

**The Center For Educator,
Recruitment, Retention
and Advancement**

**Graphic
Standards Manual**

2016

CEARA

Main Logotype

The logotype is the central element in CERRA's visual communications system. Through consistent and repetitive use as a signature device and design element in all of CERRA's visual communications, the logotype becomes a visual shorthand which identifies the Center and symbolically embodies its activities, achievements, and goals.

Inspired by shapes found in nature with an emphasis on plant life, naturalistic curves, and rounded edges, to symbolize the connection between the three pillars of CERRA and its educators.

This version is used as the primary logo and is for central administration business communications. Is easily recognized at a variety of sizes for both print and digital communications.

The logotype should never be altered or distorted in anyway. It must never be redrawn or recreated, but rather any copies must be pulled from the master .ai or .eps file included with this manual.



CERRA



CERRA



The logotype should only ever appear in CERRA blue as detailed in the color section of this manual.

Alt. Logotype Arrangements (Alt. Main Logotype)

This version is used when in instances where CERRA and one or more of it's sub-branches are featured on the same piece of collateral.

Leaf should be half
the x height of
logotype



The leaf should
only ever appear in
CERRA green as
detailed in the
color section of
this manual.



**Alt. Logotype Arrangements
(Long Form Logotype Stacked)**

This version is used for outside audiences where the full name adds additional information. It is also used when the communications would benefit from a more formal approach. Memos, Stationary, Envelopes, Folders.

CERRA

**Center for Educator Recruitment,
Retention, & Advancement**

CERRA

**Center for Educator Recruitment,
Retention, & Advancement**

The full name should only ever appear in CERRA green as detailed in the color section of this manual.

Alt. Logotype Arrangements (Logotype & Icon Stacked)

This version is used in a few instances in which the final size is too small or too large, such as in small digital applications, large outdoor flag applications, flyers and posters where the logo must share equal space with the logos of other organizations.



CERRA



CERRA



The Icon should only ever appear in CERRA blue as detailed in the color section of this manual.

Alt. Logotype Arrangements (Long Form Logotype Horizontal)

This version is used for outside audiences where the full name adds additional information, such as magazine and billboard ads.

It is also used when the communications would benefit from a more formal approach.

Use version 2 in instances where you would need to conserve space.



**Center for Educator
Recruitment, Retention,
& Advancement.**

1.



**Center for Educator
Recruitment, Retention,
& Advancement.**

2.

Sub-Branch Logotypes

The same rules that apply to the CERRA logotype apply to the sub-branch logotypes as well.

See that section for more information.

 **PROTEAM**

 **TEACHER CADETS**

 **TEACHING FELLOWS**

 **MENTORING & INDUCTION**

 **TEACHER LEADERSHIP**

 **COLLEGE PARTNERS**

Sub-Branch Logotypes

The same rules that apply to the CERRA logotype apply to the sub-branch logotypes as well.

See that section for more information.

PROTEAM

**TEACHER
CADETS**

**TEACHING
FELLOWS**

**MENTORING
& INDUCTION**

**TEACHER
LEADERSHIP**

**COLLEGE
PARTNERS**

Sub-Branch Logotypes

The same rules that apply to the CERRA logotype apply to the sub-branch logotypes as well.

See that section for more information.



PROTEAM

**TEACHER
CADETS**

**TEACHING
FELLOWS**

**MENTORING
& INDUCTION**

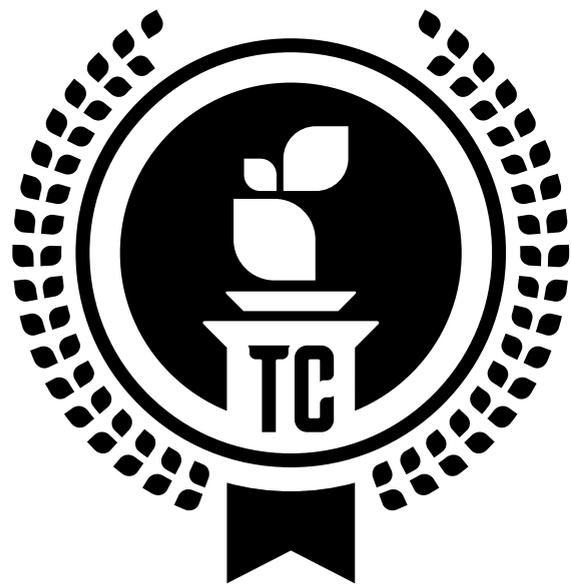
**TEACHER
LEADERSHIP**

**COLLEGE
PARTNERS**

TC Seal Arrangements

Use the version 1 in instances where the full name of the Teacher Cadet National Honor Society would benefit from a formal approach.

