

LOGO GUIDELINES

20210401





Primary Color Logo



Colormark



(for dark color backgrounds)



(for dark color backgrounds)

Mono Logo: Back & White

Monomark: Black & White

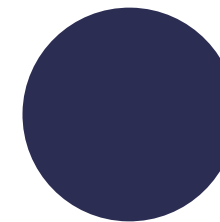


ABCDEFGHIJKLMNOPQRSTUVWXYZ

01234567890

!“\$%&/()=?`:;|“”€[]|()#&’«»Σ€®†Ω”/ø•±’

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 USV Primary logo consists of the “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.



Primary Color Logo ® FUTURE USE



Colormark TM



(for dark color backgrounds)

Primary Color Logo ® Black & White FUTURE USE



Mark TM Black



Primary Color Logo TM



(for dark color backgrounds)

Primary Color Logo TM Black & White



(for dark color backgrounds)

Mark TM White



Primary Color Logo TM



Primary Color Logo TM Black & White



(for dark color backgrounds)

Primary Color Logo TM Black & White



Logo Stacked ® FUTURE USE



Logo Stacked TM



Logo Stacked ® Black FUTURE USE



Logo Stacked TM Black



(for dark color backgrounds)

Logo Stacked ® White FUTURE USE



(for dark color backgrounds)

Logo Stacked TM White



Logo Stacked TM



Logo Stacked TM Black



(for dark color backgrounds)

Logo Stacked TM White

USV CLEAR SPACE



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.



X Logo



X Logo ® FUTURE USE



X Logo TM



X Logo Logo Black



X Logo ® Black FUTURE USE



X Logo TM Black



(for dark color backgrounds)

X Logo White



(for dark color backgrounds)

X Logo ® White FUTURE USE



(for dark color backgrounds)

X Logo TM White



X Logo TM



X Logo TM Black



(for dark color backgrounds)

X Logo TM White



X Logo

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.