



etc

EDUCATIONAL TECHNOLOGY COLLABORATIVE

Connecting AV & IT in Higher Education

Brand Guidelines

Logo

The Educational Technology Collaborative logo is an important asset. Please follow the basic brand guidelines carefully to protect its value, preserve its strength and create consistent communications.

Always reproduce the Educational Technology Collaborative logo accurately from the original source file. Never alter the logo in any manner.

Protected Space

In order to protect the Education Technology Collaborative logo, a unit equivalent to the height of the capital E in Educational is used to construct a protected space around the logo at all times.

Minimum Size

Please be aware that the tagline, Connecting AV & IT in Higher Technology, may become illegible when reduced at less than 1.5 inches on the width.



EDUCATIONAL TECHNOLOGY COLLABORATIVE

Connecting AV & IT in Higher Education



X = Protected Space



Logo Usage

WITH TAGLINE



WITHOUT TAGLINE



LOGO ONLY



REVERSE



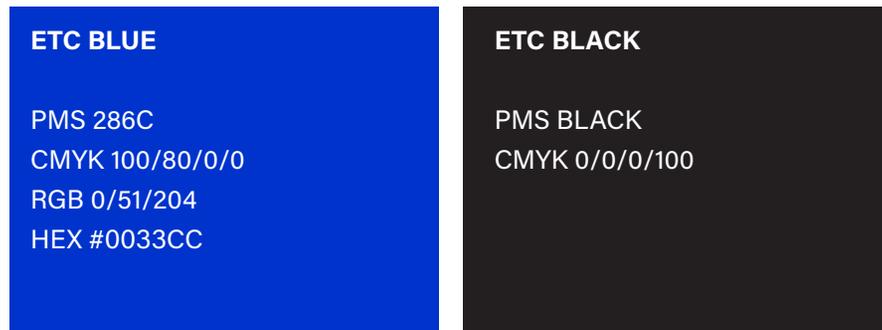
ONE COLOR



Colors

Use approved color palette for all Educational Technology Collaborative communications and material.

PRIMARY COLORS



SECONDARY COLORS



WEB ONLY



Typography

The typography used for “etc” in the Educational Technology Collaborative logo is All Round Gothic Demi. Educational Technology Collaborative is is Bebas Neue Regular. Connecting AV & IT in Higher Education is Acumin Pro Italic.

PRIMARY FONT

Acumin Pro Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Acumin Pro Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Acumin Pro Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Acumin Pro Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

SECONDARY FONTS

All Round Gothic Demi

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

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Bebas Neue Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

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