

VISUAL IDENTITY MANAGEMENT April 2015

<u>Purpose</u>

The College Reading and Learning Association (CRLA) logo is a unique, recognizable wordmark that provides a consistent reference point to CRLA whenever it is applied to documents, communications, and publications.

The following guidelines and assets are provided to assist CRLA members in the appropriate and effective use of our logo/wordmark.

About the CRLA Logo/Wordmark

The current logo was designed by Envision-3 of Bloomingdale, IL. It was approved by the CRLA Board as the official graphical identity for the organization and was adopted for use across the organization in November 2014.

Simple, elegant, and vibrant, the logo uses the gracefully curved pages of a book to create the outline of a secondary metaphor—the branches of an ascending tree. The message communicated here is that CRLA is a primary source of knowledge and personal growth.

Within the type itself, the crossbar in the letter "A" echoes the upswept curves of the vegetative book graphic, building harmony between image and text.

Who should use the CRLA logo?

The CRLA Board expects and authorizes the use of the organization's approved logo/wordmark in all CRLA official communications and publications.

All CRLA constituent groups (States, Regions, Chapters, SIGs, Committees, Chairs, and Coordinators) are expected to use the CRLA logo/wordmark in their publications and all online and in-print communication vehicles and platforms.

Logo Assets

Downloadable files are available on the Leadership / Leader Forms page of www.crla.net.

CRLA Logo Colors

	Pantone	CMYK	KGB
Blue:	7461 C	95, 41, 06, 0	0, 124, 186

Green:	7741 C	77, 25, 100, 10	65, 135, 63
Light Blue:	2975 C	25, 0, 03, 0	152, 213, 233
Lime:	375 C	46, 0, 100, 0	149, 214, 0

The CRLA logo should be reproduced in all four colors. In the instance where a full color logo is not possible, either one color, two color, or a black and white logo may be substituted with CRLA Board liaison approval. (See Guidelines for Production by CRLA Constituent Groups for additional information on one color, two color, and black and white logo usage.)

CRLA Logo Background Colors

The main logo is intended for use on a white background. However, the logo will typically work with light or dark tones. The logo itself is crafted of mid tones. The logo should not be produced on mid tone or highly saturated color backgrounds.

Additional Background Recommendations

100% Black w/ Reversed Out (white) Logo

100% Black w/ Full Color Logo

	Pantone	CMYK
Wine	7461 C 15% Tint	10, 05, 0, 0
Gray	Cool Gray 1	12, 10, 12, 0
Navy	539 C	97, 76, 51, 57

<u>Templates</u>

- CRLA's website and all its sub-pages are managed by the CRLA web master and website committee and Management Company, Technical Enterprises Inc., and fully apply the CRLA logo.
- CRLA's Journal, the *Journal of College Reading and Learning*, uses the CRLA logo in a manner approved by the Board of Directors and in conjunction with graphic designers employed by its publishing company. Any changes to the cover of *JCRL* will be approved by the Board of Directors.
- CRLA management provides newsletter templates with a previously designed masthead and CRLA's national logo already applied for all constituent groups distributing newsletters as of April 2015 (National organization newsletter, SIG and SRC newsletters). All constituent groups should adhere to the following usage guidelines for newsletter templates.
 - ✓ Newsletter editors have the ability to alter the template so long as they adhere to primary and secondary color recommendations for use as background of any CRLA or CRLA constituent group logo.
 - ✓ Newsletter editors may choose to create or have created a custom masthead that utilizes that constituent group's CRLA Board-approved logo, so long as any customized version receives Board approval prior to publication.

✓ All newsletters should include a listing of CRLA's Board of Directors.

Secondary Logos

Tagline Logo: to be used when the organization tagline is appropriate Name as Tagline Logo: To be used when clarification of the CRLA acronym is needed or as is appropriate

Mentor Training Logo: To be used by the International Mentor Training Program Tutor Training Logo: To be used by the International Tutor Training Program Journal Logo: To be used by the *Journal of College Reading and Learning* SIG and SRC Logos: To be used by the various Special Interest Groups and States, Regions, and Chapters

Font

Tagline/Phrasing typeface: Benton Sans Condensed - Regular

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

Audit/approval

All first-time uses of the CRLA logo should be vetted prior to use with your CRLA Board liaison. This includes the creation of new marketing or promotional materials for use by any State, Region, Chapter, SIG, Committee, Chair, and/or Coordinator.

Third Parties

As a general rule, third parties may not use the CRLA logo. The logo must always be used pursuant to the specifications on this page to identify CRLA, or its products or services. Any use that falls outside of these specifications is strictly prohibited. Third parties may only use the logo with permission granted by the CRLA Board of Directors.

Usage Restrictions

- The logo may not be used in any manner that might imply that any non-CRLA materials, including but not limited to goods, services, websites, or publications, are sponsored, endorsed, licensed by, or affiliated with CRLA.
- The logo may not be imitated or used as a design feature in any manner.
- The logo may not be used in a manner that would disparage CRLA or its products or services.
- Neither the logo nor the CRLA name may be used in any other company name, product name, service name, domain name, website title, publication title, or the like without prior permission.
- The logo must be used as provided by CRLA with no changes, including but not limited to changes in the color, proportion, or design, or removal of any words or artwork. The logo may not be animated, morphed, or otherwise distorted in perspective or appearance.

Additional Guidelines for Production by CRLA Constituent Groups

- The full color gradient logo should be used in all color applications when applicable.
- A 1-color logo should be used when screen printing or reversing out logo on a colored background.
- The 2-color logo should be used when screen printing.
- The black and white logo should be used when printing a black and white document. The Gradient has been removed for a cleaner print.