CVTECH
Canadian Valley Technology Center

STYLE GUIDE

MAIN LOGO

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TO OBTAIN:
HTTPS://CVTECH.EDU/CVTC-LOGO-GUIDELINES

COLOR PALETTE

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

UNCOATED
PMS 287 U
CMYK: 92|62|0|0

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

UNCOATED
PMS 207 U
CMYK: 5|95|39|16

SPACING

.25"

.25"

MAINTAIN 1/4 INCH AROUND LOGO

SIZING

IDEALLY, THE LOGO IS NO SMALLER THAN
2 INCHES IN WIDTH (RESULTING IN 1/2" HEIGHT)

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BRAND FONTS

GOTHAM IS PREFERRED AS A COMPANION FONT WITH THE LOGO.
ARIAL IS AN ACCEPTABLE SUBSTITUTE.

GOTHAM LIGHT
ABCDEFGHIJKLMNO
PQRSTUVWXYZÀÅÉ
ÎÕØÜabcdefghijklmn
opqrstuvwxyzàåéîõø
&1234567890($£.,!?)

ARIAL REGULAR
ABCDEFGHIJKLMNOPQRS
abcdefghijklmnopqrstuvwxyz
0123456789

DONTS

- DO NOT USE THE OLD LOGO
- DO NOT TILT, ROTATE, SKEW, STRETCH OR DISTORT THE LOGO
- DO NOT PUT THE LOGO ON A BACKGROUND - SEE PAGE 2
- DO NOT ADD UNNECESSARY EMBELLISHMENTS SUCH AS DROP SHADOWS OR GRADIENTS TO THE LOGO

- DO NOT DETACH OR REMOVE ANY ELEMENTS OF THE LOGO
- DO NOT ADD EXTRA ELEMENTS TO THE LOGO
- DO NOT USE ANY OTHER COLORS THAT NOT ON THE APPROVED COLOR PALETTE, WHITE OR BLACK.
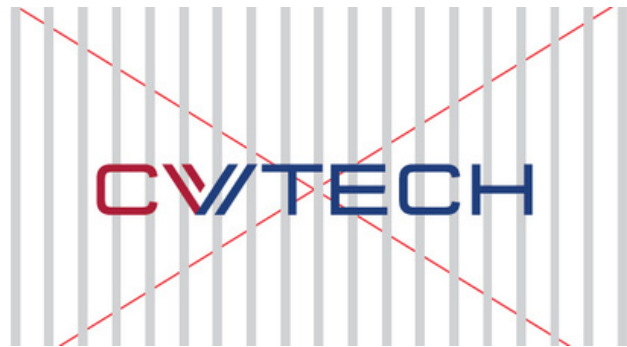- DO NOT CHANGE THE TYPEFACE

BACKGROUNDS

WHITE BACKGROUND PREFERRED

REVERSE LOGO ON A DARK BACKGROUND

PLACED ON AN IMAGE

DON'T PLACE THE LOGO ON A DISTRACTING BACKGROUND

PROMOTIONAL ITEMS

ALL PROMOTIONAL ITEMS MUST BE APPROVED BY THE MARKETING DIRECTOR

EXAMPLES INCLUDE, BUT NOT LIMITED TO:

- CLOTHING
- DRINKWARE
- WRITIING UTENSILS
- ETC.

PRINTED MATERIAL

ALL PUBLIC FACING PRINTED MATERIALS MUST BE APPROVED BY THE MARKETING DIRECTOR

EXAMPLES INCLUDE, BUT NOT LIMITED TO:

- FLYERS
- BROCHURES
- BUSINESS CARDS/STATIONERY
- ETC.

DEPARTMENT SPECIFIC LOGOS

COSMETOLOGY

BUSINESS & INDUSTRY SERVICES
WORKFORCE DEVELOPMENT

EACH PROGRAM & DEPARTMENT HAS A CUSTOMIZED LOGO. TO OBTAIN, PLEASE CONTACT:

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