

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



Treasure Valley
COMMUNITY COLLEGE

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 FFFEF0 RGB 255, 254, 240 CMYK 0, 0, 6, 0
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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 94BBB8 RGB 148, 187, 184 CMYK 43, 14, 27, 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 5B2D1D RGB 91, 45, 29 CMYK 42, 79, 86, 52

VISUAL EXAMPLES



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