEDNESDAY**  
 COLOR COPIES - 49¢  
8.5" x 11" color white, any other paper 24¢ extra, single sided each page.

**THURSDAY**  
 COLOR POSTER - 50% off  
setup charge per file \$4 minimum, \$6 minimum printing charge 24 hour turnaround.

**SATURDAY**  
 CUSTOM T-SHIRT - \$16.99  
one image up to 8.5" x 11" on a white shirt, sizes small, medium, large, and extra large.

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April's Folder

**5 DAYS OF SAVINGS**

**MONDAY**  
 LAMINATION - \$2.99  
price is per working foot on 24" wide 5 mil, minimum 24 hour turnaround.

**TUESDAY**  
 ENGINEERING COPIES - \$1.79  
any quantity, up to 24" x 36" on 24# bond paper in full setting mode, minimum 24 hour turnaround.

**WEDNESDAY**  
 COLOR COPIES - 49¢  
8.5" x 11" color white, any other paper 24¢ extra, single sided each page.

**THURSDAY**  
 COLOR POSTER - 50% off  
setup charge per file \$4 minimum, \$6 minimum printing charge 24 hour turnaround.

**SATURDAY**  
 CUSTOM T-SHIRT - \$16.99  
one image up to 8.5" x 11" on a white shirt, sizes small, medium, large, and extra large.

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October's Folder

**5 DAYS OF SAVINGS**

**MONDAY**  
 LAMINATION - \$2.99  
price is per working foot on 24" wide 5 mil, minimum 24 hour turnaround.

**TUESDAY**  
 ENGINEERING COPIES - \$1.79  
any quantity, up to 24" x 36" on 24# bond paper in full setting mode, minimum 24 hour turnaround.

**WEDNESDAY**  
 COLOR COPIES - 49¢  
8.5" x 11" color white, any other paper 24¢ extra, single sided each page.

**THURSDAY**  
 COLOR POSTER - 50% off  
setup charge per file \$4 minimum, \$6 minimum printing charge 24 hour turnaround.

**SATURDAY**  
 CUSTOM T-SHIRT - \$16.99  
one image up to 8.5" x 11" on a white shirt, sizes small, medium, large, and extra large.

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Valentines Day's Folder

# Signage, Banners, and Posters

Signage is kept simple to communicate quickly to our customers. We don't want to overwhelm the customer with numerous large flashy signs.

We want the minimum amount of signage with the least amount of content needed to communicate.

