CVTC STYLE GUIDE

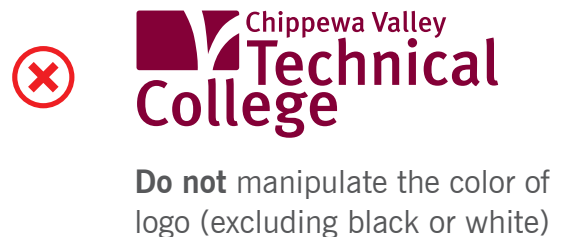## visual identity & branding

CVTC

LOGOS

general college logo use guidelines

The CVTC logo should appear on all communications. Any piece that is supported by the College must use the appropriate logo treatment. Black-and-white versions of the logo should only be used when absolutely necessary; always use the color logo when applicable.

The logo should never be stretched, cropped, or altered in any way. The logo should appear alone in a clear space, and should not be combined with other type or design elements.

**// To download these logos, please visit the Marketing page in My CVTC.**

Full color logo

Do **not** squish logo

Solid black logo

Do **not** pixelate logo

White logo on solid color giveaway item such as a backpack or pen

Do **not** manipulate the color of logo (excluding black or white)

LOGOS
size & background

The logo should appear no smaller than 1.5" wide on websites, PowerPoint presentations, and most publications. For oversized materials, such as posters, banners, and billboards, the logo may be enlarged. Certain circumstances may require the logo to be reproduced smaller than the recommended size.

In an effort to establish an overall consistent look for CVTC, the logo should not be placed on a background that does not offer significant contrast.

