



**VCAEC**

VENTURA COUNTY  
ADULT EDUCATION  
CONSORTIUM

**Branding Guidelines**

### Mission



## MISSION

VCAEC’s mission is to deliver essential programs and services in adult basic and secondary education, English Language learning, and career education and training to help adult learners cultivate the skills they need to live, work, and thrive.

## VISION

The vision of the VCAEC is to create a collaborative, seamless, integrated student pathway system that is supportive, equitable, and responsive to community needs.

Definition

## Sun

Represents the golden California rays as well as the opportunity of a bright, new future.

## Mountains

Showcases the majestic scenery of the Ventura County outdoors and limitless learning possibilities.

## Road

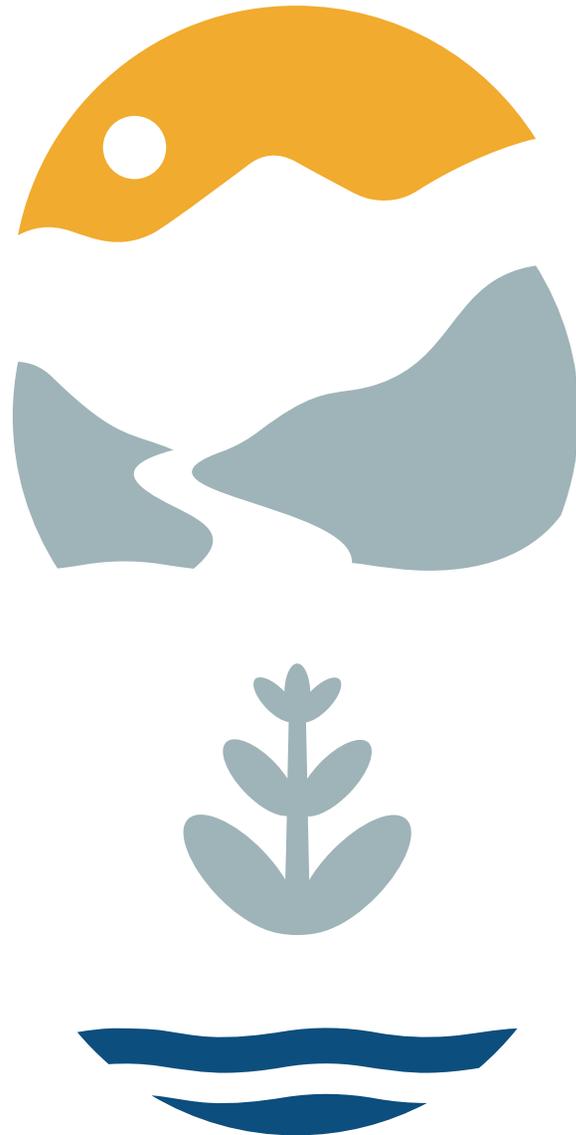
Expresses the path VCAEC's students are able to take in search of their new horizon.

## Foliage

Highlights the agricultural aspect of Ventura County and the growth potential for incoming students.

## Waves

Exhibits the vast ocean view from the 101 and the watery wilderness of new educational discovery.



## Typography:

The hierarchy is setup so more important content is larger, bolder and has more contrast within a layout. This is showcased in the full logo where 'VCAEC' is the primary item, followed by the full consortium name. The same can be applied in layouts using the headers and copy examples.

# VCAEC

VENTURA COUNTY  
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**Initials: Montserrat Extrabold**

