

CARP

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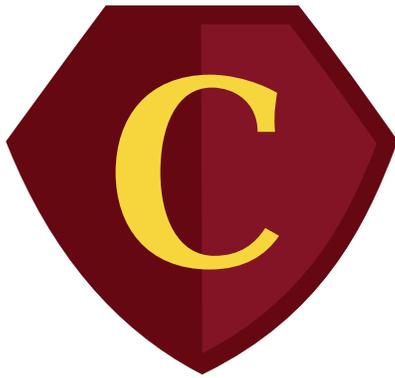
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CARP

SIGNIFICANCE OF THE LOGO

The color gold represents success, achievement, higher ideals, wisdom, and knowledge. It also inspires spirituality and a deep understanding of the self and soul. Across cultures gold symbolizes value. It has a quality and warmth which illuminates other things around it.

The color maroon or burgundy represents a warm and empowering quality coupled with bravery, thoughtful action, and determined ambition. It has a richness that is inviting and grounding.

Together these colors create the CARP logo which highlights balance, warmth, and purpose. Designed to mirror other collegiate-related chapter emblems, the shield creates a distinct look in the campus culture and also signifies a strength that members armor themselves with when applying CARP's core principles. The 5 points of the shield also represent the 5 core values: Spirituality, Relationships, Value, Integrity, and Purpose. The balance of the two halves of the shield represents the balance that the founder encouraged in students: academic excellence and excellence in character. Both are necessary for true sustainable success.



THE LOGO

The CARP logo is the most fundamental part of our brand, and it represents our entire company, externally and internally. From websites and applications to stationeries and presentations, it functions as a personal sign-off on the ideas we're presenting and sharing. The logo combines the brand icon and logo text to form a combomark.

COMBOMARK

The combomark includes the brand icon and logo text.

The relationship between the logo elements is pre-determined and fixed. Do not, under any circumstances, alter the proportions, placement, or typeface of any of the logo elements independently.



ICON

The brand icon is an integral part of the combomark, but can also be used independently for certain applications.



HORIZONTAL LOGO

This version may be used in instances where spatial constraints require a configuration of a more horizontal nature. The acronym "CARP" is the same height and is aligned the same way as the "C" in the shield is.

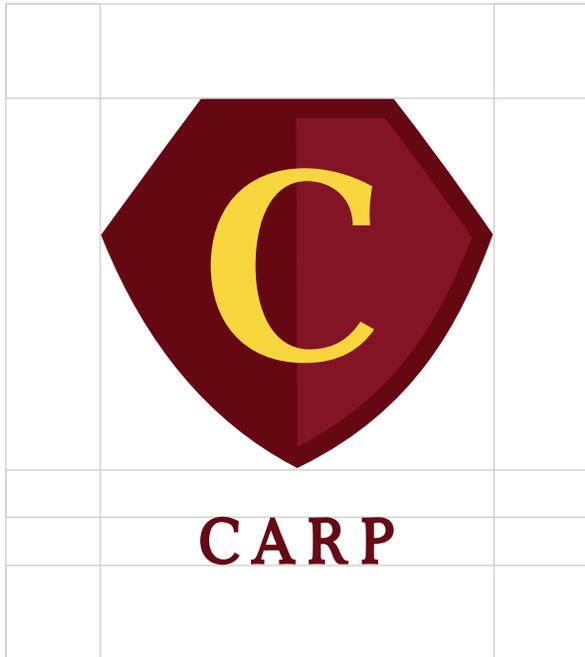


SPELLED OUT LOGO

This version may be used in instances where the acronym "CARP" is not descriptive enough.

UNIVERSITY ADAPTATIONS

For unofficial uses (e.g. particular event or cause) universities may vary the logo colors only with official approval. It cannot be an official chapter logo. For more information please refer to Teresa Ferete: teresa@carplife.org



CLEAR SPACE

Clear space is the area surrounding the logo that must be kept free of other graphic elements. The minimum required clearspace is defined by the measurement "x", as shown. This measurement is equal to the height of the logo text. The spacing around the logo should not be less than double the height of x.





Our primary colors are warm and inviting. They represent the CARP brand at its most basic level—our logo. In fact, these are the only colors that may be used to reproduce our logo.

PRIMARY LOGO COLORS

The color logo should be used on general use digital and print materials.

COLOR	PANTONE	HEX#	CMYK	RGB
	1815 C	650b16	C34 M98 Y86 K52	R101 G11 B22
	202 C	841525	C29 M100 Y84 K34	R131 G21 B37
	115 C	f7d53e	C4 M13 Y87 K0	R247 G213 B62



CARP

ALTERNATE USE (BLACK & WHITE)

A black & white logo should be used when it is not feasible to use the color logo.

