COLLEGE MENTORING EXPERIENCE
BRAND + PRODUCTION BOOKLET

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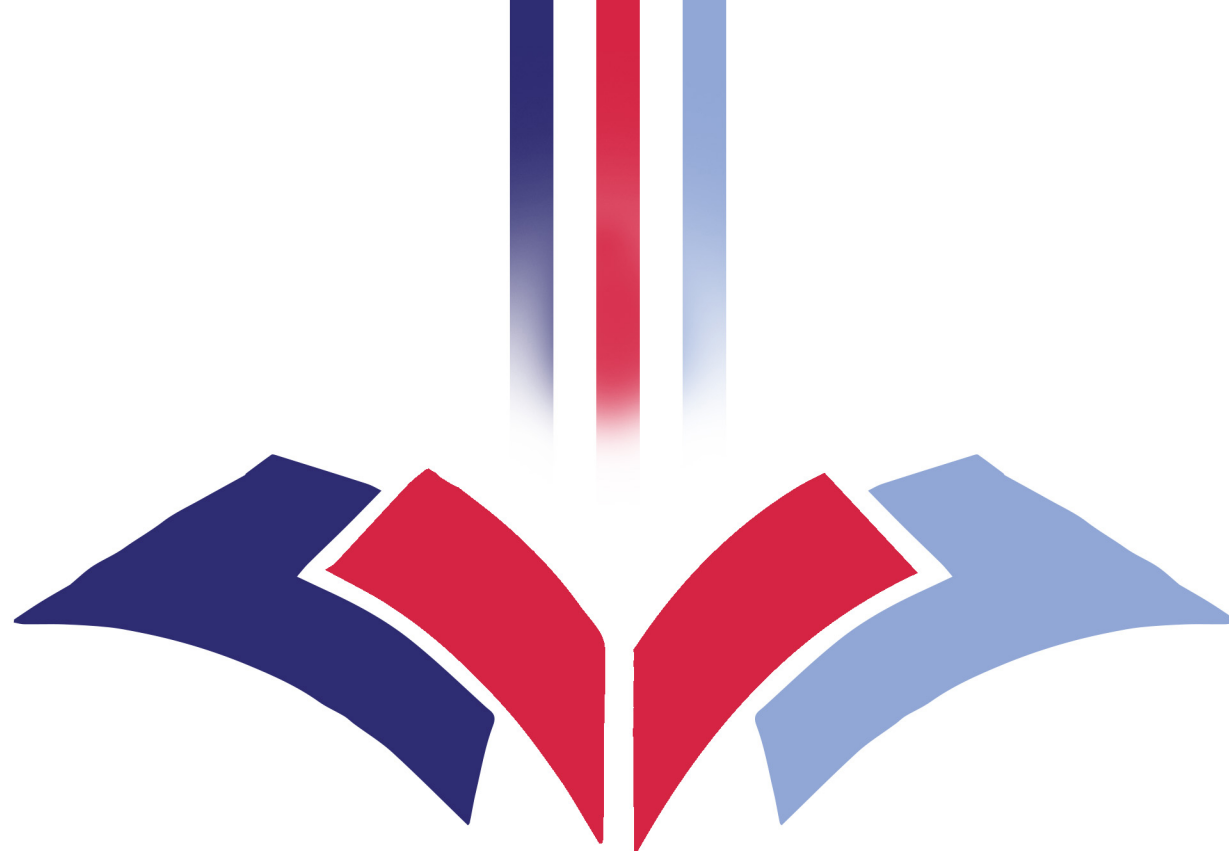
COLLEGE MENTORING EXPERIENCE
BRAND IDENTITY

LOGOTYPE

College Mentoring Experience has a variety of logos to accommodate its size and flexibility with marketing. Below is the primary logo in full-color and mono.

COLLEGE MENTORING EXPERIENCE

Full Color

COLLEGE MENTORING EXPERIENCE

Mono

LOGOTYPE VARIATIONS

This is a variation of the primary logo as an emblem logo.

A simplified emblem logo great for small marketing materials and web usage.

A simple lettermark logo great for print, document letterheads, icons, and marketing materials.

This logo is for CME's 10 year anniversary. This is suitable for web usage.

A simplistic version of the 10 year anniversary with flat colors suitable for print.

LOGO USAGE

Be mindful when pairing the logo with different colors including brand colors. These rules applies to the variants as well.

BRAND COLORS

With three princples (Education, Experience, and Exposure) come three colors.

Primary Color	Accent Color	Accent Color
NAVY	BRIGHT CHERRY	CLOUDY BLUE

HEX 2E2C72	HEX D52544	HEX 91A7D6
PMS 2756 C	PMS 1788 C	PMS 7681 C
RGB 46, 44, 144	RGB 213, 37, 68	RGB 145, 167, 214
CMYK 99, 98, 23, 11	CMYK 11, 98, 73, 1	CMYK 43, 28, 0, 0

TYPOGRAPHY

Landasans

Landasans is College Mentoring Experience's Primary Font. There are a variety of weights in this typeface. For legibility, only use Medium.

Aa Bb Cc Dd Ee

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789!@#$%^&*(){}|:"<>?

TYPOGRAPHY
SECONDARY TYPOGRAPHY

Avenir LT Std

Avenir LT Std is College Mentoring Experience's Secondary Font. This is suitable for body paragraphs and captions.

Aa Bb Cc Dd

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

123456789!@#$%^&*(){}|:"<>?

APPLICATIONS

Education

Experience

Exposure

Creating Pathways to College, Career, and Beyond

COLLEGE MENTORING EXPERIENCE