



coldest  
\*night  
OF THE YEAR

it's cold out there  
cnoy.com

# style guide 2025

We've seen many style guides - usually, they're boring, too long, and faintly pretentious. So instead, we're going to try to keep this short, practical, and info-packed. Intro done!

## why this matters

CNOY does not just happen in one place. It happens in hundreds of places all at once, and thousands who've never met make it happen.

So what makes it CNOY, everywhere? To most participants, donors, and volunteers, it's this stuff: style, fonts, voice, theme... yes, **branding**.

That's why it's important to take this seriously. We've worked hard to earn people's **trust** - let's honor that precious trust by living up to the quality standards they expect.



## we can help

If you're a CNOY charity and need a sign, ad, or document designed, talk to your **Blue Sea rep!**

We create custom material all the time - your idea may be useful to others too.

## show us before you publish!



**Maintaining CNOY's quality, message, and brand is crucial. What we want to check:**

- ✓ Public signs, billboards, vehicle wraps
- ✓ Customized shirts, hats, and swag
- ✓ Widely-distributed print materials
- ✓ Published ads and articles
- ✓ Professional videos
- ✗ Personal images and videos
- ✗ Internal/small audience messages
- ✗ Social media images, videos, and posts

email to: [design@cnoy.com](mailto:design@cnoy.com)

We'll respond within **one business day** with feedback, approval, and some fun emojis.

# logo options

We provide several orientations of the logo in the CNOY logo pack - look in the **Tools** area of the website to find it: [cnoy.com/tools/logo](http://cnoy.com/tools/logo)

Carefully consider the best version of the logo for each situation. For most needs, the **Primary - Color** version is recommended. If you need to put the logo on a white background, we recommend **No Badge - Color** as a good alternative option.



**primary color**  
The best option - use this!  
This is the logo you should be using most of the time. Ideal for colored and busy backgrounds.



**no badge color**  
Second best option - for white backgrounds!  
This is really just the color logo without the distinctive CNOY badge.



**primary greyscale**  
For use on shaded backgrounds in photocopies and printouts where color isn't available.



**no badge greyscale**  
This version of the logo is best for photocopies and printouts with white backgrounds.



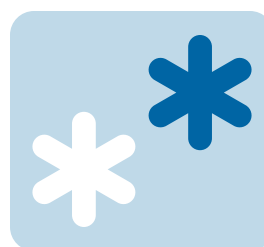
**primary lineart knockout**  
Can be tinted any color.  
For use in specialty printing such as t-shirts.



**no badge lineart**  
Can be tinted any color.  
For use in specialty printing such as t-shirts.



**primary lineart outline**  
Can be tinted any color.  
Alternate lineart design for use in specialty printing such as t-shirts.



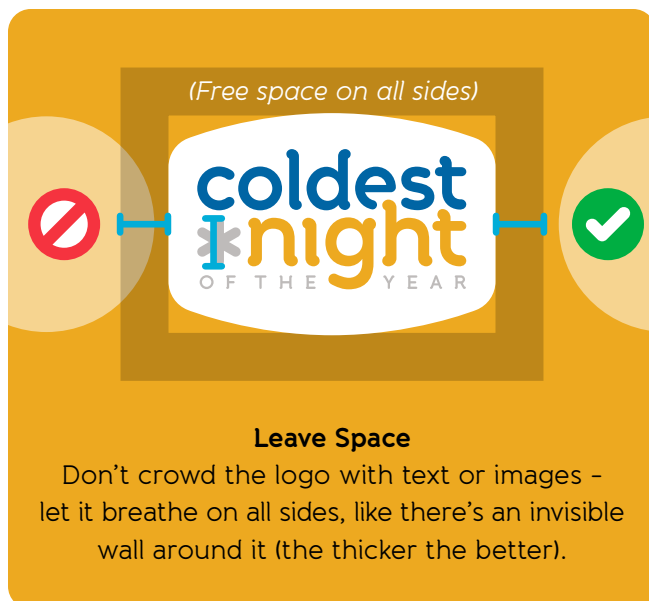
**snowflake icon color**  
An isolated, recolorable CNOY snowflake icon for use as a design element.

# logo standards

Logos gain power the more you use them...  
providing you use them **well**.

As a general rule, don't get too crazy with the CNOY logo. Protect it like a mother bear protects her cub - even though it's just a lil' handful of letters and shapes, through the magic of branding it has come to represent the **trust** people have placed in CNOY. Use it well, use it often, and don't give people any reason to question its genuineness.

|  |  |   |   |
|--|--|---|---|
|             |                             |                                 |                                  |
|             |                             |                                  |                                  |
| <b>Don't Recolor</b><br>Although it can be tempting, don't tint or adjust the logo's colors. | <b>Use the Right Version</b><br>Make sure the logo version you've chosen is well suited to its surroundings. | <b>No Modifications</b><br>Do not accentuate, enhance, rotate, or tweak the logo. Leave it pristine and original. | <b>You're Hurting Me</b><br>Do not try to recreate or redraw the logo, this is a nightmare. Use the real logo only. |



**Leave Space**  
Don't crowd the logo with text or images - let it breathe on all sides, like there's an invisible wall around it (the thicker the better).

