

College Unlocked

Style Guide

Brand Colors

“Graduation Blue” (main)

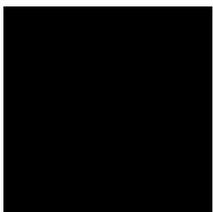


HEX: #2260BA
RGB: 34, 96, 186
CMYK: 87% 66% 0% 0%

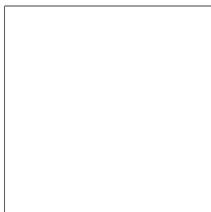
“Key Green” (secondary)



HEX: #11A33D
RGB: 17, 163, 61
CMYK: 82% 8% 100% 1%



Black



White

Fonts

Proxima Nova (main)

**Quick foxes jump nightly above wizards.
Two driven jocks help fax my big quiz.
Pack my box with five dozen liquor jugs.
A quivering Texas zombie fought republic linked jewelry.
Back in June we delivered oxygen equipment of the same size.
We promptly judged antique ivory buckles for the next prize.
My girl wove six dozen plaid jackets before she quit.**

Proxima Nova Regular is the primary font used on all communications. Different weights may be used to show emphasis.

TeX Gyre Adventor (specialty)

*Quick foxes jump nightly above wizards.
Two driven jocks help fax my big quiz.*

TeX Gyre Adventor Regular and Bold may be used on very specific occasions for important or major messaging.

Logo

Main Logo (lockup)



The lockup of the CollegeUnlocked icon, wordmark, and tagline should be the primary logo used. The wordmark and tagline are not to be used independently.

Spacing



When using the logo, keep at least one “C”-width of padding on each side. Ensure that the full-color logo is only ever placed on a white background.

Single-Color Versions

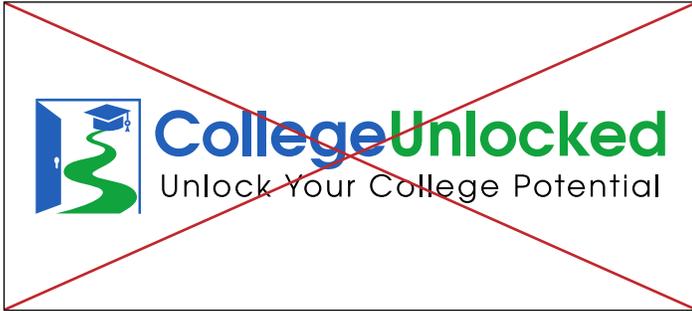


The white lockup should be used as a corner watermark on photos and videos.

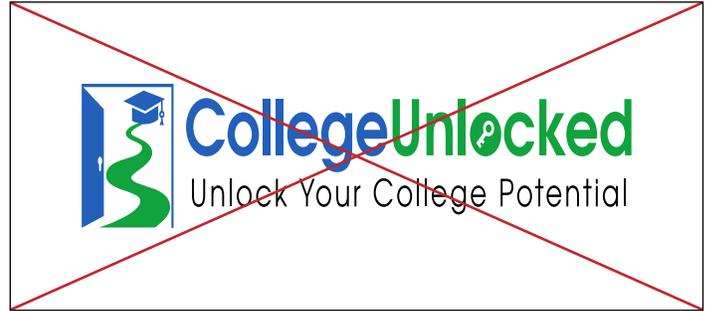


The black lockup should be used on print materials when multi-color printing is unavailable.

Considerations



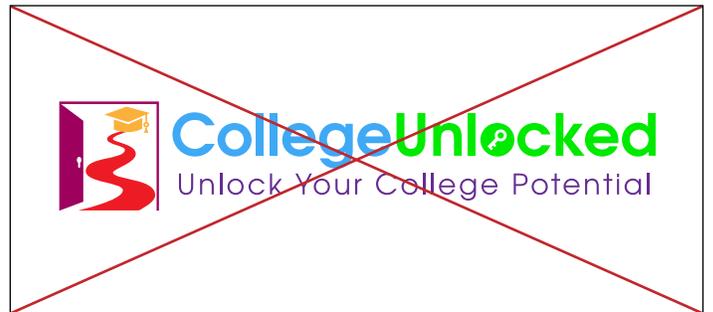
Avoid replacing the key emblem with a letter "o".



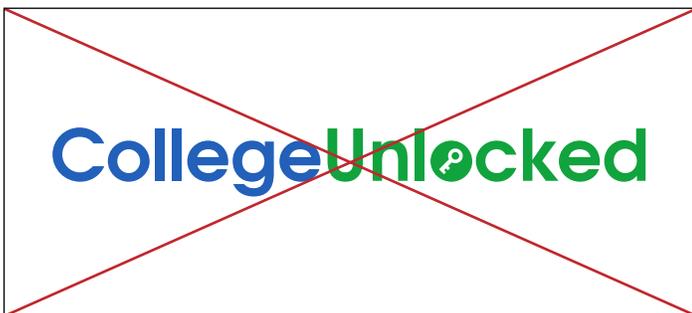
Avoid distorting the logo.



