



Commonwealth Cyber Initiative

BRAND GUIDELINES

Welcome to Commonwealth Cyber Initiative's Brand Guidelines manual. This manual will show you how to use our branding elements, so we can be consistent with how we present our organization to the world.

CCI MAIN LOGO

This is the primary logo for the Commonwealth Cyber Initiative (CCI) Brand System. It has several variations. Choose the variation most appropriate for the materials you are producing.

PANTONE 2397C, black and white are the only colors to be used for logos.

The CCI color palette is on page 8. This palette shows the proper CMYK, RGB, and HEX builds.

HORIZONTAL LOGO



VERTICAL LOGO



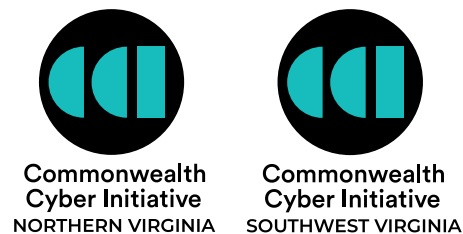
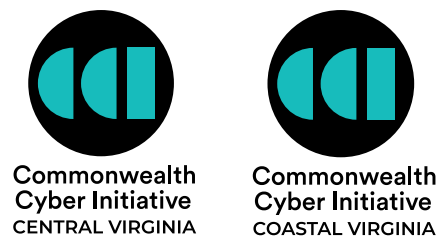
CCI REGIONAL LOGOS

This spread shows the primary logos for each region.

PANTONE 2397, black and white are the only colors to be used for these logos.

The CCI color palette is on page 8. This palette shows the proper CMYK, RGB, and HEX builds.

STANDARD LOGOS

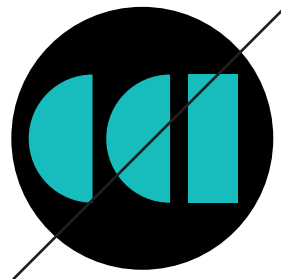
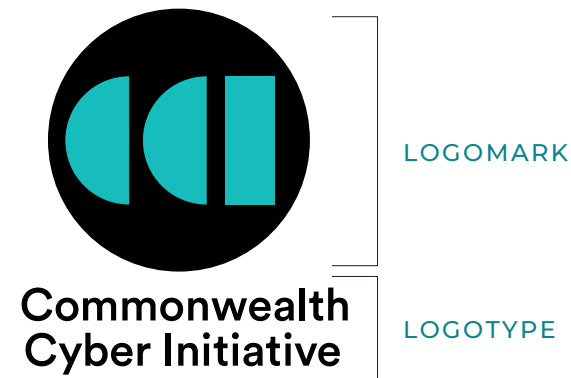


REVERSE LOGOS



CCI LOGO GUIDELINES

Please follow the precise placement of the logomark and logotype when using our logo.



The **LOGOMARK** should not be used on its own without the logotype.[^]

The image shows another incorrect usage of the CCI logo. It features the text "Commonwealth Cyber Initiative" in black, but it is crossed out with a diagonal line, indicating it should not be used on its own.

Do not use the **LOGOTYPE** on its own without the logo mark.[^]

[^]Exceptions may be made with permission from the Director of Communications and Marketing.

CCI LOGO ADDITIONAL GUIDELINES

These rules apply to both the main and regional CCI logos.

1. Don't italicize the logo.
2. Don't change the logo's color.
3. Don't add 3D effects or gradients to the logo.
4. Don't rotate the logo.
5. Don't stretch the logo.

In addition, don't combine the CCI's logos with any other elements—such as other logos, words, graphics, photos, slogans, or symbols that might create a hybrid mark.



CCI LOGO SPACING AND SIZING

Spacing

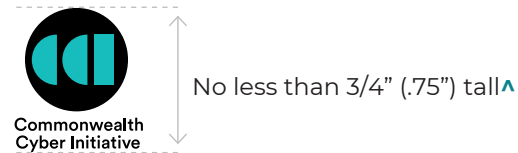
To ensure the logo stands on its own and does not visually compete with any other graphic, please leave 3/8" (.375") clear space around the logo on all four sides.

Sizing

MAIN LOGO: Make sure the horizontal logo isn't smaller than 3/8" (.375") tall, and that the vertical logo is no less than 3/4" (.75) tall, so the Commonwealth Cyber Initiative text is legible

REGIONAL LOGOS: The horizontal logo shouldn't be any smaller than 13/16" (.8125) tall.