Name: Work Sans Semibold

**LG HEADER**  
**LG HEADER**

**SUB HEADER** Sub Header

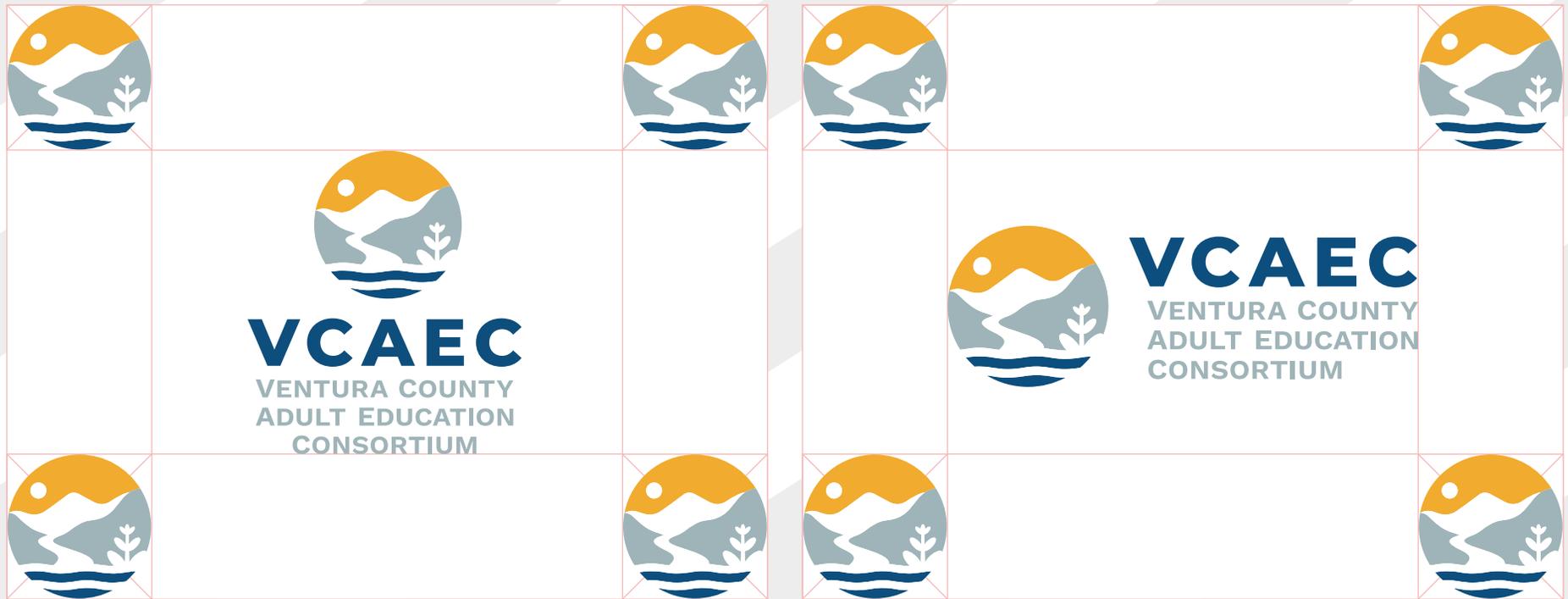
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Fusce lobortis suscipit augue, et vehicula mi pharetra non. Aliquam fringilla hendrerit finibus.

**Large Headers: Works Sans - Semibold/Black**

**Sub Headers: Montserrat Extrabold**

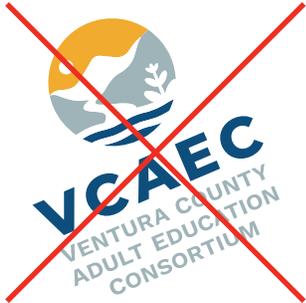
Copy: Work Sans - Regular

White Space



Creating white space around the logo will aid in better legibility and allow the logo to breathe in various applications. For ease-of-use, the measurement used as the width of the border shown is measured by the logo mark at 100% of it's original size for the vertical version, and 85% for the horizontal version.

Common Errors



DO NOT change the logo's orientation or rotation



DO NOT disproportionately scale the logo or skew



DO NOT change the logo's colors (use color palette combinations for reference)



DO NOT display the logo in a different configuration



DO NOT attempt to recreate the logo, use the files provided



DO NOT add special effects to the logo



DO NOT display the logo as an outline



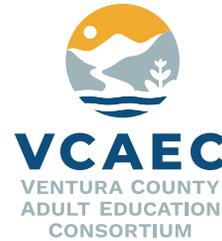
DO NOT display the logo with limited legibility (use color palette combinations for reference)

Note: This is not a comprehensive list of errors.

These are simply the most common or egregious errors. When in doubt, put the logo on a white background or other combinations shown in these guidelines.

Color Palette

Logos for white backgrounds:



Colors for full color option:



PRIMARY  
HEX: #114e7c  
RGB: 17 78 124  
CMYK: 86 37 0 51

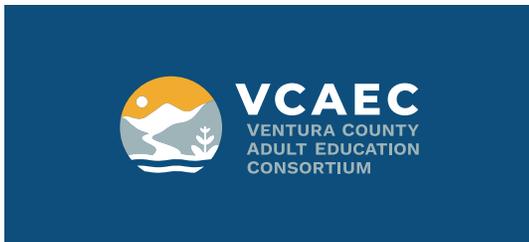


PRIMARY  
HEX: #ABC0C4  
RGB: 171 192 196  
CMYK: 13 2 0 23



PRIMARY  
HEX: #FDB631  
RGB: 253 182 49  
CMYK: 0 28 81 1

Color Combinations for dark/colored backgrounds:



# VCAEC BRANDING GUIDELINES

## Secondary colors and patterns

Below are examples of possible patterns for secondary branding elements. In addition, never use the logo on a patterned background. The busy nature of a pattern will distract attention from the logo. When in doubt, put the logo on a white background as per the example. Limit the use of the pattern so it does not overpower the logo.



Secondary Darker Element

HEX: #044470

RGB: 4 68 112

CMYK: 100 75 28 21



Secondary Darker Element

HEX:#ABC0C5

RGB: 171 192 197

CMYK: 33 16 19 0



WEB - Paragraph Text

HEX: #39484C

RGB: 57 72 76

CMYK: 76 58 55 39



WEB - Secondary BG

HEX: #F7F8F8

RGB: 247 248 248

CMYK: 0 0 0 3



WEB - Small Headers

HEX: #120B0B

RGB: 18 11 11

CMYK: 71 68 66 84



Black and white

For uses in black and white applications use the grayscale versions of the logo as seen below.