However, Don't be afraid to play with the colors

5 Days of Savings Banner



Popular Product Banner



# Examples

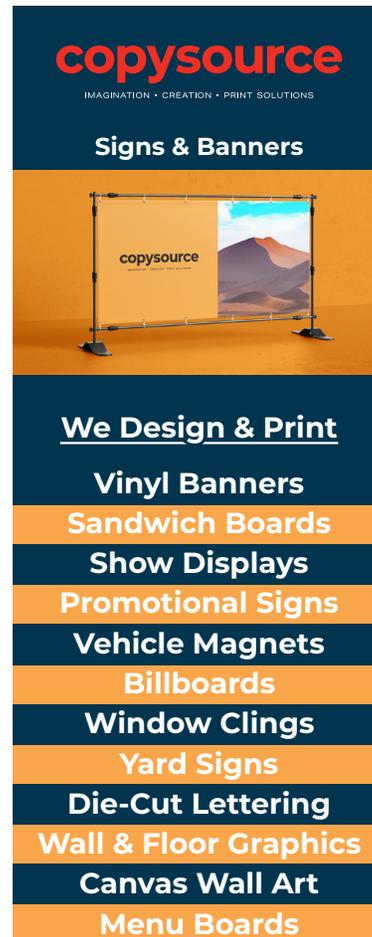
Parking Lot Signage



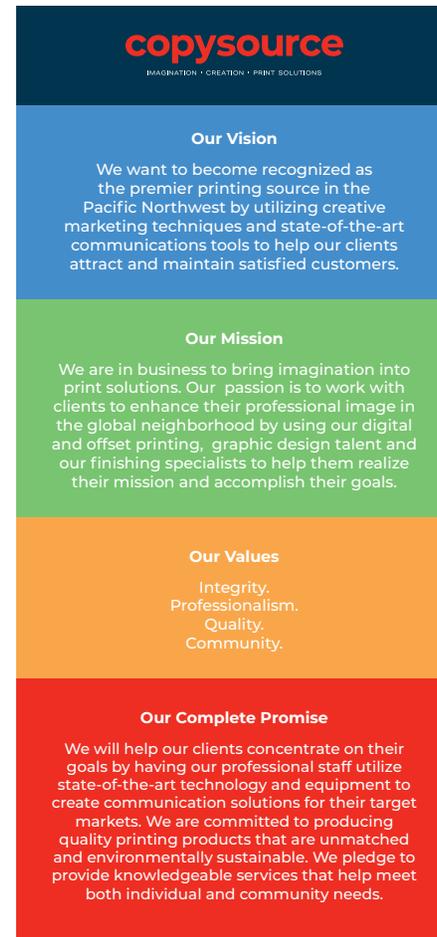
Poster Sizing Poster



Signs & Banners Poster



Mission & Values Banner

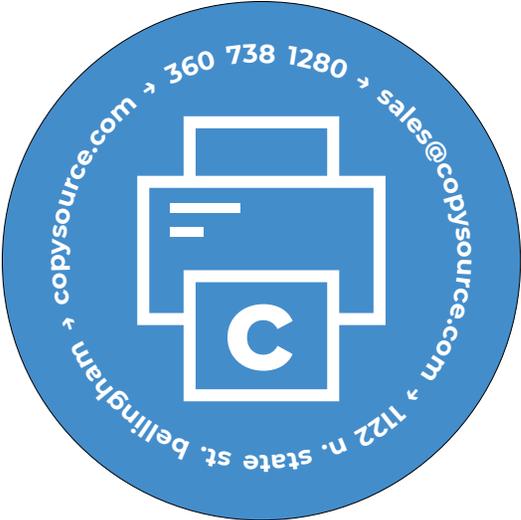


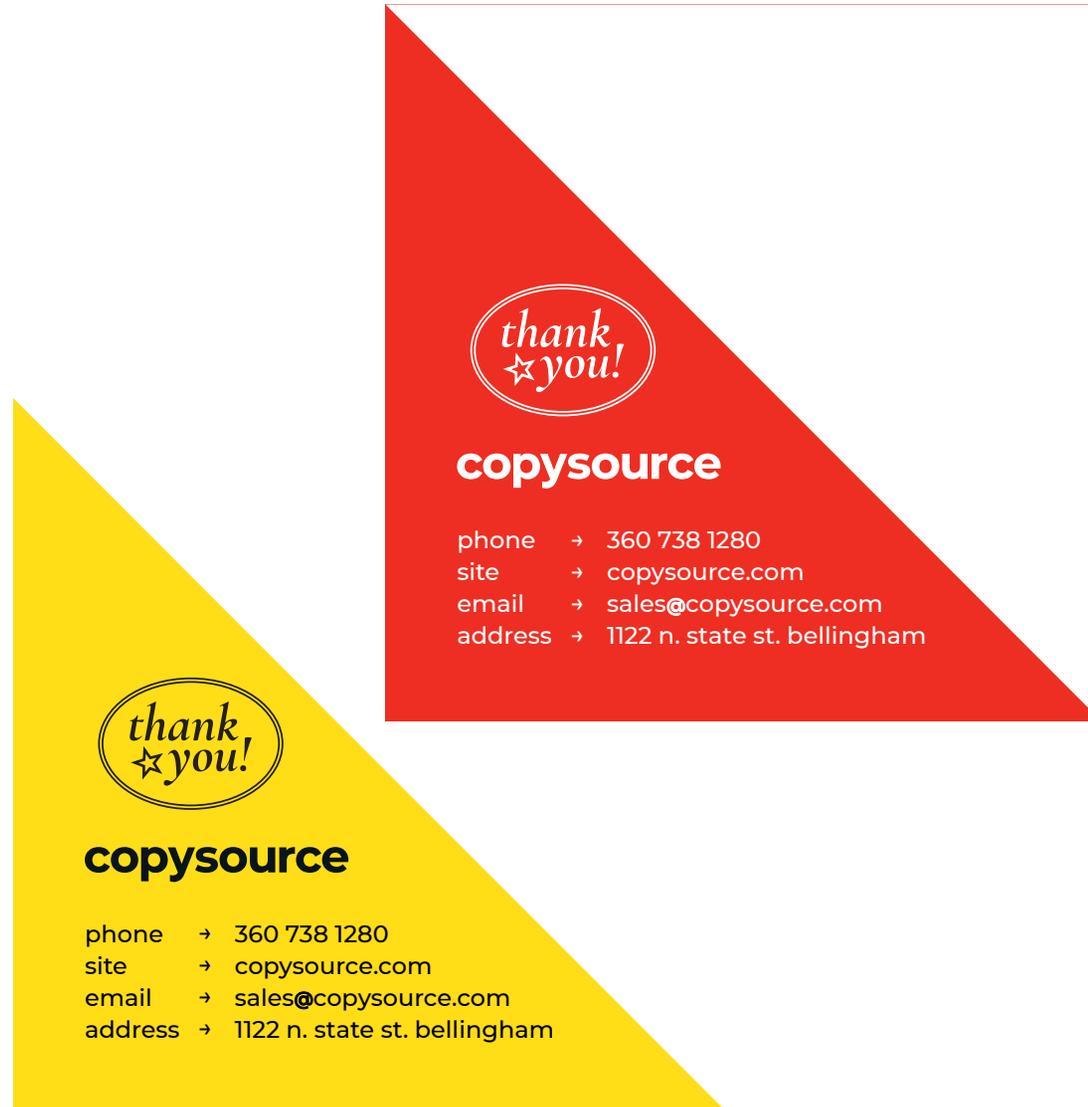
USPS Signage



# Stickers & Labels

Here are an example of stickers and labels created under the Copysource brand.





**make  
a lot of  
copies?**

get a  
**PUNCH CARD**

**\$15**

SAVE \$5!

200 black & white  
self serve copies  
8.5"x11" 60# text

**\$49**

SAVE \$10!

100 full color  
self serve copies  
8.5"x11" 60# text

