livcollege

visual guidelines

Primary Logo

Clear Space

Minimum Size

.3 in

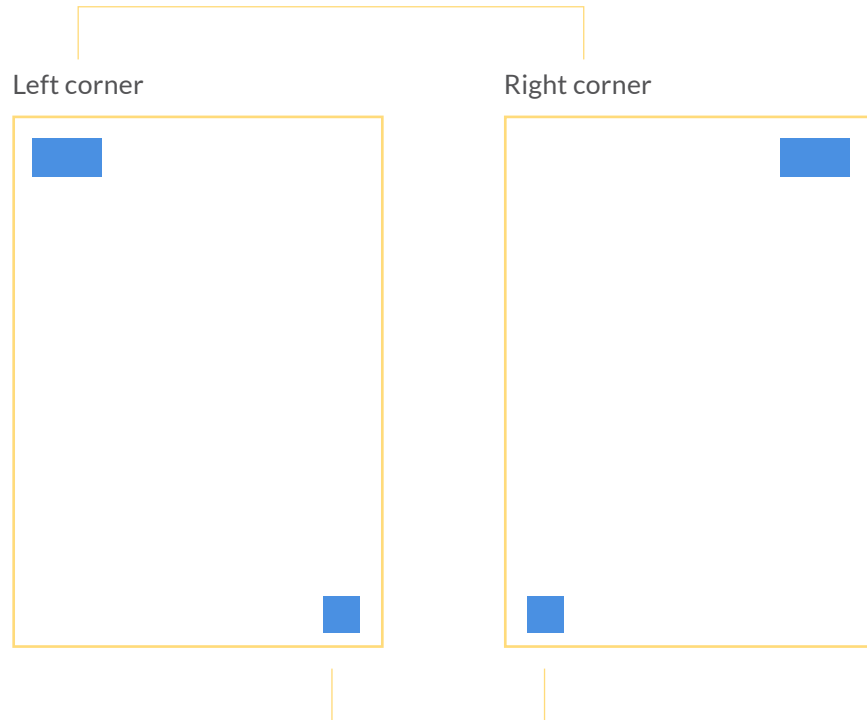## Alternate Color Options

Secondary Logo

Square Logo

All-type Logo

Logo Placement & Proportion

The primary logo should appear on either the upper left or right corner

Left corner

Right corner

Don't center

Don't make it huge

Secondary logo can only appear as an endorsement on the bottom, the primary logo should always accompany it

It is not necessary to always use the secondary logo
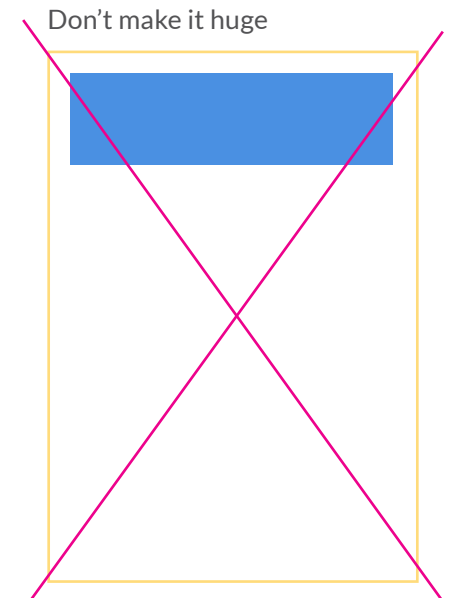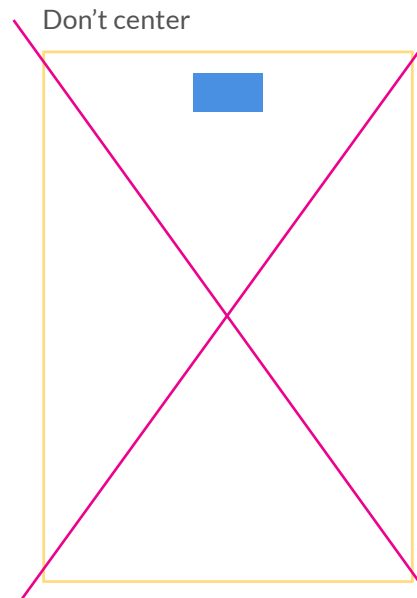
Logo Misusage

Don't:
Stretch the logo

Don't:
Change the colors

Don't:
Tilt the logo

Don't:
Use the mark with a
separate typeface

Don't:
Use a drop shadow or
other effect to
separate the logo from
the background

Don't:
Customize the logo to
specific schools. This
takes away from the
transparency of the
brand

Typefaces

Aleo

Aleo Light
Aleo Light Italic
Aleo Regular
Aleo Italic
Aleo Bold
Aleo Bold Italic

Lato

Lato Light
Lato Italic
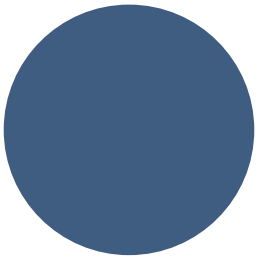Lato Regular
Lato Italic
Lato Bold
Lato Bold Italic
Lato Black
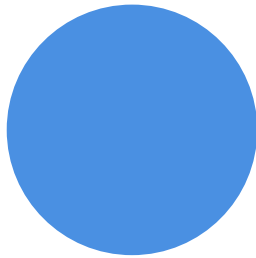***Lato Black Italic***

Color

Bachelor's Blue
R: 63
G: 93
B: 129

C: 82%
M: 63%
Y: 30%
K: 10%

#3F5D81

- Primary color
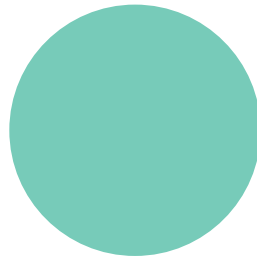- Navigation Bar
- Module Background

Bookstore Blue
R: 74
G: 144
B: 226

C: 67%
M: 37%
Y: 0%
K: 0%

#4A90E2

- Secondary Color
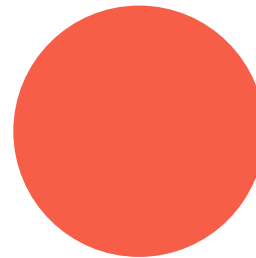- Current State
- Primary Button

GPA Green
R: 119
G: 203
B: 185

C: 52%
M: 0%
Y: 34%
K: 0%

#77CBB9

- Confirmation
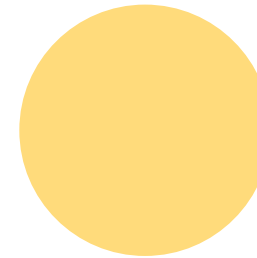- Positive Affirmation
- Primary Button

Amber Orange
R: 243
G: 95
B: 73

C: 0%
M: 78%
Y: 74%
K: 0%
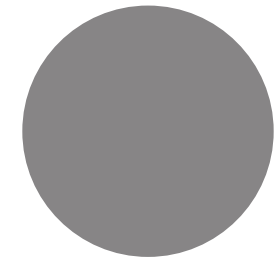
#F35F49

- Incorrect
- Error Message

Young Yellow
R: 255
G: 219
B: 123

C: 1%
M: 13%
Y: 62%
K: 0%

#FFDB7B

- Pending status

Graduation Grey
R: 134
G: 134
B: 134

C: 50%
M: 41%
Y: 41%
K: 5%

#868686

- Accent color
- Background