



## BRAND & LOGO GUIDE

CREATED BY:

**ENVISION3**

INSIGHT • INNOVATION • COMMUNICATION

## PRIMARY LOGOS

---

### Primary Logo

This full color gradient logo should be used in all color applications when applicable.



### 1 Color Logo

This logo should be used when screen printing or reversing out logo on a colored background



### 2 Color Logo

This logo should be used when screen printing



### Black & White Logo

This logo should be used when printing a black and white document. The Gradient has been removed for a cleaner print.



## PRIMARY COLORS

---



Pantone 7461 C  
C:95 M:41 Y:06 K:0  
R:0 G:124 B:186



Pantone 7741 C  
C:77 M:25 Y:100 K:10  
R:65 G:135 B:63



Pantone 2975 C  
C:25 M:0 Y:03 K:0  
R:152 G:213 B:233



Pantone 375 C  
C:46 M:0 Y:100 K:0  
R:149 G:214 B:0

## PRIMARY FONTS

---

### Tagline/Phrasing typeface

This font is included in the secondary logos, but should be used if additional logos (with phrasing) are created

Benton Sans Condensed - Regular

## SECONDARY LOGOS

---

### Tagline Logo

This logo should be used when the company tagline is appropriate



### Name as Tagline Logo

This logo should be used when clarification of the CRLA acronym is needed



### Mentor Training Logo

This logo should be used for the International Mentor Training Program



### Tutor Training Logo

This logo should be used for the International Tutor Training Program



## SUGGESTED SECONDARY COLORS

---



Pantone 1955 C  
C:29 M:100 Y:70 K:27  
R:143 G:19 B:54



Pantone 654 C  
C:100 M:84 Y:30 K:17  
R:0 G:58 B:112



Pantone 715 C  
C:0 M:54 Y:93 K:0  
R:250 G:141 B:41



Pantone Cool Gray1  
C:12 M:10 Y:12 K:0  
R:219 G:149 B:152



100% Black  
C:0 M:0 Y:0 K:100  
R:30 G:30 B:30



Pantone 109 C  
C:0 M:16 Y:100 K:0  
R:255 G:209 B:0

# LOGOS IN USE

---

## Suggested Logo Background Colors

The main logo is intended for use on a white background, but below are examples of color options. Typically the logo will work with light or dark tones. The logo itself is crafted of mid tones.



100% Black w/ Reversed Out (white) Logo



Pantone 7461 C 15%Tint

C:10 M:05 Y:0 K:0



100% Black w/ Full Color Logo



Pantone Cool Gray1

C:12 M:10 Y:12 K:0



Pantone 539 C

C:97 M:76 Y:51 K:57



# LOGOS IN USE CONTINUED...

✗ Do Not Do The Following  
Below are examples of what not to do with the logos.

✗ Avoid mid tone backgrounds

✗ Avoid highly saturated colors



✗ Do not horizontally scale logo

✗ Do not re-position logo vertically



✗ Do not vertically scale logo



✗ Do not re-position mark

✗ Do not re-scale mark out of proportion to letter forms