Use version 2 in instances where it will be placed on shirts, hats, flyers, and all other forms of advertising to the public.



National Honor Society

1.



2.



National Honor Society



The Icon should only ever appear in TC green as detailed in the color section of this manual.

Size Limits

To maintain full legibility, never reproduce the logo at widths narrower than 0.5 inches wide for print and 36 pixels wide for digital. There is no maximum size limit, but use discretion when sizing the logo. It should never be the most dominant element on the page.

CERRA

CERRA

CERRA

CERRA

CERRA

CERRA]

Minimum size
.5 in.

Size Limits

To maintain full legibility, never reproduce the logo at widths narrower than 1 inch wide for print and 72 pixels wide for digital. There is no maximum size limit, but use discretion when sizing the logo. It should never be the most dominant element on the page.

The logo consists of the word "CERRA" in a bold, black, sans-serif font. The letters are thick and closely spaced, with a slightly rounded, industrial feel.

Center for Educator Recruitment,
Retention, & Advancement

The logo consists of the word "CERRA" in a bold, black, sans-serif font, smaller than the first example.

Center for Educator Recruitment,
Retention, & Advancement

The logo consists of the word "CERRA" in a bold, black, sans-serif font, smaller than the second example.

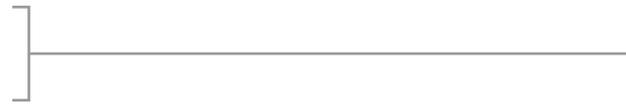
Center for Educator Recruitment,
Retention, & Advancement

The logo consists of the word "CERRA" in a bold, black, sans-serif font, at the smallest size shown. A vertical line is drawn to the right of the letters, and a horizontal line extends from the bottom of this vertical line to the right, ending at the text "Minimum size 1 in.".

Minimum size
1 in.

Size Limits

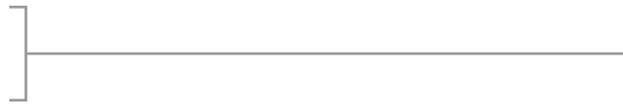
To maintain full legibility, never reproduce the logo at widths smaller than 0.5 inches wide for print and 36 pixels wide for digital. There is no maximum size limit, but use discretion when sizing the logo. It should never be the most dominant element on the page.



Minimum size
.42 in.

Size Limits

To maintain full legibility, never reproduce the logo at widths smaller than 0.5 inches wide for print and 36 pixels wide for digital. There is no maximum size limit, but use discretion when sizing the logo. It should never be the most dominant element on the page.



Minimum size
.42 in.

3 Color Palette

CERRA Color Palette

The swatches shown below are to be used in achieving a visual match for CERRA's main color scheme in any medium of production.



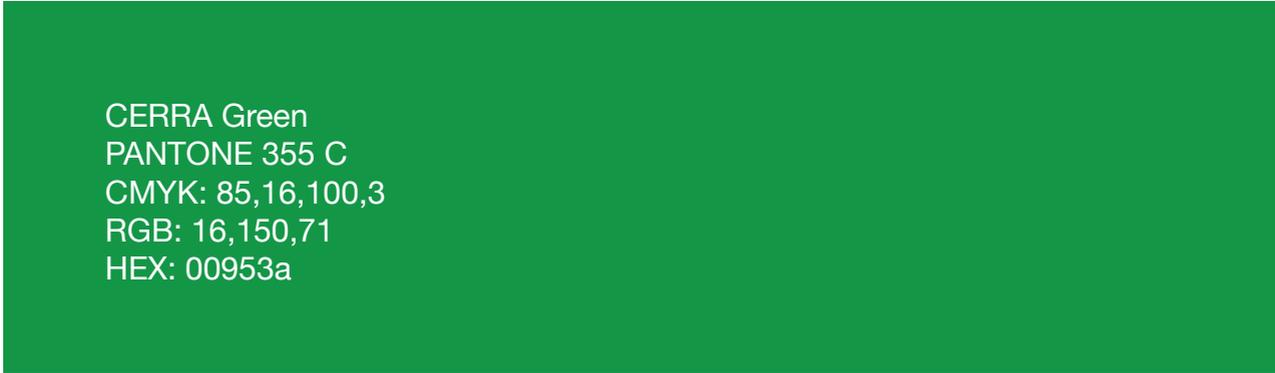
CERRA Blue
PANTONE 2945 C
CMYK: 100,81,8,0
RGB: 17,77,151
HEX: 004a97