MAIN LOGO



^Exceptions may be made with permission from the Director of Communications and Marketing.

REGIONAL LOGOS



AI LOGO FILES

If you don't have the proper programs, you won't be able to open or see Adobe Illustrator (.AI) logos. You'll need a professional vector graphics program to use them. Your production vendor should have the programs necessary to use these logos.

Uses: High-quality printing (business cards, brochures, billboards, etc.). Designers prefer to work with .AI files because they can scale the logo to whatever size needed without a loss in quality.

PNG LOGO FILES

PNGs lose quality when they are resized. This file type is saved with a transparent background and without any compression. It is the most used image compression format on the Internet.

Uses: PNG was designed for transferring images on the Internet, not for professional quality print graphics, and therefore does not support non-RGB color spaces such as CMYK. You shouldn't use .PNG files when professionally printing your logo.

PRINT

Format: .AI
Color: CMYK (4-color)
or PMS (2-color)



CCI-main-hort-cmyk.ai



Commonwealth
Cyber Initiative

CCI-main-vert-pms2397c.ai



CCI-main-hort-cmyk.ai

SOCIAL

Format: .PNG
Color: RGB



CCI-main-hort-rgb.png



Commonwealth
Cyber Initiative

CCI-main-vert-rgb.png



CCI-main-hort-rgb.png

WEB/HTML

Format: .PNG
Color: RGB



CCI-main-hort-rgb.png



Commonwealth
Cyber Initiative

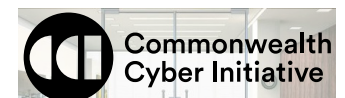
CCI-main-vert-rgb.png



CCI-main-hort-rgb.png

SIGNAGE

Format: .AI
PMS (2-color)
or Black and White



CCI-main-hort-drop.ai[^]



CCI-main-vert-pms2397c.ai



CCI-main-hort-drop-rev.ai[^]



Commonwealth
Cyber Initiative

CCI-main-vert-drop-rev.ai[^]



Commonwealth
Cyber Initiative

CCI-main-vert-rev.png



Commonwealth
Cyber Initiative

CCI-main-vert-rev.png



Commonwealth
Cyber Initiative

CCI-main-hort-rev.ai



Commonwealth
Cyber Initiative

CCI-main-hort-rev.png



Commonwealth
Cyber Initiative

CCI-main-hort-rev.png

[^]This logo variation may only be used over the CCI's primary brand colors or for glass door signage.

PMS 2237c/294c
+ a PMS 2397c 25%
opacity, overlay

COLOR INFORMATION

Ink printed on coated and uncoated papers appears different. Ink sits on coated papers (glossy, satin, or matte) — but with uncoated papers, ink soaks into the paper's fibers, creating a very different look.

The CCI Brand uses matte or dull sheets for collateral materials and uncoated for correspondence needs.

Printing lithography-PMS (spot color), lithography-CYMK (4-color), digital (process printing), and color copies are very different procedures and will not look the same once printed.

SOLID PANTONE® (Printing: Coated and Uncoated)

Colors created without screens or dots are referred to as spot or solid colors. The Pantone® Matching System (PMS) is an industry baseline used to choose solid ink colors that can be consistently reproduced from printer to printer. To maintain consistent color reproduction, two sets of swatches have been matched for printing on coated and uncoated papers. The COATED swatches should be used for printing on coated papers and surfaces such as glossy, satin, or matte. These colors have a C next to their color number. The UNCOATED swatches should be used for printing on uncoated paper surfaces. To compensate for the loss of saturation on untreated papers, the uncoated color swatch number may be different than the coated swatch number. These colors have a U next to their color number. *They should NOT be used for web or digital display.*

CMYK (Printing: Coated and Uncoated)

Colors created with screens or dots are referred to as CMYK or Process color. CMYK stands for Cyan, Magenta, Yellow, and K for Black. To maintain consistent color reproduction, two sets of CMYK swatches have been matched for printing on coated and uncoated papers. The COATED swatches should be used for printing on coated papers and surfaces such as glossy, satin, or matte. The UNCOATED swatches should be used for printing on uncoated paper surfaces. To compensate for the loss of saturation on untreated papers, *uncoated color values will often be different than coated values*. Note: These colors values are specified for print and may not appear correctly on-screen. *They should NOT be used for web or digital display.*

RGB AND HEX (Electronic Devices)

RGB color is used for displays and devices using the RGB color space. RGB stands for Red, Green and Blue. All monitors and digital displays use the RGB color space. RGB logos should be used for websites and digital displays. HTML colors are defined using a hexadecimal notation (HEX). HEX values are specified as three pairs of two-digit numbers, starting with a # sign. Note: These color values are specified for on-screen display only. *They should NOT be used for print.*

COLOR PALETTE AND SPECIFICATIONS

Use the CCI brand's **PRIMARY COLORS** as often as possible. **SECONDARY COLORS** should be used to add emphasis and/or increase the visual interest of the design without competing with the CCI brand.

