

## Club156: File Guide



### TIFF's (FOR PRINT) AND JPEG'S/PNG'S (FOR WEB)

These logo files are a “rasterized bitmap treatment. The print-ready file is a “tiff” (.tif) and is a non-lossy format. The file is extremely large in pixel resolution at 300dpi (dots per inch).

The jpeg file (.jpg) is a compressed, smaller file which is ideal for web use or quick reference, including attaching in emails. Avoid using this file for most print purposes. While it looks good on a screen as intended, the compression (i.e. loss of quality) may be evident in print.

The PNG file (.png) is intended for web use, like a jpeg, but unlike a jpeg this format supports transparencies, meaning the logo is floating on a blank, transparent background. These files are sometimes larger because they do not compress like a jpeg, and they are better suited to pointing on inkjet printers.

Jpegs and PNG's are in RGB color mode, Tiffs are in RGB but should be converted to CMYK color mode or assigned PANTONEs when printed with the offset process.



### VECTOR FILES (FOR PRINT)

The “vector treatment of the logo is the main structure of the logo. The benefit of this treatment is the fact that the logo can remain in a “vector” state, not needing rasterization. This logo can be scaled to any size.

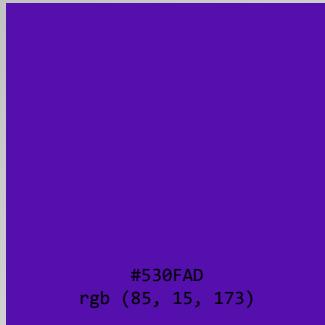


Three versions of the files are provided, a native Illustrator CS5 (.ai), a Scaled Vector Graphic (.svg), and a Portable Document Format (.pdf). All support vector artwork and can be used for the same output, however .ai files require Adobe software, whereas .svg and .pdf do not.

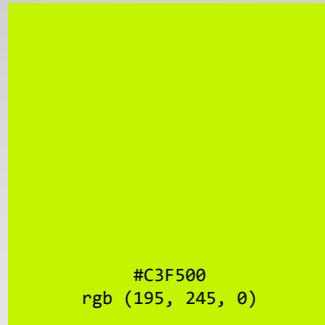
Vector files are in RGB but should be converted to CMYK color mode or assigned PANTONEs when printed with the offset process.



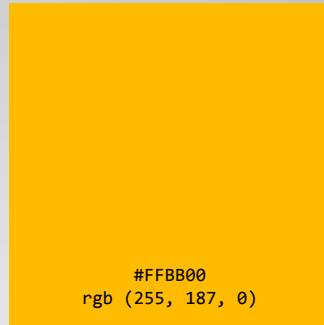
## Club156: Color Guide



#530FAD  
rgb (85, 15, 173)

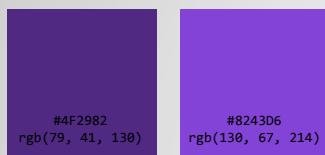


#C3F500  
rgb (195, 245, 0)

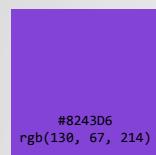


#FFBB00  
rgb (255, 187, 0)

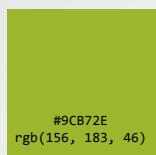
### PRIMARY COLORS



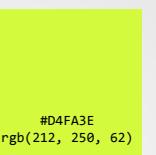
#4F2982  
rgb(79, 41, 130)



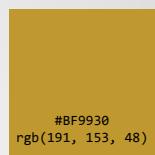
#8243D6  
rgb(130, 67, 214)



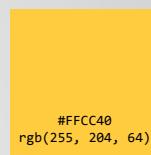
#9CB72E  
rgb(156, 183, 46)



#D4FA3E  
rgb(212, 250, 62)

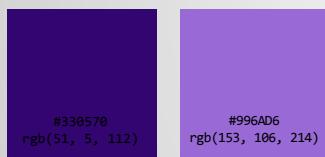


#BF9930  
rgb(191, 153, 48)



#FFCC40  
rgb(255, 204, 64)

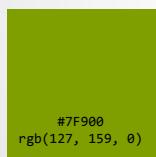
### SECONDARY COLORS



#330570  
rgb(51, 5, 112)



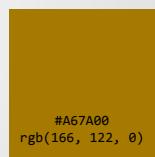
#996AD6  
rgb(153, 106, 214)



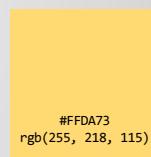
#7F900  
rgb(127, 159, 0)



#DEFA70  
rgb(222, 250, 112)