CERRA Cool Grey
PANTONE Cool Grey 7 C
CMYK: 42,35,35,1
RGB: 154,153,153
HEX: 999899



CERRA Yellow
PANTONE 1225 C
CMYK: 0,22,84,0
RGB: 255,200,767
HEX: ffc842



CERRA Green
PANTONE 355 C
CMYK: 85,16,100,3
RGB: 16,150,71
HEX: 00953a

Sub-Branch Color Palette

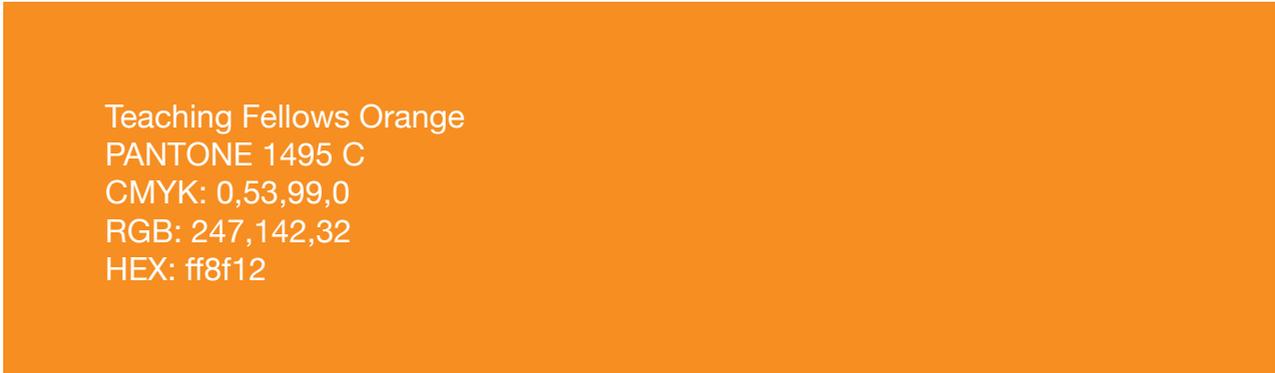
The swatches shown below are to be used in achieving a visual match for the sub-branch color schemes in any medium of production.



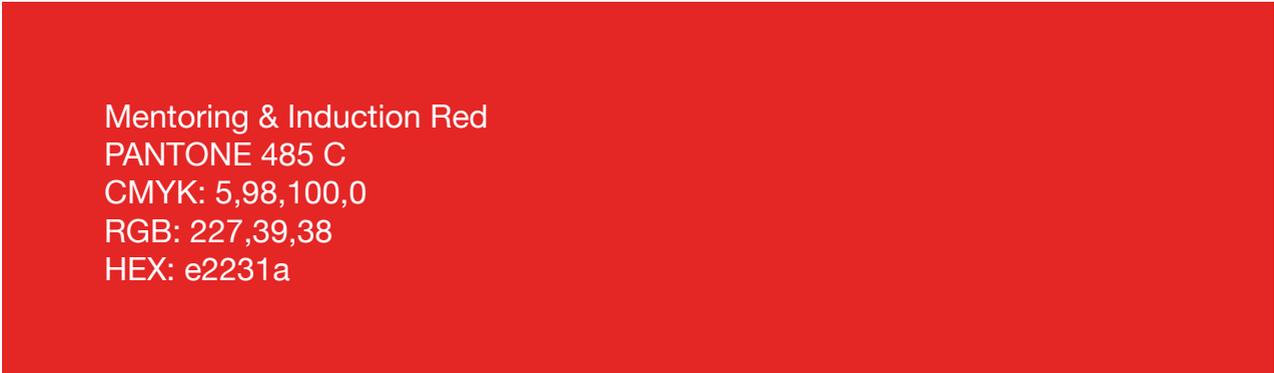
ProTeam Blue
PANTONE 2915 C
CMYK: 57,14,0,0
RGB: 98,179,228
HEX: 61b3e4