COLOR	PANTONE	HEX#	CMYK	RGB
	426 C	000000	C60 M40 Y40 K100	R0 G0 B0
	446 C	414042	C0 M0 Y0 K90	R65 G64 B66
		ffffff	C0 M0 Y0 K0	R255 G255 B255



ALTERNATE USE (SIMPLIFIED)

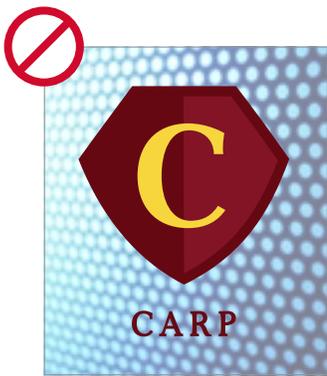
A simplified logo should be used in these following instances: as a watermark, when it's scaled down, on dark backgrounds, or when required.

It can be black, white, grey or any of the previously mentioned colors on page 5.

EXAMPLES:



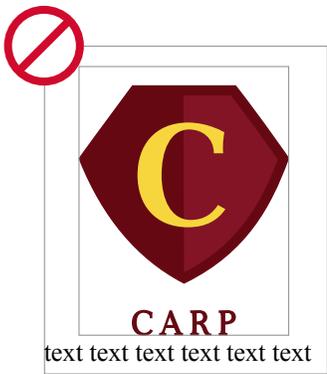
THIS SECTION DISPLAYS EXAMPLES OF INCORRECT USAGE OF OUR LOGO AND WHY.



Logo is placed over a patterned background, making it busy and hard to read.



Logo is placed over a background that does not provide enough contrast.



Logo is crowded by text and contained in a box which violates guidelines for space requirements.



The logo has been stretched and not resized proportionally, causing distortion.

Logo is placed at an angle. Our logo should always appear on a horizontal baseline.



A glow has been added to the logo. Our logo should always appear clean without any effects such as shadows, textures, feathers, or bevels.



Our logo appears in a color different than the approved colors or reversed.

The logo text has been replaced with a different typeface.

ROBOTO REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

ROBOTO BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

ARIAL REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

123456a7890

ARIAL BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

PRIMARY TYPEFACE

There are several reasons why we've chosen Roboto for our primary typeface. Strong yet friendly, it helps us communicate ideas in a straightforward, confident manner. Its sans-serif style and slimness make it highly legible. Also, Roboto is available in regular and bold weights which allows flexibility. Please refrain from using any other typeface.

Roboto is a free typeface and can be downloaded here:

<http://www.google.com/fonts#UsePlace:use/>

Collection:Roboto

ALTERNATIVE TYPEFACE

Note that Roboto is to be used mainly for the CARP website and print materials; for internal documents such as Microsoft® Office applications or emails, we have specified an alternate typeface.

Our alternate typeface is Arial and is strictly for internal use. Arial references the clean look of our primary typeface and should be used only within Microsoft® Office applications or when our primary typeface is unsupported.

TYPEFACE USAGE

Here are some examples of how to use certain typeface options in an official CARP document:

[OPTION 1]
HEADLINE

Roboto Regular, 10pt size, 14pt leading, ALL CAPS

BODY COPY

Roboto Regular, 10pt size, 14pt leading

[OPTION 2]
HEADLINE

Roboto Bold, 13pt size, 16pt leading, ALL CAPS

TAGLINE / QUOTE

Roboto Italic, 10pt size, 14pt leading

BODY COPY

Georgia Regular, 10pt size, 14pt leading

[OPTION 3] when Roboto is unsupported
HEADLINE

Arial Bold, 13pt size, 16pt leading, ALL CAPS

BODY COPY

Arial Regular, 10pt size, 14pt leading

LOREM IPSUM HEADLINE

Sed et experae dolupta tioritiist, sani
ipsumque perendi oribus ma
quaescid magnihit dolupta cus prae
eum se volenistist.

LOREM IPSUM HEADLINE

*Te excerptat. Ibus et eostotas molupta
spedige nemporum lant laut vid et.*

Sed et experae dolupta tioritiist, sani
ipsumque perendi oribus ma
quaescid magnihit dolupta cus prae
eum se volenistist aute.

LOREM IPSUM HEADLINE

Sed et experae dolupta tioritiist, sani
ipsumque perendi oribus ma
quaescid magnihit dolupta cus prae
eum se volenistist aute.

THANK YOU!

