Conference on
College Composition
& Communication

General Brand Guide

March 2017

Organization Logo 1-Color

Conference on
College Composition
& Communication

Color:

Pantone	CMYK	HEX
165	0	f26724
	74	
	98	
	0	

Conference on
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& Communication

Color:

CMYK	HEX
100%K	231f20

Conference Logo 1-Color

Conference on
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Color:

CMYK	HEX
100% C	00aeef

Conference on
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Color:

CMYK	HEX
100%K	231f20

Organization Logo 4-Color

Color:

CMYK	HEX
	Yellow: fbb040
	Orange: f26729
	Red: dd332e

Conference Logo 4-Color

Color:

CMYK	HEX
	Lt. Blue: 00aeef
	Dark Blue: 004685
	Black: 231f20

Font Gotham

Gotham Book
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Gotham Book Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Gotham Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Gotham Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Gotham Black
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Gotham Black Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Organization Logo Usage

Conference on
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Smallest size: 1.375" wide

Conference on
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Clear Area Around logo:
the width/height of the
center **C** in the logo

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