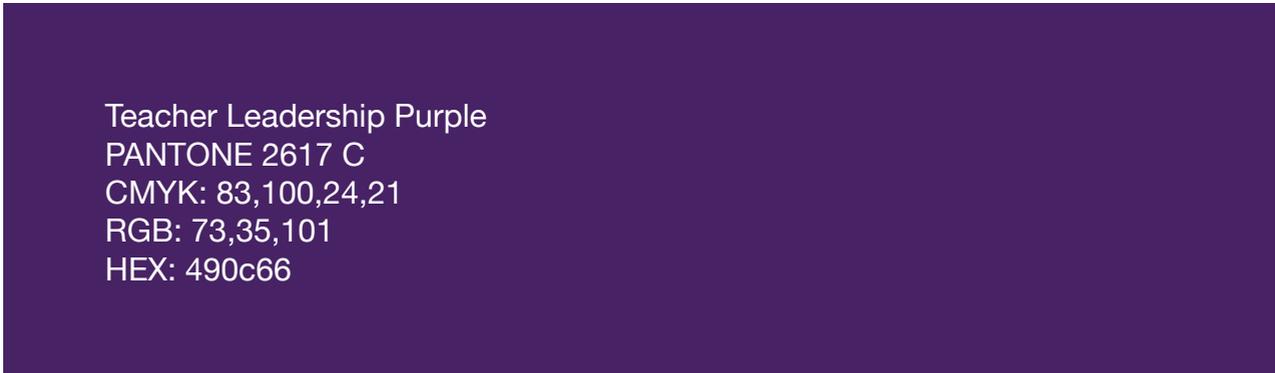
Teacher Cadets Green
PANTONE 360 C
CMYK: 61,0,0,96
RGB: 110,190,74
HEX: 6cc049



Teaching Fellows Orange
PANTONE 1495 C
CMYK: 0,53,99,0
RGB: 247,142,32
HEX: ff8f12



Mentoring & Induction Red
PANTONE 485 C
CMYK: 5,98,100,0
RGB: 227,39,38
HEX: e2231a



Teacher Leadership Purple
PANTONE 2617 C
CMYK: 83,100,24,21
RGB: 73,35,101
HEX: 490c66

Use of Color

The examples shown below illustrate acceptable uses of the logotype in various situations. All situations apply to sub-branch logotypes as well.

Against a white background the logotype may be shown in CERRA blue and CERRA green, black, or CERRA cool gray.

Against a very light background, the logotype should be shown in black. The one exception to this would be the use of CERRA blue logotype in very light areas of four color process reproduction.

Against a black or very dark color background, the logotype should always be shown in white.

The logotype should always be shown in white against a background of CERRA blue. The logotype should

never be shown in CERRA blue against a black or very dark background.

Against a medium-value background, the logotype may be shown in either black or white, depending on which is more appropriate.

The word "CERRA" is displayed in a bold, blue, sans-serif font.