As a rule, don't use colors outside this palette in a combination that might infer a particular Virginia university.

When specifying the CCI **PRIMARY** and **SECONDARY COLORS**, use the CMYK builds supplied and let your printer know what PMS color you are trying to match. They may adjust the builds to accommodate their printing system. Not all printers use the same system or setup.

PRIMARY COLORS



CCI TEAL
(for solids)^
PMS: 2397C
CMYK: 100-0-0-20
RGB: 0-80-80
HEX: 00cccc



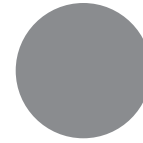
TYPE TEAL
(for text)^
PMS: 2237C
CMYK: 96-6-0-44
RGB: 5-134-142
HEX: 05868e



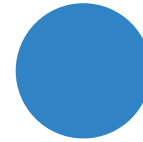
ACID GREEN
PMS: 381C
CMYK: 14-0-90-13
RGB: 192-223-22
HEX: c0df16

[^]CCI Teal is too light to be readable as text. Please use the Type Teal for headlines and subheads, but not for large amounts of body copy.

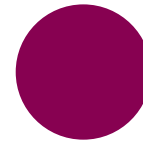
SECONDARY COLORS



MEDIUM GREY
55% BLACK
CMYK: 0-0-0-55
RGB: 115-115-115
HEX: 737373



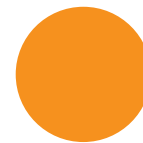
BRIGHT BLUE
PMS: 7689C
CMYK: 79-26-0-24
RGB: 41-143-194
HEX: 298fc2



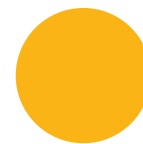
WINE
PMS: 228C
CMYK: 0-91-36-46
RGB: 137-12-88
HEX: 890c58



HOT PINK
PMS 129C
CMYK: 0-100-42-7
RGB: 236-0-138
HEX: ec008a

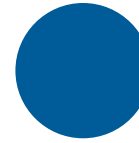


ORANGE
PMS: 2013C
CMYK: 0-41-100-7
RGB: 237-138-0
HEX: ed8b00



YELLOW
PMS: 130C
CMYK: 0-30-100-5
RGB: 242-169-0
HEX: f2a900

TONE-ON-TONE COLORS



MED BLUE PHOTO
PMS: 3015C
CMYK: 100-40-0-40
RGB: 0-92-153
HEX: 005c99



DARK BLUE PHOTO
PMS: 294C
CMYK: 100-55-0-58
RGB: 0-48-107
HEX: 00306b



TEAL PHOTO PMS:
315C
CMYK: 100-19-0-50
RGB: 0-103-127
HEX: 00677f

See page 9 for more details on how these tone-on-tone colors can be used with graphic photos.

GRAPHIC IMAGES: TONE-ON-TONE

A tone-on-tone image is created when one ink color is printed over another ink color.

These are created easily in InDesign:

1. Place a grayscale photo (File > Place) in your document.
2. Select the photo with the Selection Tool (black arrow), open the CCI Swatches panel, and choose your PMS color build as the fill.

Example #3 is a tone-on-tone image. Follow the steps above, then use the same PMS color build for your background and the image. Then change the background color to a 50% Tint of the color on your Swatches Panel.

Example #4 is created with a four-color image, with the addition of a 50% overlay of PMS 2379C. The transparency is apply on the (Effects Tab > Opacity) option.

#1
PMS 2397c/301c

#2
PMS 2397c/315c

#3
PMS 2397c/2397c
50% tint

#4
PMS 2397c/4c image
+50% opacity overlay

CCI IMAGES

CCI is a multi-university cooperative, where world-class researchers work in tandem to build on Virginia's strong base of research excellence, innovation, and collaboration. The images used for any CCI publications, social media posts, or regional websites should convey partnerships and connections.