White

20%

40%

50%
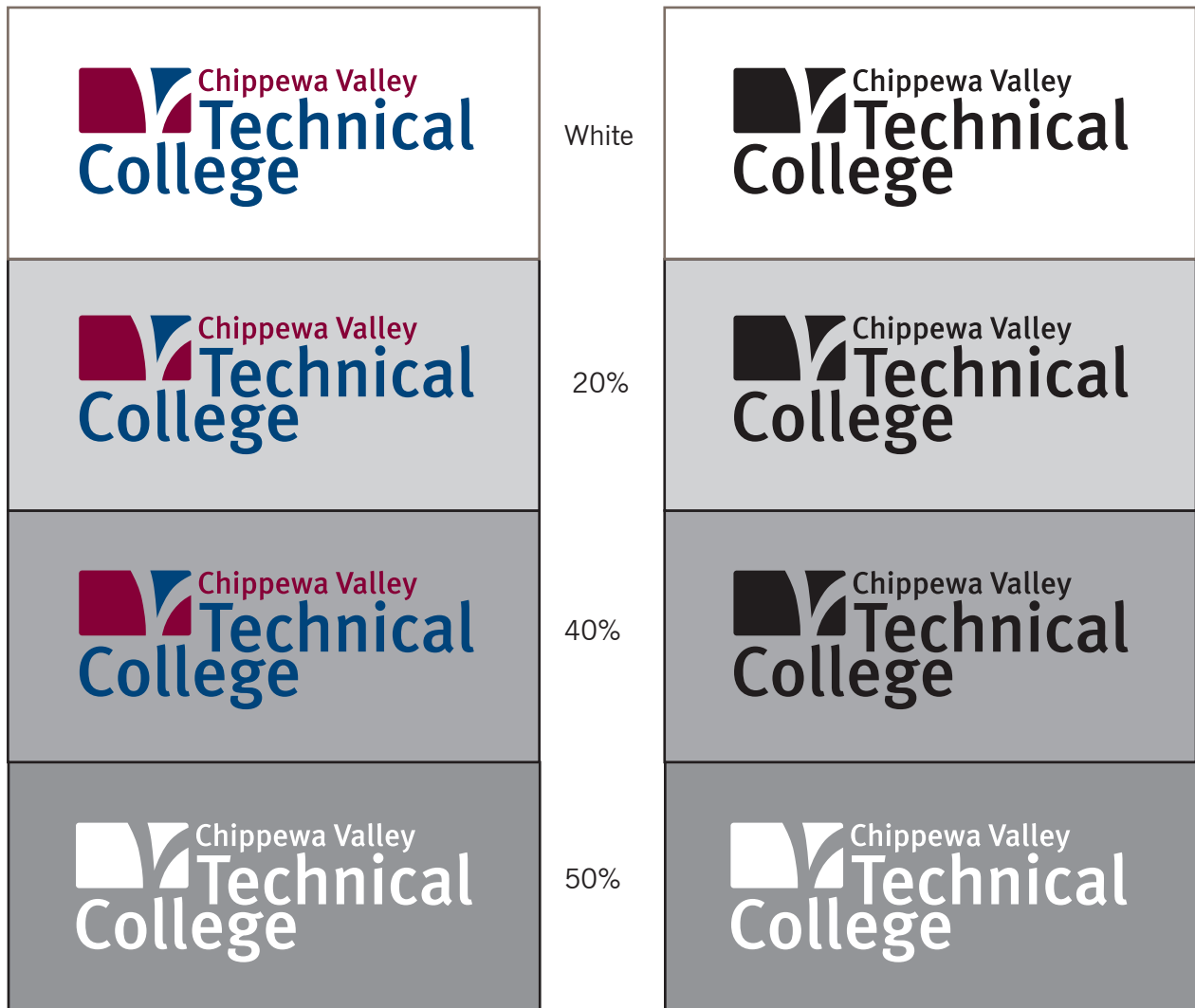
LOGO PLACEMENT

To ensure its integrity and visibility, the CVTC logo should be kept clear of competing text, images, and other marks. It must be surrounded on all sides by adequate white space—a space equal in size to the height of the symbol.

UNIT OF
MEASURE

This is the minimum
white space. Ideally, the logo should be
surrounded by additional white space
whenever possible.

LOGOS

alternate logo guidelines

The official CVTC logo should be used whenever possible; however, due to space restrictions on many web pages and promotional items, alternative versions of the logo are provided below.

// To download these logos, please visit the Marketing page in My CVTC.

LOGOS

campus, department & program logo guidelines

Departments or programs of the College all have a personalized logo. Typically these logos are used on apparel or giveaways such as pens, t-shirts, or lanyards. Manipulation of these logos is extremely prohibited. As a prominent institution in the community, it's important that we uphold the integrity of our brand. To maintain this image, the logo cannot be altered and nothing can interfere with the emblem.

// To receive digital files of your logo, please contact the marketing department.

✅ **River Falls Campus** (CVTC)

Full color logo

❌ **Truck Driving Program** (CVTC)

Do not squish logo

✅ **Continuing Education** (CVTC)

Solid black logo

❌ **Residential Construction Program** (CVTC)

Do not add objects onto or near logo

✅ **Accounting Program** (CVTC)

White logo on solid color giveaway item such as a backpack or pen

❌ **Pharmacy Technician Program** (CVTC)

Do not pixelate logo

❌ **Business Management Program** (CVTC)

Do not manipulate the color of logo (excluding black or white)

LOGOS

club logo guidelines

Clubs within the College have more flexibility for logo customization. The official CVTC emblem cannot be used within club logos, however use of the CVTC sticker (example shown below on Horticulture Club and Paralegal Club) is allowed. Clubs are allowed to choose their own colors.

// **To have a custom club logo created, please submit a marketing request.**

**Do not** add the CVTC emblem to a club logo

COLOR PALETTE

It is important that CVTC maintains consistency of visual communications across various media types and materials. Using approved colors in all communications will strengthen CVTC's identity, create impact, and help differentiate information. CVTC's Red and Navy should be used as the dominant colors, and the other colors in the palette are used as accent colors.
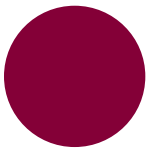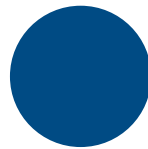
Red

PMS P 70-16 C

C0 M100 Y33 K54

R132 G0 B55

HEX#840037
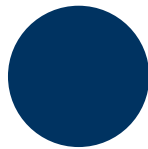
Navy

PMS P 108-16 C
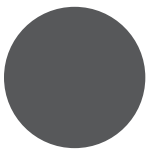
C100 M52 Y0 K60

R0 G52 B98

HEX#003461

Blue

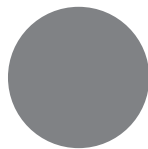C100 M56 Y0 K34

R0 G75 B133

HEX#004b85

Yellow

C5 M34 Y95 K0
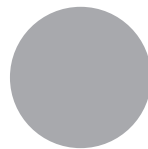
R239 G174 B42

HEX#efad2a

80% Gray

C0 M0 Y0 K80

R88 G89 B91

HEX#58585b

60% Gray

C0 M0 Y0 K60

R128 G130 B133

HEX#808284

40% Gray

C0 M0 Y0 K40

R167 G169 B172

HEX#a7a9ab

20% Gray

C0 M0 Y0 K20

R209 G211 B212

HEX#d1d2d4

10% Gray

C0 M0 Y0 K10

R230 G231 B232

HEX#e6e7e8

COLOR USE

Our CVTC colors come in different formats. It's important to understand these formats so when you use our brand colors, you know how to correctly apply.

Digital

When using our logo on digital platforms, we recommend using **RGB**, or **Red Green Blue**, which is a color space designed for screens. Hex is the web format for RGB.

