

Avoid doing this

X DON'T make CSB icons largest element on screen

When the Case Study Buddy icons are sized too large the line weight feels chunky and less modern.

X LIMIT use of black backgrounds

Use black sparingly as a background color. We typically use CSB Blue for dark backgrounds with white text.

X DON'T use too many colors

Limit the color palette to CSB blue + 2 or 3 secondary colors. Our tertiary colors should be used sparingly so as to not cause brand confusion.

X DON'T crowd the frame

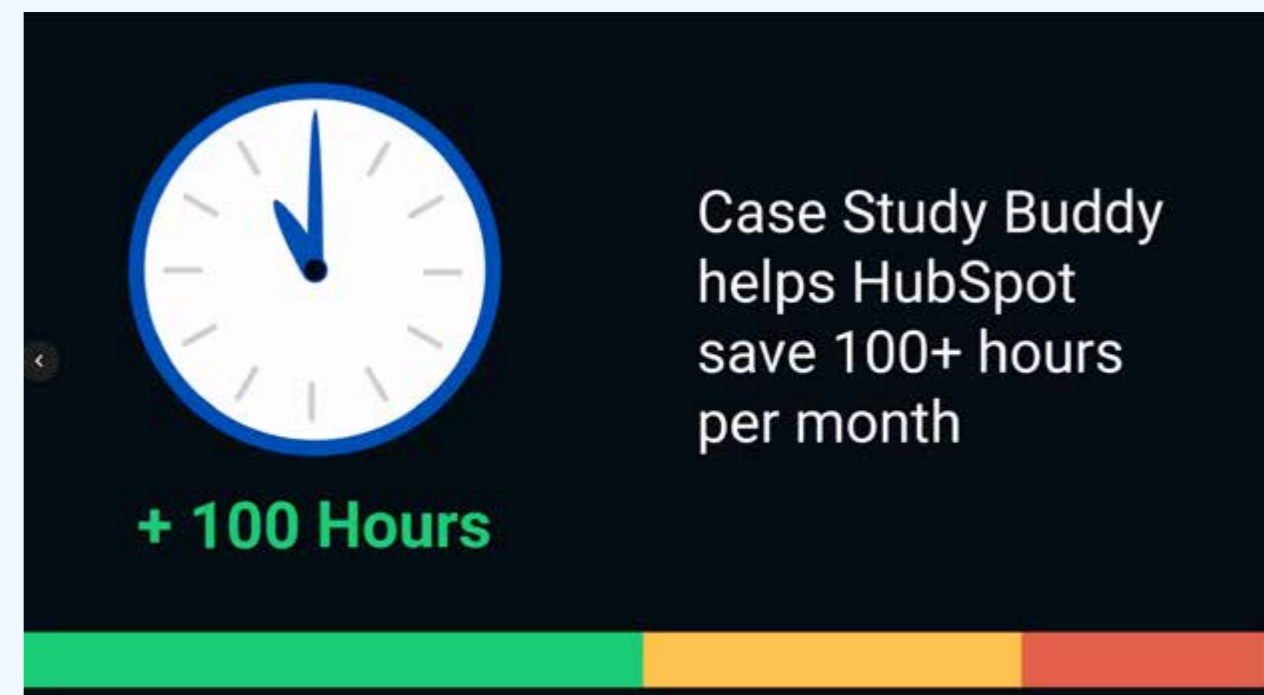
Try to feature one message per screen. When displaying bullets, make the text the main element and any supporting icons/visuals should be less prominent.

X DON'T add icons that don't match the CSB icon set

Our icon set has been designed to work together with a consistent line weight and color palette. Ask the designer to create new icons if required.



Don't crowd the frame with too many elements.



Avoid illustrations and motion graphics that don't match the CSB style.