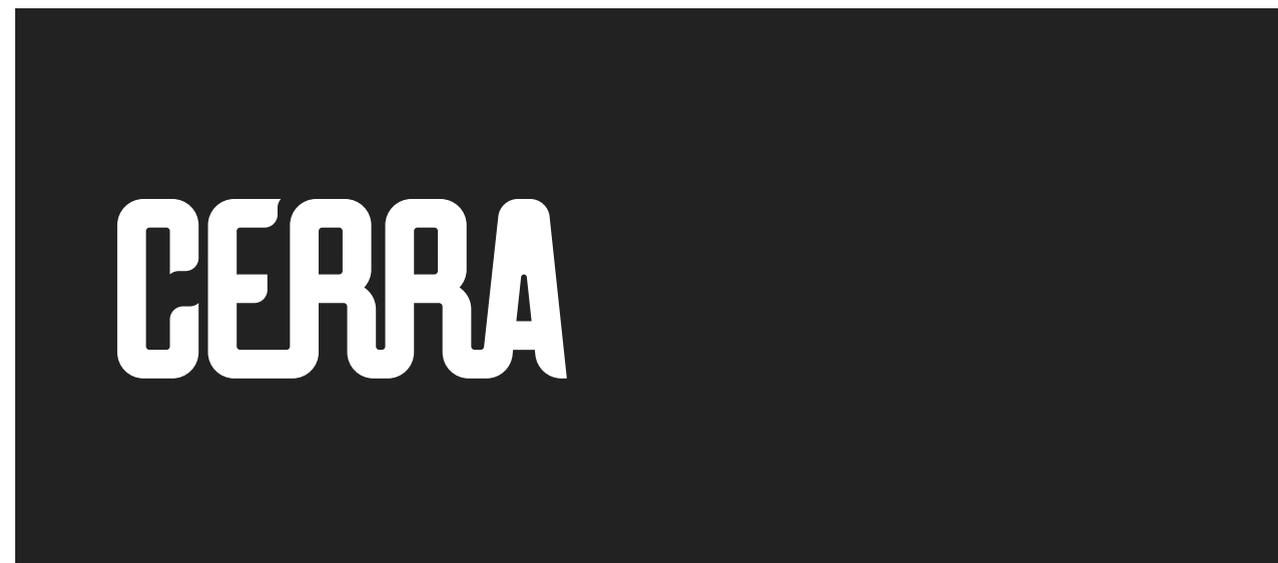
Center for Educator Recruitment,
Retention, & Advancement

The word "CERRA" is displayed in a bold, black, sans-serif font.

Center for Educator Recruitment,
Retention, & Advancement

The word "CERRA" is displayed in a bold, light gray, sans-serif font.

Center for Educator Recruitment,
Retention, & Advancement



Use of Color

The examples shown below illustrate acceptable uses of the logotype in various situations. All situations apply to sub-branch logotypes as well.

Against a white background the logotype may be shown in the appropriate sub branch color, black, or CERRA cool gray.

Against a very light background, the logotype should be shown in black. The one exception to this would be the use of the appropriate sub branch color in very light areas of four color process reproduction.

Against a black or very dark color background, the logotype should always be shown in white.

The logotype should always be shown in white against a background of CERRA blue. The logotype should

never be shown in the appropriate sub branch color against a black or very dark background.

Against a medium-value background, the logotype may be shown in either black or white, depending on which is more appropriate.