[RGB] 132 0 55
[HEX] 840037

Print Production or Giveaways

When producing any kind of project that requires a professional manufacturer or printer, we recommend a **Pantone** color match. Pantone is a standarized color system used by various industries.

[PMS] P 70-16 C

Standard Printing

When using a standard printing method such as laser, inkjet, or offset, we recommend **CMYK**, or **Cyan Magenta Yellow Black**, which is a color space designed for modern digital printers.

[CMYK] 0 100 33 54

PRIMARY FONTS

CVTC typographic style contains variations of NewsGothic. These fonts are used in all marketing to ensure continuity of the College's visual identity. These fonts are installed on all College computers.

// **Contact marketing@cvtc.edu if you need to access the fonts.**

PRIMARY TITLES

Font: NewsGoth BT

Leading: 48pt

Treatment: Bold, all capitals

Color: CVTC Red or Blue

Spacing After Title: 0.333in

Secondary Titles

Font: NewsGoth BT

Leading: 40pt

Treatment: All lowercase, no punctuation

Color: 80% Gray

Spacing After Title: 0.3125in

MAIN BODY TEXT

The Main Body Text is meant to be an introduction. It grabs the reader's attention and provides an overview about the subject of the brochure, flyer, web page, etc. It always starts with a Secondary Title, and the last paragraph should always be the call to action.

Main Body Text

Font: News Gothic BT

Leading: 18pt

Color: CVTC 80% Gray

Spacing After Paragraph: 0.25in

// Call to action.

Font: News Gothic BT

Leading: 18pt

Treatment: Bold & 0.5 stroke

Text Color: CVTC Blue

Slash Color: CVTC Yellow

Disclaimer

Font: News Gothic BT

Leading: 11pt

Text Color: 80% Gray

SMALL BODY TEXT

This type solution is for the finer details, such as lists of services, locations, or classes. It always starts with the Small Body Text Heading and can be followed by a paragraph, bulleted list, or dotted lines between statements.

Small Body Text Heading

Font: News Gothic BT

Leading: 15pt   **Color:** CVTC Blue

Treatment: Bold, title capitalization, Dotted Line the width of the column

Spacing After Dotted Line: 0.06in

Small Body Text
- Bulleted Lists

Font: News Gothic BT

Leading: 13pt

Text Color: Black   **Bullet Color:** CVTC Yellow

Spacing After Paragraph/List Item: 0.0625in

Dotted Lines Between Small Body Text

Font: Futura Md BT or Georgia

Leading: 3pt   **Color:** CVTC Yellow

Treatment: Small Body Text spacing after paragraphs is set to zero.

Spacing Before Dotted Line: 0.08in

Spacing After Dotted Line: 0.06in

DESIGN ELEMENTS

Use the red fold over to make header text pop on a page.

ACADEMIC SERVICES
CHECK OUT OUR **FREE TUTORING OPPORTUNITIES** AVAILABLE TO ALL STUDENTS

Chippewa Valley
Technical
College

Struggling to keep up in class or looking to get ahead? Learning Centers are located on each campus to provide support to all CVTC students. The Academic Services team provides homework help, study skills, test preparation, technology support, and other tutoring services. Learning materials and one-on-one assistance is provided by qualified faculty and peer tutors in our open lab(s).

FACULTY & STUDENT TUTORS AVAILABLE

COMPLETELY FREE FOR ANY CVTC STUDENT

FLEXIBLE AVAILABILITY & DROP-IN SESSIONS

AVAILABLE 24/7, IN PERSON & ONLINE

CVTC does not discriminate on the basis of race, color, national origin, sex, disability, or age in employment, admissions, programs, or activities. General inquiries regarding the College's non-discrimination policies may be directed to: Director of Human Resources • Chippewa Valley Technical College • 620 W. Clairemont Ave. • Eau Claire, WI 54701 • 715-833-6377 • WI Relay: 711

CVTC

A WORD TO THE WISE:
START COLLEGE IN HIGH SCHOOL

Accumulate free college credit, discover areas of interest, & build academic confidence **before graduating high school**

STYLE OF IMAGERY

Image style plays a critical role in developing a vivid and meaningful identity for CVTC. We have built a library of photos taken by professional photographers that have a similar style. Dynamic cropping, natural lighting, and a candid, purposeful subject matter are all a part of what makes the personality of CVTC evident in the photography.

Strive to use imagery that supports the CVTC personality. Please keep the photographs true-to-color and avoid applying additional effects.

Resolution guidelines:
300 dpi for print
250 dpi for newsprint
72 dpi for web/email

// Submit a marketing request if you're looking for a specific image.