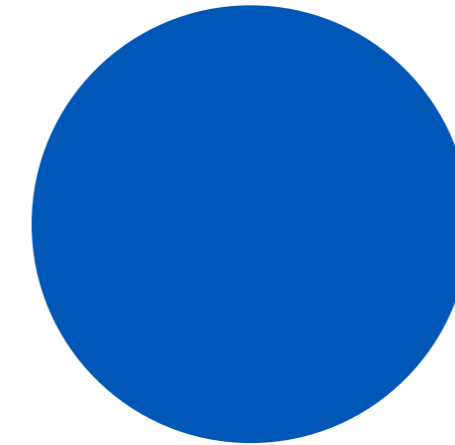


## Best practices

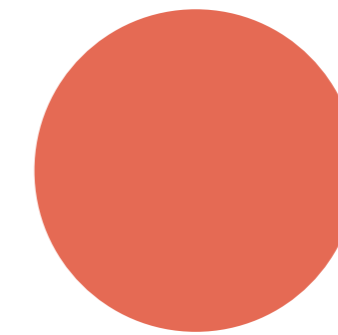
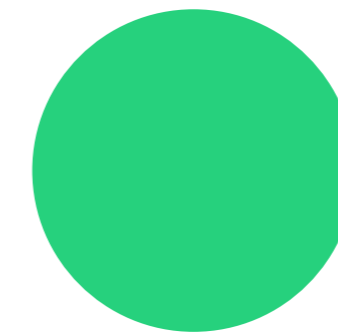
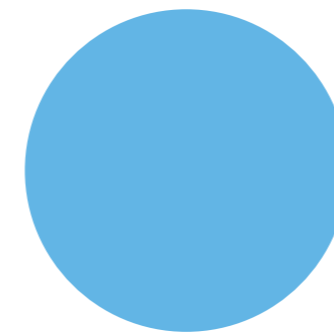
CSB Blue is our primary brand color and should be used confidently across all communications. It is central to our visuals and ties all branded elements, iconography and illustrations together.

Use secondary colors to signify different types of content, highlight key functions in UI, or add depth and visual interest to iconography and illustrations.

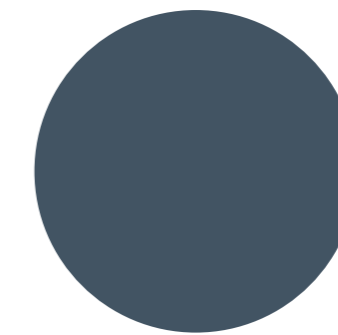
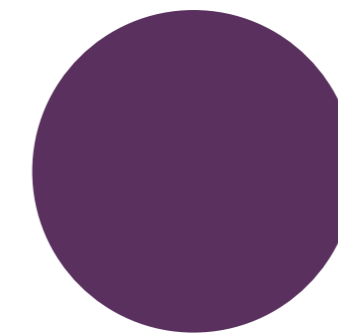
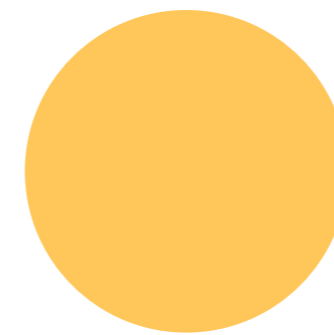
Tertiary colors should be used sparingly.



Primary



Secondary



Tertiary