LVAIC

Lehigh Valley Association of Independent Colleges

STYLE GUIDE

Intro

This Style Guide is meant to ensure that the brand image of LVAIC stays consistent and of the very best quality in terms of branding representation whenever or wherever it is used. The LVAIC logo is the official graphic identifier of the Lehigh Valley Association of Independent Colleges and as such, should only be used with permission by the LVAIC. Any individual or institution wishing to use the LVAIC logo must contact the LVAIC group at 610-625-7888.

Official Graphic Image

The logo of the LVAIC group is used as the main graphic for visual identity and branding.

LVAIC
Lehigh Valley Association of Independent Colleges

LVAIC Colors

The following colors are designated by using the Pantone Matching System (PMS), the industry standard for printing and by using their color breakdowns for any other formats.

The primary color is **Pantone 561 C.**

CMYK equivalent: 89, 42, 64, 29
RGB equivalent: 16, 94, 85
Web Equivalent (Hex triplet): #006666

The secondary or accent color is **Pantone 5565 C.**

CMYK equivalent: 49, 24, 38, 1
RGB equivalent: 137, 167, 158
Web Equivalent (Hex triplet): #999999

LVAIC Fonts

The primary font used in the LVAIC logo is Blairmditc_tt_medium. (LVAIC)
The secondary or accent font is Century Gothic regular. (Lehigh Valley Association of Independent Colleges)

BLAIRMDITC_TT_MEDIUM

Century Gothic regular

Font size of document text should be 11 points.

Other Acceptable Logo Versions

When printing restrictions do not permit the use of color, other acceptable logo versions include turning the entire logo to black, of if on a black background, knocking out the logo to white, as per the examples.

Black ink only

Grayscale

Knockout to white

Just the "links" icon

LVAIC alone

Unacceptable Logo Versions

The LVAIC logo, in its present form, is the only acceptable version of the logo. The strength of any logo or graphic identity is maintained or grown by its continued proper use to ensure visual identification and branding continuity.

Stretched

Squished

Reversed

Tilted and reversed

Flipped

Scrambled