Logo Usage Guidelines

The guidelines are few, but should be adhered to, in order to ensure consistency across the brand and To encourage the use of the logo.

The logotype is based on the typeface *LibreBaskerville-Regular*. Two versions of the logo are available to suit a variety of layouts:

Horizontal Version

Vertical Version

A few do's and don't's:

• **Do** use the logo in its entirety

• **Do not** add anything to the logo

• **Do not** rotate the logo

• **Do** allow for adequate space surrounding the logo. A minium of twice the height of the "Y" in "You've got this." should be used on all four sides.

• With exception to color, **do not** alter the logo.

• When used in a layout, the color of the logo should provide adequate contrast with the background. Both black (for use on lighter backgrounds) and white (for use on darker backgrounds) are provided. At the discretion of a graphic designer, the logo may be tinted to work better with a college's colors.

youvegotthis.org