

VERMONT TECH

Visual Identity and Brand Guidelines

June 2013 | Version 1.0

BUILDING BLOCKS

Vermont Tech Logo

We're practical, straightforward, and confident—and our logo embodies these. It stands proudly on its own and needs no icon to support it.

LINEAR VERSION

This is Vermont Tech's Primary logo, which should be used to reflect the whole of the college. When using it, please select from one of these approved options before creating another.

Some examples demonstrate placement on a colored field.
Never place the logo inside a box!

Key Green on White

VERMONT TECH

Key Green on Charcoal

VERMONT TECH

White on Key Green

VERMONT TECH

Key Green on Legacy Green

VERMONT TECH

Black on approved Brand Color

VERMONT TECH

Knockout on Photograph

VERMONT TECH

Charcoal or Black on White

VERMONT TECH

Stacked Logo

STACKED VERSION

While the linear version should be the default choice, this alternate lockup of the logo may be better suited for narrower formats such as signage or as a square icon, because it can better fill the space.

Since this lockup is center-aligned, placement will tend to be best in the center, rather than anchored in a corner.

Again—never, never, ever place the logo inside a box!

Key Green on White

**VERMONT
TECH**

White on Key Green

**VERMONT
TECH**

Key Green on Legacy Green

**VERMONT
TECH**

Charcoal or Black on White

**VERMONT
TECH**

VTC Monogram

VTC. It's our web address. People know us & refer to us this way. The bottom line is that it's the most efficient way to refer to the college, and it's here to stay.

While it may have some mixed historical meaning associated with it, our job is to inject the right meaning into it over time.

- **The VTC monogram is NOT our logo. Please do not refer to it as such.** Do not use it in place of a logo.
- **It is a mark for the believers**—for internal audiences and those already part of the Vermont Tech family.
- **The VTC monogram should never be used for marketing purposes.** It is intended to be a supporting element, usually used within proximity of the primary logotype.
- **If VTC and logotype are used together** the letters in the monogram should be smaller than the logotype.
- **The minimum recommended size** for the circular monogram is .375" to preserve legibility.

VTC Monogram on its own



VTC Monogram with linear logotype



VTC Monogram with stacked logotype



Monogram Lockup

- **VTC is smaller.** If VTC and logotype are used together, the VTC in the monogram should always be smaller than the logotype, in deference.
- **Always centered.** When used together, the circle should be centered in relation to the logotype, never to the left or any other configuration.
- **Vertical Spacing.** The spacing between the circle and the logotype is equal to the height of the VTC.



Clear Space

The Vermont Tech logo is most effective when surrounded by as much open space as possible.

A minimum amount of clear space, equal to the height of the “H” should surround the logo at all times, as demonstrated on this page. Always use approved and provided electronic artwork.

This clear space guideline is a rule of thumb to be followed in most instances.



- ↑ The poster layout above breaks this rule in an approved manner. In this instance, the Vermont Tech logo is being used as part of a sentence, with surrounding text that is low contrast so it does not visually interfere with the logo. The left and right sides of the logo adhere to the “H” clear spacing.

Program Lockups

Currently, the only approved lockup is for academic programs, centered with the linear logotype. The logo should not be locked up with any elements without the prior approval of the design agency.

- The program is set in **Brandon Text Bold**, in all caps, with extra tracking (+25).
- Text is center aligned with the linear logotype, with a target area defined between the "R" and the "C."
- The space separating the two elements is equal to the size of the counter (center circle) of the "O" in the logo.
- Longer programs may extend close to (but not exceed) the full width.
- Extremely long programs may wrap to two lines, but this is not recommended, and a shorter name should be chosen if possible.

VERMONT TECH
AGRICULTURE

VERMONT TECH
AUTOMOTIVE

VT: 26pt / Program: 20pt
= 77% ratio

VERMONT TECH
NURSING



VERMONT TECH
FIRE SCIENCE

VERMONT TECH
ELECTRICAL ENGINEERING

VT: 26pt / Program: 15pt
= 58% ratio

VERMONT TECH
**CIVIL AND ENVIRONMENTAL
ENGINEERING TECHNOLOGY**

VT: 26pt /
Program: 15pt (18 Leading)
= 58% ratio

Incorrect Usage

Do not alter, redraw or add any additional words or graphic elements to the logo. Always use approved high-resolution artwork.

**VERMONT
TECH**

Don't left-align the words.

**VERMONT
TECH**

Don't scale elements within the logo.

VERMONT TECH

Don't stretch or distort the logo.

VERMONT TECH

Don't try to recreate the logo with a typeface.



Don't use VTC monogram as a substitute for the logo.

VERMONT TECH

Don't use on a diagonal.

VERMONT TECH

Don't add a dropshadow.

**VERMONT
TECH**

Don't add stroke, gradient or other effects.

VERMONT TECH

Don't use low resolution, bitmap files.



Don't create additional VTC lockups.

VERMONT TECH

Don't place in a box or container shape of any kind.

VERMONT TECH

Don't use the logo in legacy green.

VERMONT TECH

Don't use unapproved colors.



Don't place on visually distracting backgrounds.