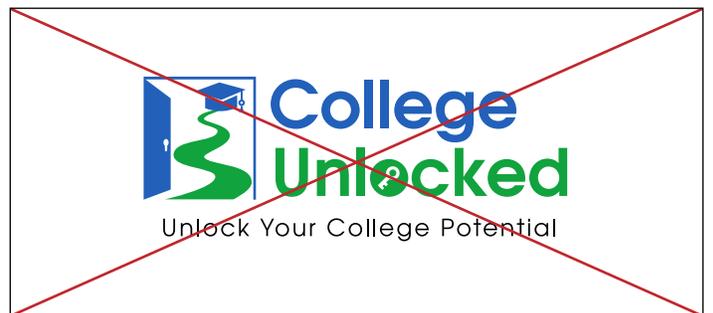
Avoid using the logo in greyscale.



Avoid changing the colors of the logo.



Avoid removing any elements of the logo.



Avoid reorganizing the logo elements.

Square Icon



The standalone icon is slightly different than the icon from the logo lockup; it has been reshaped to be a perfect square and has a complete blue “box” border. This icon should be used in profile pictures and secondary advertising.

Alternate Versions



This version should be used when profile pictures are cropped to circles.

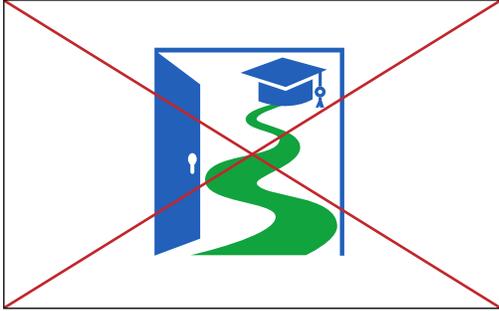


This version should be used when profile pictures are cropped to squares.

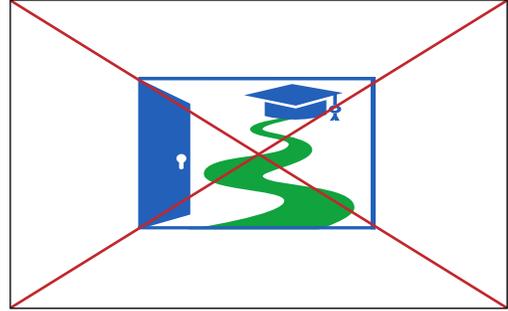


The one-color white icon should be used as a corner watermark on photo and video advertisements.

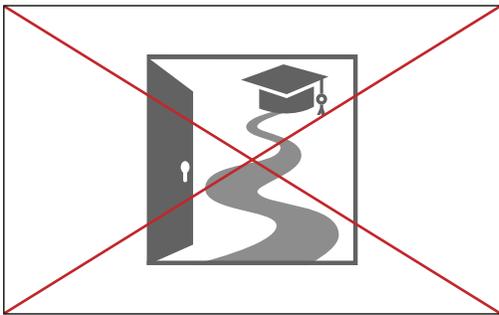
Considerations



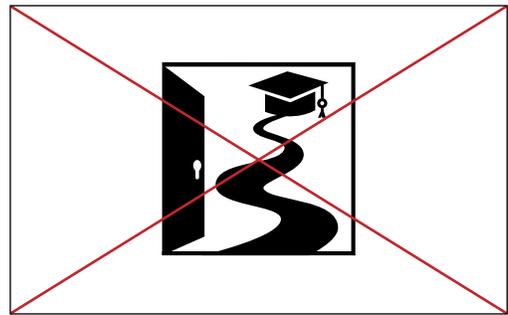
Avoid using the icon from the logo lockup.



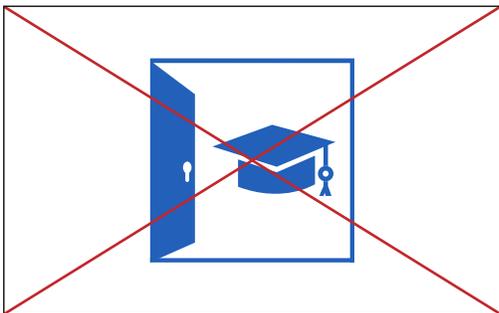
Avoid distorting the icon.



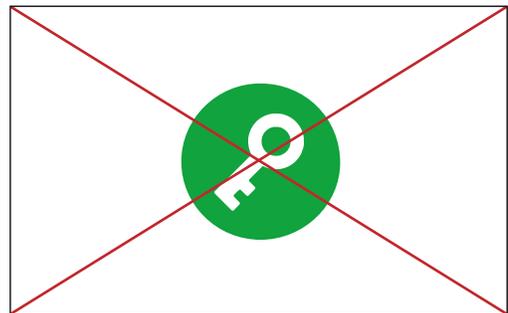
Avoid using the icon in greyscale.



Avoid using the icon in one-color black.



Avoid removing any elements of the icon.



Avoid using any other icons from the logo.

The logo for kesem DESIGN is presented within a solid black rectangular background. The word "kesem" is written in a bold, lowercase, sans-serif font. Below it, the word "DESIGN" is written in a smaller, uppercase, sans-serif font, with each letter spaced out.

kesem
DESIGN

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