

TVCC Brand Quick Guide

This is a condensed, quick resource to ensure that there is consistency across the TVCC Institutional brand. For more information and a deeper look into the brand, refer to the complete TVCC Master Brand Guidelines.

PRIMARY LOGOS

Shown are the primary logos for the TVCC Institutional Brand. In addition to these marks, there are a wide variety of color ways and additional logos available in the logo suite.

ICON



HORIZONTAL

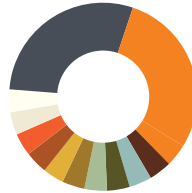


VERTICAL



COLOR PALETTE

Orange and gray are our primary brand colors. Our range of accent colors are derived from place and ties in nicely with the primary palette. They can be used to add variety, visual interest, used for data visualization and informational categorization, and convey energy for different audiences but should always play a secondary role to our primary colors. Primary orange should always be present.



152 C HEX F48120 RGB 245, 130, 32 CMYK 0, 60, 100, 0	7545 C HEX 474E58 RGB 71, 78, 88 CMYK 74, 61, 49, 32	HEX FFEF00 RGB 255, 254, 240 CMYK 0, 0, 6, 0
HEX F15D2C RGB 241, 93, 44 CMYK 0, 79, 93, 0	HEX E2AF39 RGB 226, 175, 57 CMYK 12, 31, 91, 0	HEX A5BC94 RGB 165, 188, 148 CMYK 38, 14, 49, 0
HEX AC5326 RGB 172, 83, 38 CMYK 24, 76, 100, 14	HEX A0782C RGB 160, 120, 44 CMYK 33, 49, 99, 13	HEX 575525 RGB 87, 85, 37 CMYK 58, 49, 99, 38
HEX 94BBB8 RGB 148, 187, 184 CMYK 43, 14, 27, 0	HEX 5B2D1D RGB 91, 45, 29 CMYK 42, 79, 86, 52	

TYPOGRAPHY

BRAND FONT FAMILIES

For graphics and designs, use the font families **FreightTextPro** and **Proxima Nova**. These families come in a large variety of weights, Light/Thin to Black, and have italics of each version so the typography system is versatile and compatible.

SUBHEADING TYPE — **PROXIMA NOVA BOLD**
Heading Here — **FREIGHT TEXT PRO MEDIUM**

SUBHEADING TYPE — **PROXIMA NOVA BOLD**
Body Text. Lorem ipsum dolor sit amet, **PROXIMA NOVA LIGHT**
consectetur adipiscing elit. Suspendisse iaculis
varius ex a sodales. In ligula nibh, vestibulum
non consectetur eget, vulputate non libero.
Vestibulum vestibulum venenatis maximus.
Aenean tempus porta nisi eu porta. Ut felis lorem,
molestie at aliquet nec.

“Quote, Lorem ipsum dolor sit amet, consectetur adipiscing elit.” — **FREIGHT TEXT PRO BOOK ITALIC**

BRAND TYPOGRAPHY USAGE

Display headlines, Quotes, Important numbers & Dates

FreightText Pro can be used in a variety of weights for display headlines, quotes, and important things that should be called out. Font size can be adjusted, but the these items should be the largest piece of type.

Subheads & Callouts

Proxima Nova should be used in a variety of weights for subheadlines & callouts but there are instances where FreightText Pro can also be used. Ensure there is enough size variation for heirarchy.

Body Copy

Proxima Nova should always be used for body copy, typically in light or regular weights. Size can be adjusted but should never be smaller than 9pt in print to ensure readability. Leading should never be tighter than 2 points from the font point size (example: 11pt typeface, 13pts of leading) Always ensure there is proper hierarchy between the body copy, subhead, and display headline.

VISUAL EXAMPLES



WHEN IN DOUBT, REACH OUT:
Contact the TVCC Marketing Team for support and direction