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## Brand Identity Standards

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## OUR LOGO

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The CV Tech logo features a clean, modern wordmark design that evokes a progressive feel. The unique 'V' letterform design symbolizes the transformation that students experience through the relevant education and caring guidance we offer.

The visual identity for CV Tech consists of our logo, brand colors and typography. All of our communications should reflect this look, including business stationery, marketing collateral, signage and websites.

In order to build a consistent identity, it is important to reproduce the logo in its full-color design whenever possible. In situations where the colors in the logo cannot be reproduced accurately, or when the surface or background on which it is applied does not provide sufficient contrast, alternate versions, outlined in the guide, may be used.

- The logo is the main element of the CV Tech identity. It should never be changed or altered. The components of the logo should never be separated.
- The logo should only be used as depicted in these guidelines. It should never be decorated, altered, distorted or re-created in any way.
- Refer to the logo colors and usage examples to learn more about how to properly reproduce our logo.
- The logo must be reproduced from an original digital file.

## LOGO: CLEAR SPACE & MINIMUM SIZE

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### Clear Space

For visibility, impact and overall integrity, it is important to retain a minimum clear space around the logo. This area is designated as being equal to the height of the "C" in the logotype. Clear space should never be intersected or intruded upon by any other graphic object or edge. Maintain this clear space in all uses to give the logo the proper "breathing room."

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CV/TECH  Height = 0.125 inches

### Minimum Size

The logo should never be used smaller than 0.125 inches high.

## LOGO: SOLID

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### **Black Logo**

A black version of logo should be used when multi-colored printing is not an option, or when the logo is printed on a colored background without sufficient color contrast.



### **White Reverse Logo**

The white reverse version of logo should be used only when the logo must reverse out of a dark background. This logo option should only be used when it is not possible to use the full-color or solid-black logo.

**LOGO: DIVISIONAL LINES**

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**CV//TECH**

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**DIVISION NAME**

**SUB DIVISION NAME**

**CV//TECH**

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**BUSINESS & INDUSTRY SERVICES**

**WIND ENERGY TRAINING**

**Divisional Lines**

When used for branding other select divisions, an additional line can be added to the logo.

A production template is provided for uniformity.

**CV//TECH**

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**PRACTICAL NURSING**

## BACKGROUND CONTROL

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The CV Tech logo is designed to be used against a white or light background.

- When the logo is placed on a black background, use the reversed logo.
- When the logo is placed on a dark color background other than black, use the white reversed logo.
- When the logo is placed on a photographic image, the background should always provide sufficient contrast to the logo. Textured backgrounds should be subdued and never compete visually with the logo.



White background (preferred)



Reversed on a black background



Reversed on dark color background



Placed on an image

## INCORRECT USE

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Incorrect usage of the logo creates confusion in the marketplace. The examples and the list below outline how the logo should NOT be used.

- Do not change the appearance or shape of any elements in the logo.
- Do not combine the logo with any other graphic elements.
- Do not use any element of the logo as a substitute for the corporate identity or company brand name, such as in headlines, titles or text.
- Do not use the logo as a design device or element, such as in a repetitive or 3-dimensional manner.
- Do not use colors other than those specified by this guideline.



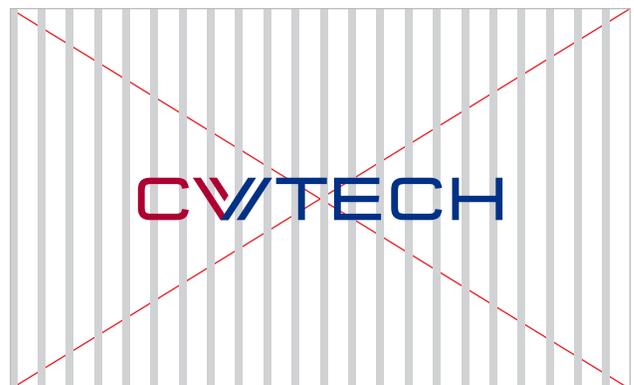
Don't change the colors of the logo



Don't add special effects to the logo



Don't change the proportions.



Don't place the logo on a distracting background

# BRAND COLOR PALETTE

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The brand color palette is used for all communications, internal and external. Neutral shades and tints of the blue may be used to further extend the color palette.

## Primary Coated



PMS: 287 C  
CMYK: 100, 75, 2, 18  
RGB: 0, 48, 135  
HEX: 003087



PMS: 207 C  
CMYK: 5, 100, 48, 22  
RGB: 165, 0, 52  
HEX: A50034

## Uncoated

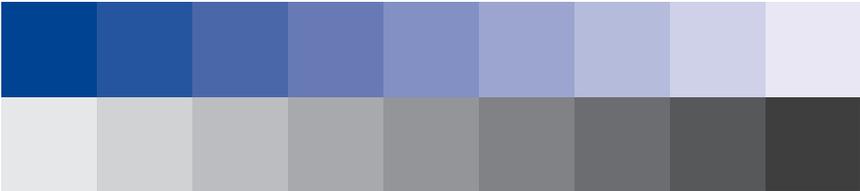


PMS: 287 U  
CMYK: 92, 62, 0, 0



PMS: 207 U  
CMYK: 5, 95, 39, 16

## Secondary



# TYPOGRAPHY

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The CV Tech brand typeface is the Gotham family. Suitable for headlines and text, Gotham should be used for all corporate communication materials. This document is a good example of its correct use.

## Special Circumstances

Marketing publications and large-scale advertising campaigns may introduce typefaces outside of the brand typefaces as needed for special features or to fit specific visual concepts.

Brand typefaces should only be used in materials that are professionally designed and produced. Do not use these typefaces in digital communications where font file incompatibility may cause loss of information. Arial is a suitable replacement to use in digital communications such as Word, PowerPoint and the Web.

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### Gotham Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**0123456789**

### Gotham Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

### Gotham Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

### Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

# STATIONERY: LETTERHEAD

Letterhead – 8.5 x 11 in.



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El Reno, OK 73036  
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Fax 405.422.2361

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January 1, 2015

Ms. Helen Jones  
President  
Jones, Jones & Jones  
123 International Lane  
Boston, Massachusetts 01234

Dear Ms. Jones:

Lorem ipsum dolor sit amet consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Lorem ipsum dolor sit amet consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

John Smith  
Director

Back - Optional Imprint

# STATIONERY: BUSINESS CARD & ENVELOPE

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Business Card – 3.5 x 2 in.



Back - Optional Imprint

Back - No Imprint

No. 10 Envelope – 9.5 x 4.125 in.