Color

This palette captures aspects of Vermont at various seasons while moving away from the earthy and muted colors that have become tired. We’ve retained the legacy green as a way to acknowledge our history and have introduced a new spring green as the key color. It conveys a sense of promise, potential and is easily recognizable.

“Green” should be the color that we are known for. Please see the example applications section of this document to get a sense of how the secondary colors are used.

PRIMARY COLORS



Key Green

PMS: 360
CMYK: 75/0/100/0
RGB: 112/191/71
Hex: #70be46

Charcoal

PMS: Cool Gray 11
CMYK: 67/59/53/34
RGB: 74/74/82
Hex: #484a52

Light Gray

PMS: Cool Gray 1
CMYK: 10/8/10/0
RGB: 235/222/229
Hex: #c6c4c2

SECONDARY COLORS



Legacy Green

PMS: 356
CMYK: 96/27/100/16
RGB: 23/143/79
Hex: #158d4e

Orange

PMS: 158
CMYK: 4/68/99/0
RGB: 240/110/38
Hex: #ef6d26

Gold

PMS: 143
CMYK: 4/34/93/0
RGB: 242/171/33
Hex: #f1ac21

Blue

PMS: 2915
CMYK: 58/13/0/0
RGB: 89/176/227
Hex: #59afe2

Darker Shades

When designing for screen, subtle variations in colors are often needed for legibility, hierarchy, hover states and the like. Since the website has not been designed yet, here is a starting point for adapting the color palette to on-screen use.

Key Green

Regular: #70be46

Darker: #68a74e

Charcoal

Regular: #484a52

Darker: #393d42

Light Gray

Regular: #c6c4c2

Darker: #393d42

Legacy Green

Regular: #158d4e

Darker: #258250

Orange

Regular: #ef6d26

Darker: #ce6138

Gold

Regular: #f1ac21

Darker: #cd923d

Blue

Regular: #59afe2

Darker: #5b9dbe



↑ These darker swatches were defined in Photoshop by placing a Light Gray layer above the underlying swatch, and then switching to “multiply” in the layer effects palette. The step was repeated twice to create the result.

Primary Typeface

Adelle Sans is our primary typeface, for documents and collateral produced by professional designers. It is friendly, versatile and expresses just the right amount of personality while getting out of the way. This will be our day-to-day typeface for corporate communications, ideal for setting large amount of text. Adelle Sans should only be used by a professional designer, and can be licensed here for desktop and web use: <http://www.myfonts.com/fonts/type-together/adelle-sans>

Adelle Sans Bold

Adelle Sans Bold: 36px / 42px Leading / 0 Tracking

Adelle Sans SemiBold

Adelle Sans SemiBold: 36px / 42px Leading / 0 Tracking

Adelle Sans Regular

Adelle Sans Regular: 36px / 42px Leading / 0 Tracking

Adelle Sans Light

Adelle Sans Light: 36px / 42px Leading / 0 Tracking

Adelle Sans Bold. Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut 123456789.

Bold 12px / 18px Leading / 0 Tracking

Adelle Sans SemiBold. Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt 123456789.

SemiBold 12px / 18px Leading / 0 Tracking

Adelle Sans Regular. Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt 123456789.

Regular 12px / 18px Leading / 0 Tracking

Adelle Sans Light. Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt 123456789.

Light 12px / 18px Leading / 0 Tracking

Display Typeface

Brandon Text is a cheerful typeface intended for headlines and areas where impact and strength are needed. Its subtle rounded terminals express warmth. Brandon plays a supporting role to Adelle. It should be used sparingly, for headings, pull quotes and short bursts of text, as demonstrated throughout this document. Brandon Text should only be used by a professional designer, and can be licensed here for desktop and web use:

<http://www.myfonts.com/fonts/hvdfonts/brandon-text>

In the system, Brandon Text is set most often in all caps with extra tracking

(+25 tracking / +1 letterspacing in CSS).

Mixed case may be occasionally used in short amounts for pull quotes, captions or other short display elements.

BRANDON TEXT BOLD—ALL CAPS

Brandon Text Bold: 36px / 36px Leading / +25 Tracking

Brandon Text Bold Mixed Case 123456789

Brandon Text Bold: 36px / 36px Leading / 0 Tracking

BRANDON TEXT BOLD—ALL CAPS

Brandon Text Light: 36px / 36px Leading / +25 Tracking

Brandon Text Bold Mixed Case 123456789

Brandon Text Light: 36px / 36px Leading / 0 Tracking

Alternate Font

Because licensing the selected fonts is expensive and not practical for general use, we are selecting Arial as the alternate font. It is pre-installed on every computer. This font will be used for PowerPoint presentations and any other communication not prepared by a professional designer.

ARIAL BOLD ALL CAPS

Arial Bold: 36px / 36px Leading

Arial Bold Mixed Case 1234567890

Arial Bold: 36px / 36px Leading

Arial Regular ALL CAPS

Arial Regular: 36px / 36px Leading

Arial Regular Mixed Case 1234567890

Arial Regular: 36px / 36px Leading

EXAMPLE APPLICATIONS

Campus Signage

Possible wayfinding signage shown with a mix of Adelle Sans Extra Bold, Light and Brandon Text Set in All Caps.



Apparel



School Spirit

