

PRIMARY LOGO



This is the primary logo for CCM. This is the logo that should be used in most situations.

ALWAYS:

- Use one of the final 6 approved files for this primary logo that have been provided.
- Keep ample “clear space” around the logo, separate from other elements/text.

NEVER:

- Move or reconfigure the logo elements.
- Stretch the logo.
- Change the colors from the approved versions.
- Add shading to the logo.

MINIMUM SIZE:



PRIMARY COLOR PALETTE

SCHOOL OF BUSINESS,
MATHEMATICS,
ENGINEERING AND
TECHNOLOGIES



PMS (spot color printing)
PANTONE 2758 C

CMYK (full color printing)
C: 100 M: 93 Y: 30 K: 30

RGB (digital/on screen)
R: 0 G: 30 B: 97

HEX (web)
HEX #001e61

SCHOOL OF HEALTH
PROFESSIONS AND
NATURAL SCIENCES



PMS (spot color printing)
PANTONE 380 C

CMYK (full color printing)
C: 64 M: 7 Y: 34 K: 0

RGB (digital/on screen)
R: 87 G: 182 B: 178

HEX (web)
HEX #57b6b2

SCHOOL OF
LIBERAL ARTS



PMS (spot color printing)
PANTONE 7472 C

CMYK (full color printing)
C: 18 M: 0 Y: 87 K: 0

RGB (digital/on screen)
R: 218 G: 227 B: 67

HEX (web)
HEX #dae343

TYPOGRAPHY

The primary font, which is also used in the logo is “BLANCH” in condensed weight. This font is always ALL CAPS.

This font and weight should be used primarily for headlines.

The secondary font is “GOTHAM” in book weight.

This font and weight should be used primarily for body copy.

“GOTHAM” in bold weight should be used if more variety or contrast is necessary, for example: subheads or call-outs.

BLANCH - CONDENSED

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z

GOTHAM - BOOK

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9

GOTHAM - BOLD

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9

SECONDARY LOGOS

SECONDARY LOGO



This is the secondary logo for CCM. This should be used wherever the branding needs additional support (if the primary logo of CCM is not enough information). Specific uses include: letterheads, envelopes, business cards and booklets.

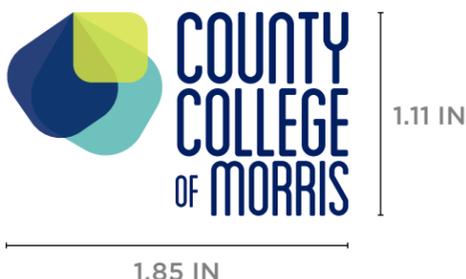
ALWAYS:

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- Keep ample “clear space” around the logo, separate from other elements/text.

NEVER:

- Stretch the logo.
- Change the colors from the approved version.
- Add shading to the logo.
- Change the opacity of the icon. (85%)

MINIMUM SIZE:



ICON



This is the icon for CCM. This can be used alone, as a decorative element. Primary uses are: digital (can be animated), social media pages, t-shirts and other merchandise.

ALWAYS:

- Use the final approved file for this icon that has been provided.
- Keep ample “clear space” around the icon, separate from other elements/text.

NEVER:

- Stretch the icon.
- Change the colors from the approved versions.
- Add shading to the icon.
- Change the opacity. (85%)

MINIMUM SIZE:



ALT LOGO



This is the alt logo for CCM. This is a variation of the primary logo and can be used wherever the branding needs additional support (if the primary logo of CCM is not enough information).

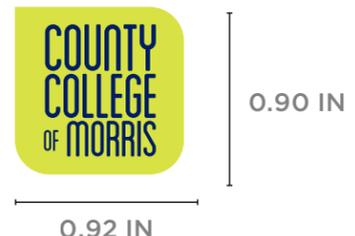
ALWAYS:

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NEVER:

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- Change the colors from the approved versions.
- Add shading to the logo.

MINIMUM SIZE:



FALL 2020



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- DIGITAL MEDIA
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- DIGITAL MEDIA
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