

**Using  
the Crown  
System  
Signature**



The Crown System logotype has been custom designed using Edwardian Script and Savoy Regular and no longer resembles the original integrity of the typeface. The "®" is always positioned top right of the "M" in the word "System" as shown.

The Crown System logotype uses outside strokes using the same color as the logotype's body to strengthen its appearance. The strokes may not be dropped or inadvertently deleted during any manipulation of the logo.

Repositioning any elements or changing colors of the Crown System signature is unacceptable. **Note:** For extreme enlargements of the the Crown System signature, the "®" may be reduced to a more aesthetically pleasing size.



**1-Color and 4-Color usage on a white field.**

1-Color usage: Crown System logotype, Line Rule and "®" are to appear in PMS Warm Gray 11.

4-Color usage: Crown System logotype, Line Rule and "®" are to appear in C=0, M=17, Y=34, K=62.



**Usage on a light-toned field.**

The Crown System logotype, "®" are to appear in PMS Warm Gray 11 or C=0, M=17, Y=34, K=62 on the field.



**Usage on a dark-toned field.**

The Crown System logotype, "®" and Line Rule are to be reversed out white.