**MENTORING
& INDUCTION**

Print Palette // Helvetica Neue

Light

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
0123456789

Light Italic

*ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
0123456789*

Regular

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
0123456789

Italic

*ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
0123456789*

Bold

**ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
0123456789**

Bold Italic

***ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
0123456789***

Medium

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
0123456789

Medium Italic

*ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
0123456789*

Thin

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
0123456789

Thin Italic

*ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
0123456789*

Ultra Light

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
0123456789

Ultra Thin Italic

*ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
0123456789*

Condensed

**ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
0123456789**

Condensed Black

**ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
0123456789**

Print Palette for Windows Users // Arial

Regular

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
0123456789

Bold

**ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
0123456789**

Bold Italic

***ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
0123456789***

Italic

*ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
0123456789*

Narrow

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
0123456789

Digital Palette // Open Sans

Regular

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
0123456789

Light

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
0123456789

Light Italic

*ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
0123456789*

Italic

*ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
0123456789*

Bold

**ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
0123456789**

Bold Italic

***ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
0123456789***

Semibold

**ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
0123456789**

Semibold Italic

***ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
0123456789***

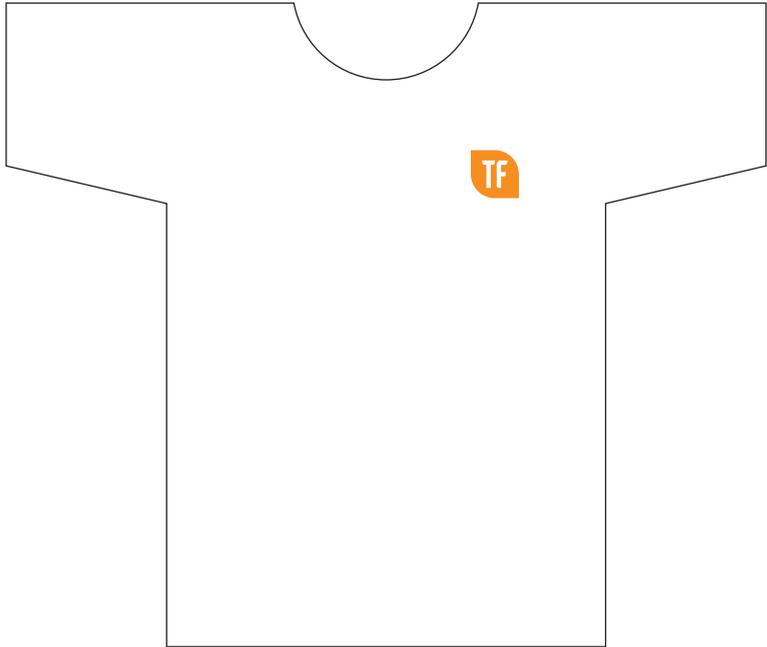
Extra Bold

**ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
0123456789**

Extra Bold Italic

***ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
0123456789***

Apparel



Powerpoint Presentations (covers & tabs)

Use Helvetica Neue regular for body copy.

Use Helvetica Neue Bold for Header type.

For Windows users:

Use Arial regular for body copy.

Use Arial Bold for header type.

Use main CERRA and sub branch logotypes and Icons for power point slides, only. Do not use long form horizontal or stacked version of CERRA logotype or sub branch logotypes.

The logo is not the focus and should never be the largest thing on the page. Keep all logos at the bottom, left aligned, decently spaced apart, at even intervals.

In general use white as a background color for all slides.

You may use a photo, CERRA blue or any sub branch color as a background color when appropriate, such as with introduction slides, chapter slides, end slides.

Body copy must always be black or white.

Header type can be CERRA blue, or any of the sub branch colors when appropriate. Introduction, content and chapter tab slides must be a consistent in layout, and header/body copy size.

Header type should be bold and attention grabbing, large enough for people to read from a distance. Body copy should be smaller than Header type for contrast but no less bold.



Powerpoint Presentations

Slides need to be succinct and focused.

Be mindful of basic rules of power point slide preparation such as keeping sentences down to seven words per sentence, one or two sentences per slide.

Audiences shouldn't have to read a book worth of information and listen to you at the same time. These are not your own personal pieces of fine art, nor is it fine art, do not treat it like it is. The purpose is to communicate succinctly and briefly as a support for the speaker, not the other way around.

In general use white as a background color for content slides. But where appropriate, high quality photos that are the full width or half the width of the slide, may be used. No pixelated imagery. Type placed over imagery must be clearly readable.

Body copy must always be black or white. Header type can be CERRA blue, or any of the sub branch colors when appropriate, only on white backgrounds and photos where the contrast is high.

No Microsoft office word art or clip art under any circumstances! Stay away from both! All graphics used in slides must be clear and easy to read.

Create strict margins and stick to them.

Do not rely on any one element to create visual interest. The type, photography and layout should work together to achieve this. And when in doubt, stick to the layout examples provided in this manual.

Header

Lorum dolore placcus doloreiur sum nus andite.

Ma si non eos autasimpos aut ullaboreheni cuptatem.

Dent repereste quam evelibus ventorerum qui non cuptate.

Lorum dolore placcus doloreiur sum nus andite.

Ma si non eos autasimpos aut ullaboreheni cuptatem.

Lorum dolore placcus doloreiur sum nus andite.

Ma si non eos autasimpos aut ullaboreheni cuptatem.

Powerpoint Presentations

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Body copy must always be black or white. Header type can be CERRA blue, or any of the sub branch colors when appropriate, only on white backgrounds and photos where the contrast is high.

