Identity Standards Quick Start Guide

Logo Configurations

- **Vertical Logo**
  - Minimum size = 5/8”

- **Horizontal Logo**
  - Minimum size = 1.5”

- **Stacked Logo**
  - Minimum size = 1”

Logo Signature
Position and Usage on publications

Two positions on a publications for logo signature, the upper left corner or the bottom right corner of a document.

Create Your Future

The slogan “Create Your Future” can be used as a headline in a campaign or as an adjunct subhead to a primary headline. We recommend using Italic font styles to reinforce the sense of “future and forward motion” as well as initial CAPS of each word for emphasis. Please see the FONT section of the Identity Standards Guideline for a library of approved fonts.

Inconsistent and misuse of the logo will result in a negative and confusing image. The WVC logo is not to be re-created, re-drawn or distorted in any way.

Logo Color Options

- **Black version** is the base art for applications other than printing, ie: embossing, die-cutting, as well as faxes and ink stamps.
- **The all green version** can be used when 1 color printing (green) is used.
- **The 1 color black version** includes a screen tint symbol to simulate the 2nd color may be used in black and white ads.

Incorrect Logo Usage

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Reverse Logo
Typography

Primary Sans Serif Typeface
- Helvetica Neue Light
- Helvetica Neue Light Italic
- Helvetica Neue Medium
- Helvetica Neue Medium Italic
- Helvetica Neue Bold
- Helvetica Neue Bold Italic
- Helvetica Neue Condensed Bold
- Helvetica Neue Condensed Bold Italic

Serif Typeface
- Times New Roman Regular
- Times New Roman Italic
- Times New Roman Bold
- Times New Roman Bold Italic

Alternative Typeface
- Hoefler Text
- Hoefler Text Black
- Hoefler Italic
- Georgia
- Optima
- Gill Sans
- Impact

Color System

Primary Color
- Primary Color
- Process Black

Secondary Colors
- Accent Colors

Neutrals
- Cool Gray 1
- Cool Gray 2
- Cool Gray 5
- Cool Gray 8
- Cool Gray 10
- Cool Gray 11

Accents
- Accent Colors

Tints
- Tint Colors

Logo and Department Name

Correct Usage Example
- Business Administration
  - Department name
  - Helvetica Regular

Incorrect Usage Example
- Business Administration
  - Department name
  - Helvetica and special programs/ features in Helvetica Bold

For official presentations of a department with the college logo, the department name should be subordinate to the college name.

This is an example of the department name used with the college symbol.

For more information and inquiry
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