

# 2016-2017 VSCS Brand Document

An overview of accepted logos, fonts, seals, and colors for  
internal and external marketing usage.



## Primary Logo



## Secondary Logos



## Logos: Black & White



## Other Logos: Colleges List



CASTLETON UNIVERSITY  
COMMUNITY COLLEGE OF VERMONT  
JOHNSON STATE COLLEGE  
LYNDON STATE COLLEGE  
VERMONT TECHNICAL COLLEGE



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## Primary Seal



## Secondary Seal





## Primary Colors



Pantone: 356C  
RGB: 0-121-52  
CMYK: 89-28-100-16  
Web: 037a3e



Pantone: 638C  
RGB: 0-73-216  
CMYK: 73-11-7-0  
Web: 00add7



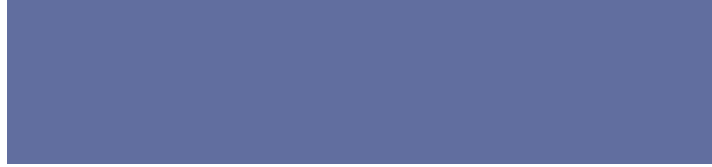
Pantone: 390C  
RGB: 182-189-0  
CMYK: 34-13-100-0  
Web: b5be34







## Secondary Colors



Pantone: 7668C  
RGB: 105-110-159  
CMYK: 66-59-14-0  
Web: 696e9f



Pantone: 137C  
RGB: 255-164-0  
CMYK: 0-42-100-0  
Web: ffa400



Pantone: 7441C  
RGB: 162-92-191  
CMYK: 44-73-0-0  
Web: a25cbf



Pantone: Black  
RGB: 0-0-0  
CMYK: 0-0-0-100  
Web: 000000





Fonts

**GOOD TIMES**

**Frankin Gothic Medium Condensed**

**Frankin Gothic Demi Condensed**

Frankin Gothic Book