No Microsoft office word art or clip art under any circumstances! Stay away from both! All graphics used in slides must be clear and easy to read.

Create strict margins and stick to them.

Do not rely on any one element to create visual interest. The type, photography and layout should work together to achieve this. And when in doubt, stick to the layout examples provided in this manual.

Header

Lorum dolore placcus doloreiur sum nus andite.

Ma si non eos autasimpos aut ullaboreheni cuptatem.

Dent repereste quam evelibus ventorerum qui non cuptate.

Header

Eliquidebitae apiciente
venecto te cus ex exerferae.

Ibusae pore rempers
pidendam ne que nos.

Powerpoint Presentations

Slides need to be succinct and focused.

Be mindful of basic rules of power point slide preparation such as keeping sentences down to seven words per sentence, one or two sentences per slide.

Audiences shouldn't have to read a book worth of information and listen to you at the same time. These are not your own personal pieces of fine art, nor is it fine art, do not treat it like it is. The purpose is to communicate succinctly and briefly as a support for the speaker, not the other way around.

In general use white as a background color for content slides. But where appropriate, high quality photos that are the full width or half the width of the slide, may be used. No pixelated imagery. Type placed over imagery must be clearly readable.

Body copy must always be black or white. Header type can be CERRA blue, or any of the sub branch colors when appropriate, only on white backgrounds and photos where the contrast is high.

No Microsoft office word art or clip art under any circumstances! Stay away from both! All graphics used in slides must be clear and easy to read.

Create strict margins and stick to them.

Do not rely on any one element to create visual interest. The type, photography and layout should work together to achieve this. And when in doubt, stick to the layout examples provided in this manual.

Header

Eliquidebitae apiciente
venecto te cus ex exerferae.

Ibusae pore rempers
pidendam ne que nos.



John Doe
Stewart House at Winthrop University
Rock Hill, SC 29733
(555) 555-5555

Your Logo Is Not Your Brand!

Do you make the mistake of thinking that your logo is the most important thing on the page, and that it is your brand?

Ask yourself these questions:

How many times has someone ever stopped at your booth or inquired about your services because of your logo?

And still another:

In the past year, how many sales would you have gained if you had made your logo bigger?

Your logo isn't why people are drawn to you.

Your logo isn't your brand. YOU are your Brand.

Your brand is...

How you answer the phone.

How your assistant answers the phone.

How you treat your employees.

How well your product actually works.

What users say about your product.

What your customers believe about who you are.

What your potential customers feel, or 'assume' about your brand.

Your brand is the intrinsic value that you provide your customers. Your logo is simply a visual representation of that idea.

Logos aren't made of magical fairy dust or anything that automatically makes people want to buy what you are selling. While the visual cues that they provide can aid your customers in recognizing your product, your logo should not be seen as doing more than providing you with a recognizable look and feel. It's just a visual thing.

Incorrect Logotype Use

The logotype is designed as solid stroke letter forms to be shown freestanding horizontally against a solid neutral background.

The logotype should never be altered or distorted in any way. The effectiveness of the logotype depends on consistently correct usage as outlined in this manual.

1. Type in the logo should never be substituted.
2. Never alter the colors of the logotype.
3. Never join other words or phrases with logotype.
4. Never stretch the logotype.
5. Never add elements inside logotype.
6. Never tilt or distort the shape of the logotype.

7. Never show logotype as outlined letter forms.
8. Never place logotype inside another solid shape.
9. Never show logotype as a light gray screen against a white background or low contrasted colors
10. Never place logotype within another outlined shape, such as a box.
11. Never add drop shadow or 3D render to logotype.



1.



2.



3.



4.



5.



6.



7.



8.



9.



10.



11.

Incorrect Logotype Use

The logotype is designed as solid stroke letter forms to be shown freestanding horizontally against a solid neutral background.

The logotype should never be altered or distorted in any way. The effectiveness of the logotype depends on consistently correct usage as outlined in this manual.

12. Do not use white version of logotype over photos that lack good contrast.

13. Do not place logotype over busy backgrounds.

14: The logo should never be the largest thing on the page. it should remain at a sensible.



12.

13.