



Standard Use of Logo

Clubs are encouraged to use the logo on all materials such as correspondence, brochures, advertisements, personalize clothing items, newsletters, and add graphics to a website. Digital files can be obtained in EPS and JPEG formats on the Cosmopolitan International website. In printed materials, it is strongly suggested that only the vector EPS of the logo should be used to maintain a high standard of reproduction.

Size

The logo must be used as designed and must never be redrawn or scanned from reproduction materials, used with different fonts, distorted, or stretched disproportionately. Use of any other variation of the Cosmopolitan logo other than shown below is prohibited.

Tag Line and Logo/Text Combinations

The official Cosmopolitan International tag line, or sometimes referred to as the positioning statement, is: The Club that Fights Diabetes. The tag line should be displayed centered underneath the Cosmopolitan logo without quotation marks or a period at the end. When used in text, the same rules apply.



The Club that Fights Diabetes



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