

LOGO GUIDELINES

Version 1.5 | 08.25.2020





Primary Color Logo



Colormark



(for dark color backgrounds)



(for dark color backgrounds)

Mono Logo: Back & White

Monomark: Black & White

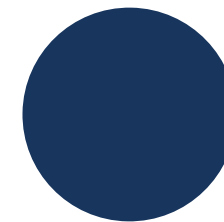
AB

ABCDEFGHIJKLMNOPQRSTUVWXYZ

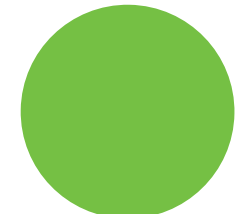
01234567890

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Typography: Geometos Rounded



BLUE
PMS 534 C
CMYC 71, 42, 0, 64
RGB 27, 54, 93
HEX #1b365d



GREEN
PMS 2286 C
CMYC 40, 0, 100, 20
RGB 122, 204, 0
HEX #7acc00

Palette

The CUSV Primary logo consists of the “COGSWELL USV” Mark in blue and green and the spelled out name “UNIVERSITY OF SILICON VALLEY” in Geometos Rounded font in the blue color. The Back & White Logo versions should be used only when color printing is not an option, or the background is a color, black or dark gray and makes the logo hard to read.



Logo Stacked TM



Logo Stacked TM Black



(for dark color backgrounds) Logo Stacked TM White



Primary Color Logo



○ = to O in Primary Color Logo

Colormark



Color Logo Stacked

Clear space is an area where other elements must not encroach into. In order to allow the logo to breathe, we use clear space as a buffer.