## Visually Dominant

In cases where multiple logos are present (eg. event sponsor, local charity, or venue logos) the CNOY logo must be the most prominent:



# snowflake icon

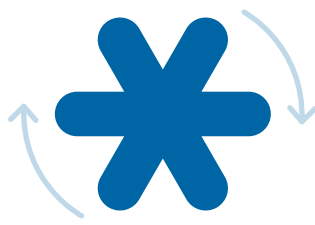
The simplest expression of CNOY is the snowflake icon - so simple you can scribble it in a second with just three lines!

When using it, be conscious that not *everyone* knows what it means - make sure it's near the full logo, website, hashtag, and/or event name for clarity. Please use the **official version** - don't attempt to rebuild or recreate it yourself.



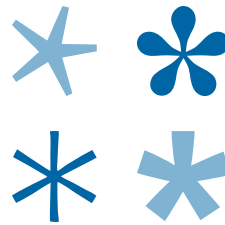
## Avoid Yellow

Please don't make us explain the problem with yellow snow. Blue or white is preferred.



## Don't Rotate

Don't tilt or turn the snowflake - the center bar should be straight up and down.



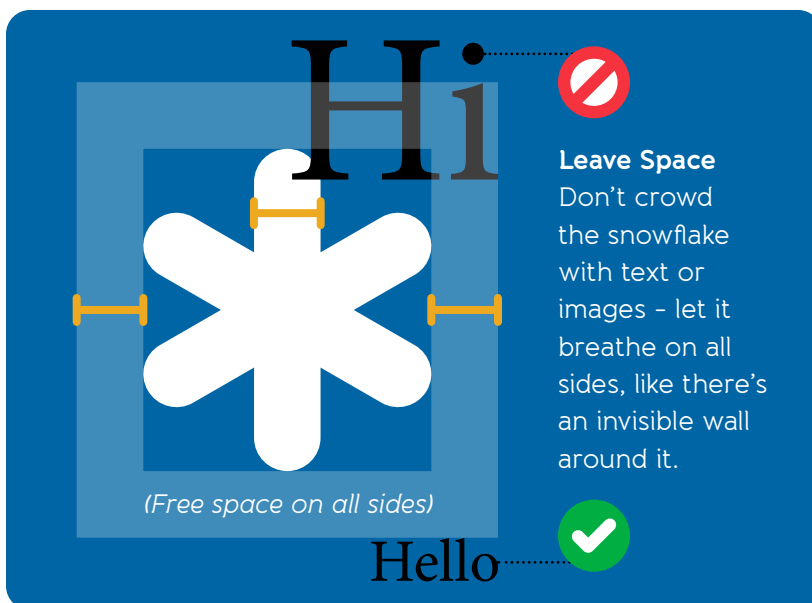
## Not an Asterisk

Don't just type a \* symbol - it may look similar, but it's *not* the CNOY snowflake.



## 6 Sides Only

Snowflakes don't have 8 sides, you maniac! Use the official design, don't make your own.



# cnoy colors



## primary: winter blue

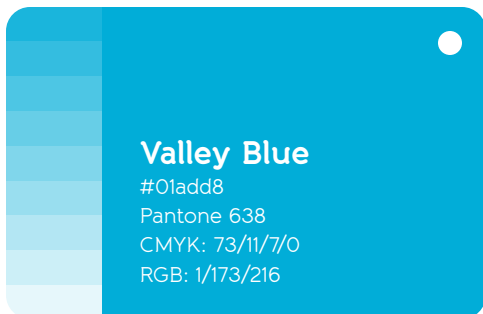
- Our most **frequently used** color - works nearly everywhere. Bold, cold, and contrasty.
- Used in various shades to enhance titles and subtitles, bullets, boxes, graphics, icons, and photo color grading.
- Low contrast with black and 2025 accent - handle with care.

That's 10% winter blue!



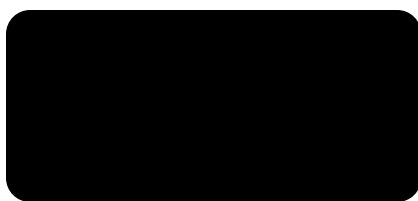
## secondary: warm yellow

- Consistently used as a secondary alternative to Winter Blue. Bright, warm, attention-grabbing.
- **Use with restraint!** It's an active color that livens up a page, used for emphasis, focus, photo grading, and graphics.
- Unlike many shades of yellow, this one's just dark enough to use on white (providing the text is large and bold enough).



## 2025 accent: valley blue

- The 2025 accent color is a bright, cool winter blue - reminiscent of the vintage record player in the theme image, used in the 2025 poster design.
- **Use sparingly!** It's an accent, like a dazzling tie - you wouldn't want a whole suit made out of it. This blue is a great addition to a gradient made with CNOY's Winter Blue.



## black

#000000

Mostly for text.  
Sometimes for backgrounds.



## white

#ffffff

For backgrounds and text  
set on dark colors.



