

CTE



FVTC

style guide:

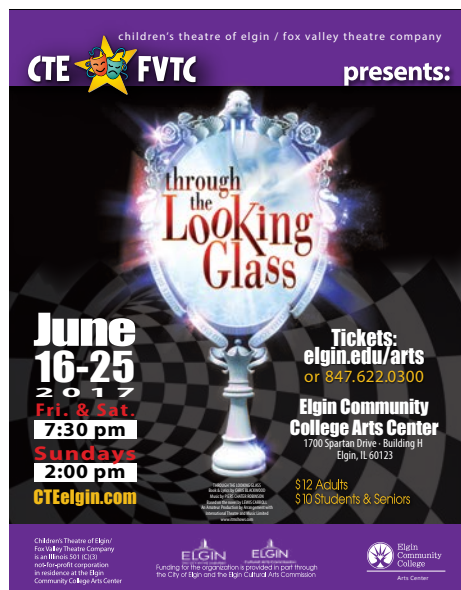
### Branding Guidelines

Building a united brand depends on compliance with certain graphic standards. Using standardized guidelines for our communications ensures that everyone is projecting the same image of CTE/FVTC by using the same typefaces and similar templates for publicity pieces, newsletters, and stationery.

It is in the interest of everyone to follow these guidelines. The more that do, the more powerful brand we all have.

Scaled-down samples of 8.5 x 11 inch flyers below.

**Specifications:** Top color bar is 8.5" x 1.42" and bottom color bar 8.5" x 1.1" and on 11 x 17 inch posters, top color bar is 1.75" and bottom color bar 1.5." Show logo extends to about halfway down, date block on left, ticket/venue block on right, grant logos and NFP information in bottom band. Adapt for magnets, small flyers, and online use.



**PURPLE BARS** are to be used for combined CTE/FVTC plays.

**BLUE BARS** are to be used for CTE plays.

**TEAL BARS** are to be used for FVTC plays.



C- 75 R- 102  
M- 100 G- 45  
Y- 0 B- 145  
K- 0 652c90



C- 85 R- 27  
M- 50 G- 117  
Y- 0 B- 188  
K- 0 1b75bb



C- 77 R- 28  
M- 11 G- 168  
Y- 45 B- 157  
K- 0 1ca79c

Other logo colors for use as needed:



C- 0 R- 222  
M- 70 G- 103  
Y- 84 B- 55  
K- 9 de6636



C- 0 R- 241  
M- 24 G- 186  
Y- 97 B- 25  
K- 5 f1b919

### Fonts:

## Impact

Myriad Pro Regular, **Bold**, Condensed, **Condensed Bold**, & Light Condensed