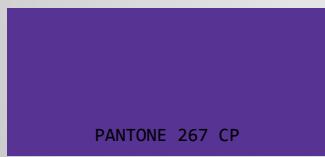


#A67A00  
rgb(166, 122, 0)



#FFDA73  
rgb(255, 218, 115)

### PRIMARY PANTONES (100%)



PANTONE 267 CP



PANTONE 382 CP



PANTONE 7408 CP

### COLOR PICKER





# LOGO

The font used for the Logo is called The 2K12. This font can be used for future renditions of the logo, or for very large banners and headings. The font is saved in the identity packet as “The 2K12.ttf”, and will need to be installed on any machine that needs to use it. This font was designed by Jayvee D. Enaguas and was downloaded from [www.dafont.com](http://www.dafont.com). It is a free font with no restrictions.

## Headings

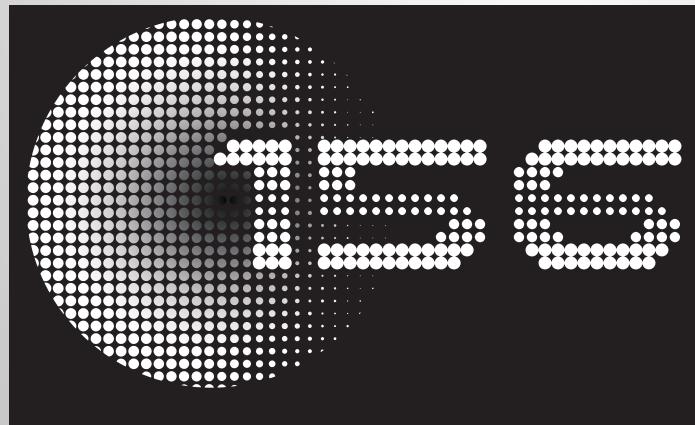
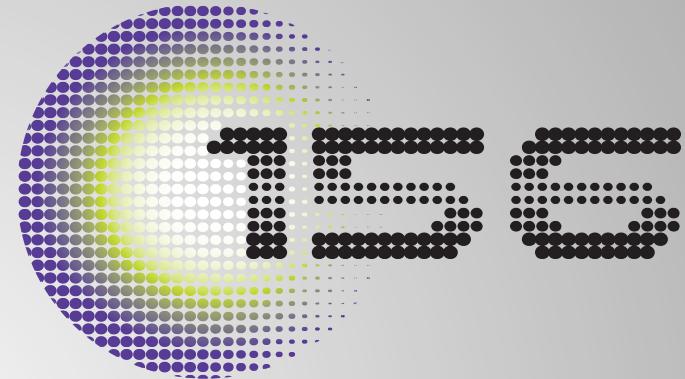
All Headings, titles, and important text should be displayed in Faktos. There are various versions of this font included in the identity packet, including regular, contour, and outline. In addition to the logo font, the variations of faktos can also be used at will to add interest to particularly important or large headings. The fonts in this font-family are saved in the identity packet as “Faktos.ttf”, “FaktosContour.ttf”, “FaktosOutline.ttf”, and “FaktosShadow.ttf”. Each font must be installed on every machine that will use it. Faktos was designed by Dieter Steffmann and was downloaded from [www.dafont.com](http://www.dafont.com). It is a free font with no restrictions.