## grey

Pantone Cool Grey 4

Used in the logo, and on  
this year's toque.

# font options

1

BEST

## Banda Regular Banda Bold

- The **best** option, used in absolutely everything.
- Not installed by default on most computers. We can't give it away for free, but it can be purchased for a small fee at [myfonts.com/fonts/typedepot/banda](https://myfonts.com/fonts/typedepot/banda). (If you plan on designing custom CNOY material in-house, we highly recommend you purchase this font.)
- **Advanced:** Tracking for Banda Bold should be set at -30 for more compact spacing.

2

ALTERNATE

## Nunito Regular Nunito Black

- A free alternative with a similar feel. (Banda's still better though!)
- Not installed by default on most computers, but available instantly via Google Fonts, or downloadable for free at [fontsqirrel.com/fonts/nunito](https://fontsqirrel.com/fonts/nunito).

3

EASIEST

## Arial Regular Arial Bold

- A **last resort** option that is universally available on nearly every program and system - especially useful for email.
- Helvetica, a similar font, may be used instead if you have it.

# 2025 theme

Each year, CNOY relaunches with a new theme to keep things fresh and exciting. Here is the 2025 **theme image**:



## 2025 thematic elements

- **The vinyl record and turntable:** This year's theme is all about changing perspectives and revisiting preconceptions, using music as a metaphor! The primary focus is this "hero image" of the CNOY record and bright blue vintage turntable - it should be present whenever reasonably possible, particularly when it comes to materials related specifically to the 2025 campaign.
- **"Change the Tune":** Our unofficial theme slogan for 2025, used throughout the campaign.

# how to talk good

Not to be too cute about it, but CNOY's got **personality**. No starched suits here - we're wearing unflattering puffy winter clothes, stomping through streets with snot icicles clinging to our faces, we're cold and tired... but we're doing it all because we care.

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**“the cause is serious,  
but the event is fun.”**

We say this all the time as we search for that perfect mix between fun and urgency. The issues facing people experiencing **hunger, hurt, and homelessness** are gutwrenching, and we're driven by an intense core of empathy to support local charities who are cutting through the cold to make the world a little warmer.

And yet... it's also true that CNOY Day is just a **ton of fun!** People join together, trash talk, act weird, jump in the air, fall in the snow, and get up laughing. The fun frees us from being strident and dour, while the seriousness prevents us from spiraling off into vapid selfishness. Yin and yang, fire and ice, two sides of the same coin, pickles and grilled cheese: the contrast makes it pop.

So keep these things in balance. Talk about **both things** - the fun event and the serious cause - because they must exist *together*.

When you talk about the cause, **be real**. Don't get caught up in reciting statistics or repeating nonprofit-government-sociological jargon, that's how eyes glaze over and minds wander. Use your own words, feel it in your heart, and write like you're talking to a friend over coffee.

On the other hand, when you get to the fun stuff, don't be afraid to **be goofy!** Make some dumb winter puns, wear 5 hats, be self-deprecating about your fitness, do snow angels in a swimsuit. You're allowed to be as creative and fun and memorable as you want. Just remember, the cause is still serious - don't get so jokey that you stray into making light of the people you're walking for.

## Speak CNOYish

CNOY words are **warm** - they spring from the heart and don't get bogged down by cold, boring rules. So, be direct and colloquial. End a sentence with a preposition, who cares. Choose words first to be understood, with a truthful bite that makes people want to hear them.

## summary 2025

**“The Coldest Night of the Year is a winterrific family-friendly fundraising walk in support of local charities. Let's change the tune for people experiencing hurt, hunger, and homelessness... because it's cold out there.”**

## official words

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**CNOY:** The short form of 'Coldest Night Of the Year'.

*Don't use: CNY, CNOTY, WALK*

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**#cnoy:** Use the hashtag!

*Don't use: #cnoty #cnoy25 #walk25*

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**CNOY Day:** The official day of the event - Feb. 22, 2025.

*Don't use: Event Day, WALK Day*

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**It's cold out there:** The CNOY slogan, since always.



# tips and tricks

## lower-case titles

### Lowercase Titles

As a little quirk, we put big colored titles for pages or items in lowercase. (Don't go overboard and make absolutely everything lowercase though.)



### Rounded Corners

CNOY stuff is rounded! From the logo to the boxes all the way down to the font, there are very few sharp corners.



### Dotted Line or Rounded Bar Dividers


Separate chunks of disorganized or unrelated content with dotted/rounded lines.


## cool tools [cnoy.com/tools](http://cnoy.com/tools)

Visit the website for more materials, samples, and ideas **made for you** to use. You have the power!

## you don't own cnoy

**No business or charity should claim to own, run, or 'present' CNOY, or imply that the event belongs to/exists because of them.**

 Companyname Presents CNOY  
CNOY, An Event by Companyname  
Charityname's CNOY  
CNOY by Charityname

 Company, Proud Sponsor of CNOY  
CNOY Anytown, Sponsored by Company  
Raising funds for Charityname  
Charityname, Proud Partner of CNOY

Always drive people to the CNOY website!

↓  
[cnoy.com](http://cnoy.com)