

Thank you for downloading the Center for Creative Entrepreneurship branding assets.

Please follow these brand guidelines when using these assets to help maintain visual consistency across all channels.

APPROVED LOGOS

PRIMARY LOGO - Stacked

This is the approved primary brand logo for Center for Creative Entrepreneurship. This two color logo is the preferred mark for most situations. Always use the approved brand colors, proportions and minimum safe are without alteration when using any of these marks.



CENTER FOR **CREATIVE
ENTREPRENEURSHIP**

PRIMARY LOGO - Inline

This is the approved inline version of the primary logo. This two color mark should be used when vertical space is limited and the primary stacked logo can not be used.



CENTER FOR **CREATIVE
ENTREPRENEURSHIP**

ALTERNATE LOGO - Badge

This alternate logo may be used when the primary logos can not be used. This three color mark works well when used on a dark background, or when the text must be contained within the boundaries of the mark. This mark may be used with either a white or yellow background. Use the mark with the yellow circle when using this mark on a white background.



These are the approved one color brand logos. Use these one color logos only when using the multi color logos is not possible. Maintain contrast between logo color and background color for visibility and readability. Use the yellow or white one color logos on a dark background only, never use these on a white or light colored background.



The minimum clear space for each logo should be at least twice the cap height of the text CENTER CREATIVE ENTREPRENEURSHIP used in the logo.



Do not squash, stretch, rotate or otherwise alter the dimensions or orientation of any logo.



Do not alter, or use any other colors other than as shown in the APPROVED LOGOS section. Do not use gradients, transparency or tints when rendering any CCE logo.

TYPOGRAPHY

APPROVED FONTS

The font family Source Sans Variable should be used for all CCE text.

For headline copy use
Source Sans Variable Bold.

For body copy use
Source Sans Variable Regular.

Source Sans Variable Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$%^&*()

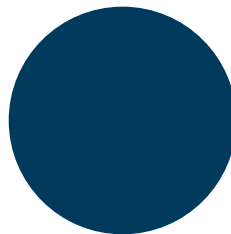
Source Sans Variable Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$%^&*()

COLORS

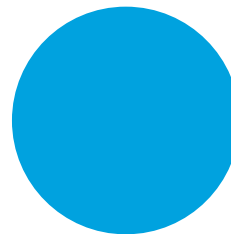
APPROVED COLORS

These are the approved colors for
Center for Creative Entrepreneurship.



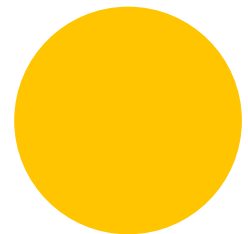
NAVY

HEX 003A5D
PANTONE 302 C
CMYK 100, 78, 39, 29
RGB 0, 58, 93



CYAN

HEX 00A0DF
PANTONE 299 C
CMYK 75, 21, 0, 0
RGB 0, 160, 223



YELLOW

HEX FFC600
PANTONE 7548 C
CMYK 0, 22, 100, 0
RGB 35, 31, 32

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