





# Crozier Brand Guidelines

This is everything you need to know about Crozier, the brand – who we are, how we look and feel, write and speak.

# Crozier Brand DNA



On the next slide, you'll find our Brand DNA framework. It's the tool that guides every Crozier team member on who we are, what makes us unique, and how we show up in the world.

## **Why it's important:**

Understanding who we are is the key to delivering our best, on behalf of Crozier and the clients we serve.

## **How to use it:**

Every Crozier team member should know our Purpose and our Principles.

They explain why we exist, shape our perspective, and guide the actions we take every day.

When we talk about how we deliver on our purpose, we use our Brand Positioning.

It's how we answer the question: "What is Crozier?"

Our voice and our style are how we show up in the world. They're what set us apart from every other brand.



# Crozier Brand Framework

## Our Purpose & Principles

Why we exist

We exist to preserve and protect cultural and artistic heritage for future generations.

Care is at our core

Precision shapes everything.

Trust is the foundation of every relationship.

Innovation strengthens preservation.

## Our Positioning

What we deliver

Crozier is the global partner trusted to protect, transport, and preserve the world's most valuable art and cultural treasures.

We deliver expert care, precise craftsmanship, and deep respect — ensuring every object's legacy lives on.



# Designer Toolkit

Links to templates, files, and internal tools for brand implementation.

The Crozier brand design system is built on principles of precision, care, and understated elegance. Every element from typography and color to logo placement and imagery is intentionally crafted to reflect our commitment to excellence and preservation. Our design approach prioritizes clarity, balance, and timeless sophistication, ensuring that every visual expression of the Crozier brand reinforces trust, professionalism, and respect for the cultural treasures we safeguard.





# Primary Elements

These three elements alone don't differentiate our brand from other brands. We need secondary elements that make it ownable. This creates our unique style.

**Pro tip**

Must use at least two of these to make your work recognizable.



CROZIER™

Our logo



Color



Minimalist Typography



# Formats & Margins

We define margins using the height of the "O" in the Crozier logo as our standard unit. For example, in a Google Slides presentation, the "O" height = 45pt.

When printing, use the fixed "O" height below:

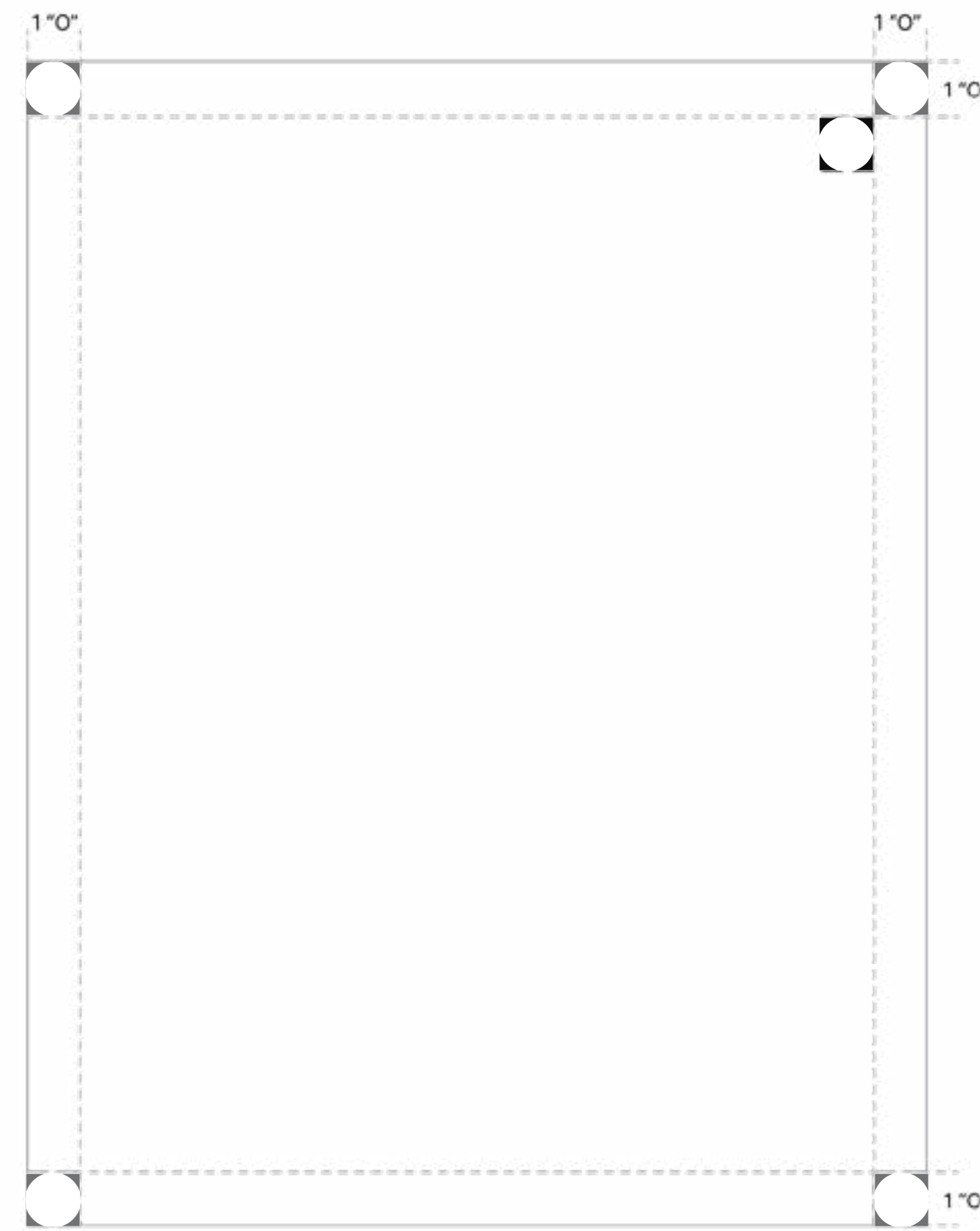
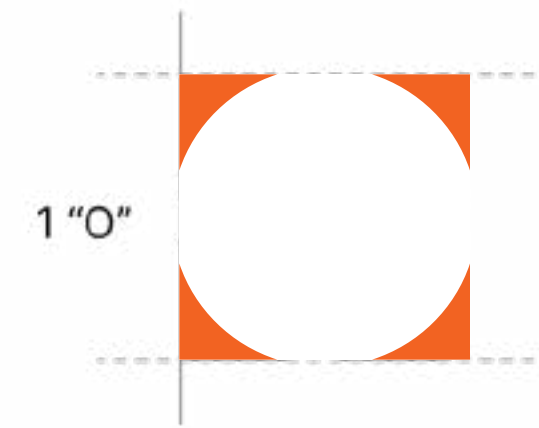
## International

