# Common Sense Master Brand Guidelines

# When to Use the Common Sense Master Brand

Use the master brand for communications about our organization framed for all audiences. Our core organizational brand includes our advocacy work and our foundational research work. Use the master brand for communications for products, programs, and messaging that cross more than one of our segments (Common Sense Media and Common Sense Education) and when the communication references any of our programs or initiatives.

**We ask that you do not use our master brand name in the following ways:**
• Don't use all lowercase when referring to Common Sense (e.g. "common sense is … ").
• Don't abbreviate our name (e.g., "CS says … ").

**Using the phrase "It's Common Sense":**
The phrase "It's Common Sense" should be used sparingly and only in initiatives and campaigns where the statement is true for the entire brand — applicable across programs. When following these rules the use is temporary, measurable, time-bound, and does not become a name for something.

Examples of appropriate use:
"Gender equity is Common Sense."
"Digital well-being is Common Sense."
"Digital well-being. It's Common Sense."

**You must have written consent from Common Sense before using any Common Sense logos or trademarks in a manner that implies an affiliation with or endorsement of a product or service.**

Logos

# Master Brand Logo



The Common Sense logo is the organization's master brand logo. It is shown here in its primary (stacked) format. It is a registered trademark.

**Copyright Line**

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**You must have written consent from Common Sense before using any Common Sense logos or trademarks in a manner that implies an affiliation with or endorsement of a product or service.**
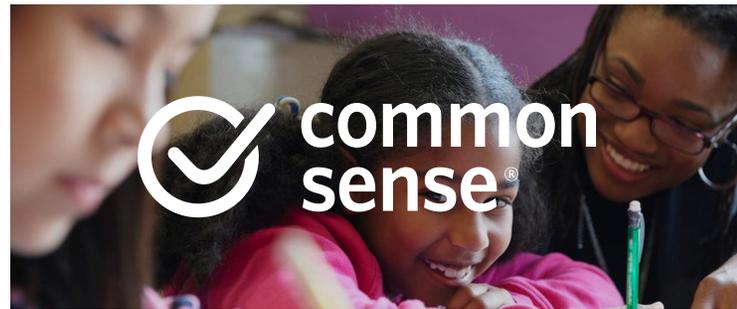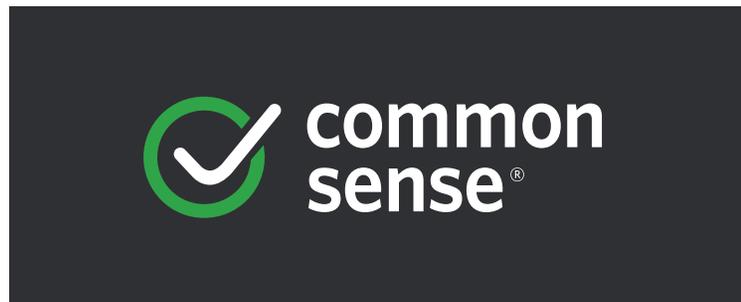
# Master Brand Logo: Stacked and Horizontal Versions

# Logo Color Options



*Full color*



*Reverse white: on color or photo backgrounds*



*Reverse color: only for use on black/dark gray backgrounds*



*Black and white*

# White Space and Minimum Size

Each version of our logo is designed to be clearly readable down to a minimum size. Do not use any of the logos smaller than the minimum size listed below. Whichever version of our logo you decide to use, we ask that you provide a minimum border of white space around it to keep it clearly separated from any other content that appears nearby. The size of the border is one-half of the total logo height.



= X

$= \dfrac{X}{2}$

$\dfrac{X}{2}$ = *Minimum clear space*

*No smaller than 75 pixels width*
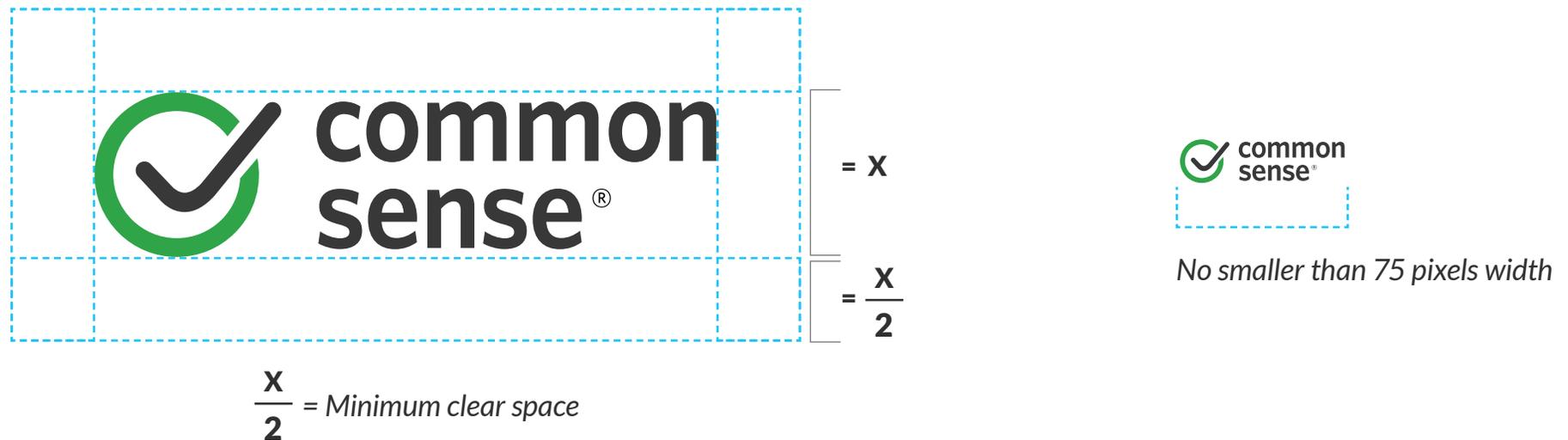
# Do Not:



*Use only part of the logo*



*Distort*



*Tilt*



*Re-color*