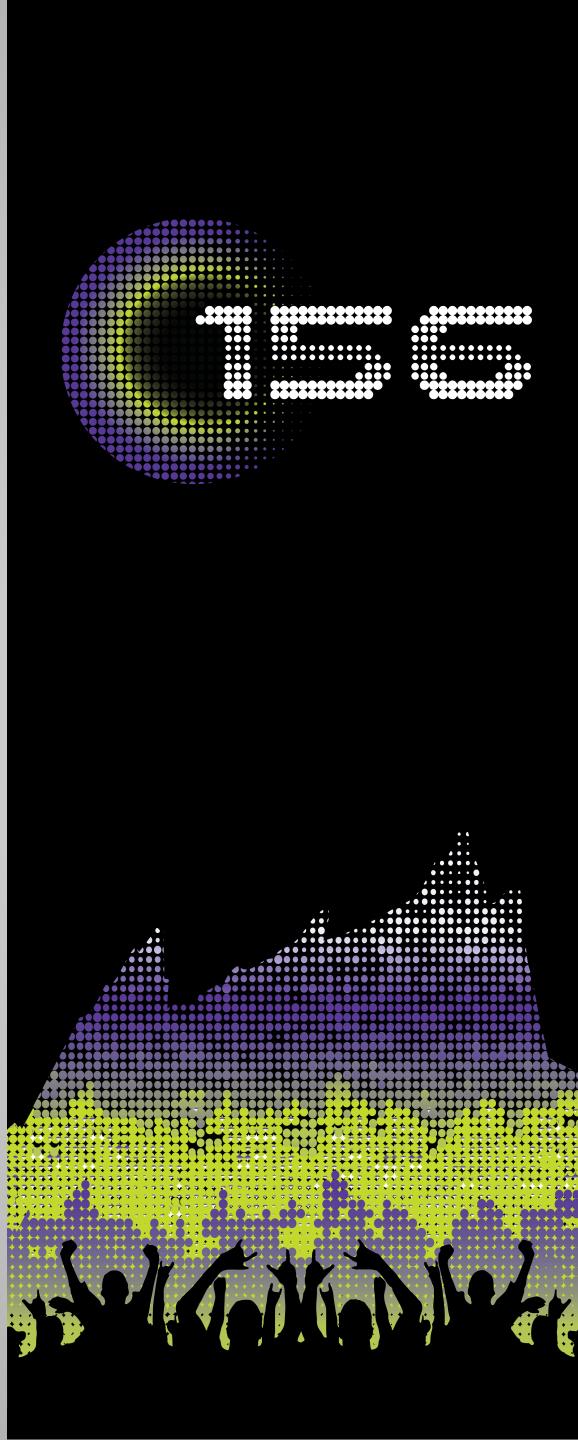
## Copy

Copy, body, and all small text should be displayed in Consolas(the font used here). The font is installed on most computers, as it is included with Microsoft Office. Consolas was designed by Lucas DeGroot, and it is owned by the Microsoft Corporation.

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Club 156: Logo Environments





# Club Door Design

# What do Phish, FUN. and The Smashing Pumpkins have in common?

They all once played at



**Imagine seeing bands like  
State Radio, Air Dubai, and FUN.  
in an audience of only  
150 people...**

This once happened at:



**Where do bands like  
THICK CHICK, Na'an Stop,  
and Radical Something  
get their start?**



**[programcouncil.com/club156](http://programcouncil.com/club156)**

**@ The UMC Connection**

**Club 156:** /kləb.156/ noun

a place where new friends  
can listen to great music  
on your very own campus

[programcouncil.com/club156](http://programcouncil.com/club156)

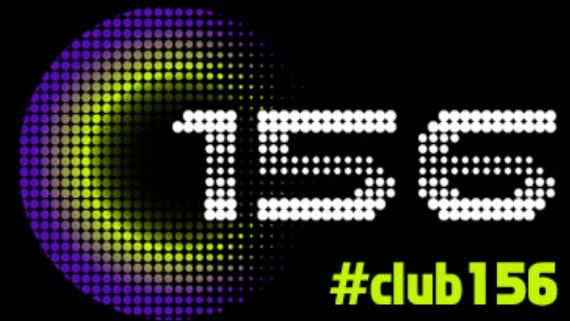
@The UMC Connection



**Club 156:** /kləb.156/ noun  
a venue to showcase your own  
music; the first step to  
super stardom

[programcouncil.com/club156](http://programcouncil.com/club156)

@The UMC Connection



**Club 156:** /kləb.156/ noun

a nightclub, esp. one  
playing fashionable dance  
music at CU Boulder

[programcouncil.com/club156](http://programcouncil.com/club156)

@The UMC Connection



**Club 156:** /kləb.156/ noun

a place that plays the latest music and encourages dancing among CU students

[programcouncil.com/club156](http://programcouncil.com/club156)

@The UMC Connection

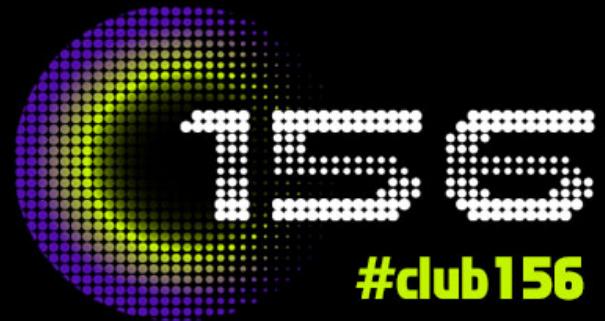


# **Club 156:** /kləb.156/ noun

a venue aimed at providing  
CU students the music  
they want to hear

[programcouncil.com/club156](http://programcouncil.com/club156)

@The UMC Connection



# **CLUB 156 WEBPAGE**

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**[www.emilysayrs.com/club156](http://www.emilysayrs.com/club156)**