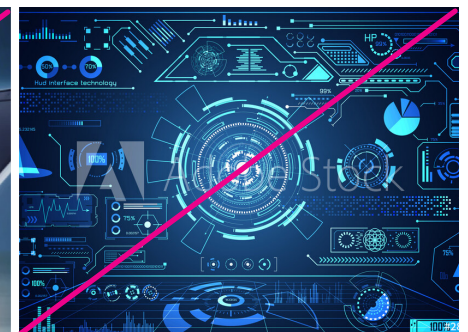
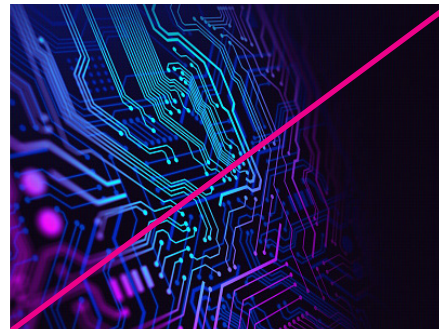
High tech, space age photos with a single person looking at a computer are cliché and not encouraged. CCI images may include high tech graphics, if the photographs show community and teamwork. Photo #1 is a good example of collaboration with high tech graphics.

When in doubt, check with CCI's Director of Communications and Marketing for guidance and approval.

CONNECTION AND TEAMWORK



ISOLATED AND CLICHÉ



CCI SAMPLE: WEBSITE

The sample website shows the vivid Primary CCI colors juxtaposed with a photo that shows connection and diversity in a modern setting.



TYPOGRAPHY:
MONTERRAT®
FONT FAMILY

The Montserrat® Font Family is one of the most readable and flexible fonts available.

With its wide range of styles and weights, Montserrat® allows the designer to create documents in one consistent typeface for all text, making it easier to maintain artistic integrity while adding visual interest.

thin ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

extralight ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

light ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

regular ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

medium ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

bold ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

GENERAL TYPOGRAPHY: STYLING SAMPLES

REGULAR STYLING

Heads:

Upper and lower case
Montserrat® Light
20/24, Black, PMS 2397C

Subheads:

Upper and lower case
Montserrat® Bold
10/15, Black, PMS 2397C

Copy:

Upper and lower case
Montserrat® Regular
10/15, Black

REVERSE STYLING

Heads:

Upper and lower case
Montserrat® Light
20/24, Black, PMS 2397C

Subheads:

Upper and lower case
Montserrat® Bold
10/15, Black, PMS 2397C

Copy:

Upper and lower case
Montserrat® Medium
10/15, Black

REGULAR STYLING

Headline in Upper and Lower Case 20/24

Bold subhead 10/15 PANTONE® 2237C

This copy is set at **10/15 Montserrat® Regular** without hyphenation, with one hard return, and set with .125" on the Paragraph Tab to create a line space.

Si meliora dies, ut vina, poemata reddit,
scire velim, chartis pretium quotus. Scriptor
abhinc centum qui decedit, inter perfectos
veteresque referri debet an inter vilis atque
novos. Excludat iurgia, est vetus atque,
centum qui perficit. Quid, qui deperiit minor
uno mense vel, inter quos referendus erit.

Iste quidem veteres inter ponetur honeste,
qui an quos et praesens et respuat aetas
vel mense brevi vel toto est iunior. Utor
permisso, caudaeque pilos ut equinae
paulatim vello unum, demo etiam unum,
dum cadat elusus ratione ruentis acervi,
qui redit in fastos et virtutem aestimat
miraturque nihil nisi quod sacravit.

REVERSE STYLING

Headline in Upper and Lower Case 20/24

Bold subhead 10/15 PANTONE® 2397C

This copy is set at **10/15 Montserrat® Medium** without hyphenation, with one hard return, and set with .125" on the Paragraph Tab to create a line space.

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Iste quidem veteres inter ponetur honeste,
qui an quos et praesens et respuat aetas
vel mense brevi vel toto est iunior. Utor
permisso, caudaeque pilos ut equinae
paulatim vello unum, demo etiam unum,
dum cadat elusus ratione ruentis acervi,
qui redit in fastos et virtutem aestimat
miraturque nihil nisi quod sacravit.



Commonwealth
Cyber Initiative

PMS 2297c/4c image
+ 70% opacity
overlay