About the Logo

The new logo developed for Citizens Communications reflects the technology aspect of this company in an abstract symbol. The symbol depicts sound waves in an abstract way that also form the letter C which stand for Citizens Communication. This new logo depicts technology, and communications in a new and recognizable way. This new logo represents the new advances, and the wave of the future.

Logo Colors

Pantone 2758 CVU

CMYK
C = 100%
M = 76%
Y = 0%
K = 38%

Hexidecimal # 091858
Typography

Logo Type: Myriad Bold
Tagline: Myriad Italic
Other: Myriad Family

Staging

Logo can be used with the logo type beneath it or could also be used as just the symbol.

1. The logo symbol can be used alone, but it is suggested that the logo type be placed underneath it.

2. We recommend using the logo on a light or white background rather than dark.

3. We recommend only using the Pantone Color 2758 CVU for this logo.

4. Never align the logo against any edge of a solid rectangle because the logo looses its shape.
Acceptable Usage of Logo with the Tagline

Myriad Italic
Letter Spacing: -25

Black and White Usage

100% Black
Reverse Usage

If the logo is used against a dark or black background the reverse is as follows:

Contact

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Logos can be used in a variety ways. All examples shown below can be used in black and white or in the Pantone color 2758 CVU.