- A6: 10mm
- A5: 12mm
- A4: 12mm
- A3: 15mm
- A2: 25mm
- A1: 35mm

## North America

- 5 x 8": 1/2"
- 8.5 x 11": 1/2"
- 11 x 17": 5/8"
- 24 x 36": 1 3/8"

For digital, the rule adapts by format. Smaller banner sizes or web layouts can use proportional margins. For example, a 300 x 600px or 300 x 200px banner should have margins equal to 1/2 "O" height on all sides.



Print vertical format



Digital Banner



# Color

Crozier's color palette is rooted in warmth, contrast, and restraint. Our core colors—Orange, Black, and Off-White—reflect a balance of energy, sophistication, and clarity. We complement these with a range of warm greys that add depth and softness without overpowering. This palette supports a refined, timeless visual identity across all applications.

### Primary Colors

<p>Hex #0E0E0E RGB 14, 14, 14 HSB 0, 0%, 5% CMYK 74, 67, 67, 85</p>	<p>Hex #EB6646 RGB 235, 102, 70 HSB 12, 70%, 92% CMYK 3, 74, 78, 0</p>	
<p>Hex #F2F1F1 RGB 242, 241, 241 HSB 0, 0%, 95% CMYK 4, 3, 3, 0</p>	<p>Hex #E9E7D RGB 233, 231, 223 HSB 48, 4%, 91% CMYK 8, 6, 11, 0</p>	<p>Hex #D6D3CB RGB 214, 211, 203 HSB 44, 5%, 84% CMYK 15, 13, 17, 0</p>

### Secondary Colors

<p>Hex #3D3E3F RGB 61, 62, 63 HSB 210, 3%, 25% CMYK 69, 61, 59, 48</p>	<p>Hex #A8A298 RGB 168, 162, 152 HSB 38, 10%, 66% CMYK 36, 32, 38, 1</p>	<p>Hex #A4A6A7 RGB 164, 166, 167 HSB 200, 2%, 65% CMYK 38, 29, 30, 0</p>
--	--	--



# Color Usage

Accessible color pairs that meet a contrast ratio of 4.5:1

EB6646							
0E0E0E							
F2F1F1							
E9E7DF							
A8A298							
FFFFFF							
000000							
	EB6646	0E0E0E	F2F1F1	E9E7DF	A8A298	FFFFFF	000000



# File Naming Guidelines

## Best Practices:

- Use title case for file names (capitalize each word).
- Avoid special characters like slashes, ampersands, or hashtags.
- Update the version number only when significant changes are made.
- Keep older versions for reference, especially before reviews or approvals.
- Use consistent naming across Figma files, exports, and folders.

Always start with the brand name

Your first and last name initials (e.g., Jane Doe = JD)

Crozier - [File Name] - [Designer Initials] - V[Version Number]

Brief, clear description of the content

Use V1, V2, V3, etc. — update with each major revision

Crozier-August Newsletter-EB-V2



For questions or additional support, reach out to  
[elianabarreto@crozierfinearts.com](mailto:elianabarreto@crozierfinearts.com)

Disclaimer: This brand guideline is a working draft and is currently in development. Content, visuals, and specifications are subject to change. Please do not distribute or implement without prior approval from the Crozier brand team.