



Council for the
Accreditation of
Educator Preparation

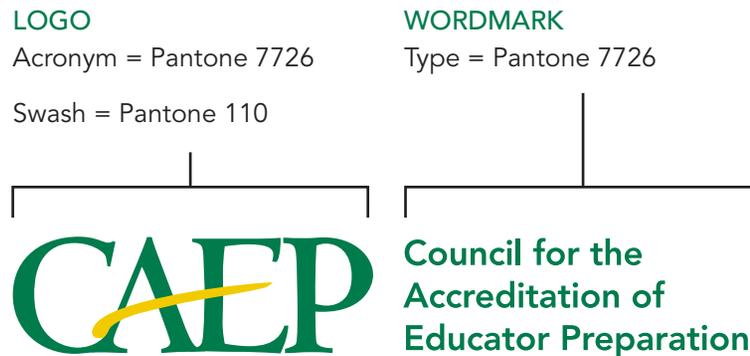
STYLE GUIDE

MARCH 2013

The CAEP Logo

ELEMENTS OF THE CAEP LOGO

The logo is made up of the CAEP logo at left, comprised of the acronym and swash. And the wordmark of the full name, "Council for the Accreditation of Educator Preparation," at right. Colors for each logo element is specified below:



OTHER COLOR OPTIONS FOR THE CAEP LOGO

Black and White



Reversed out of a color background



Logo Sizing

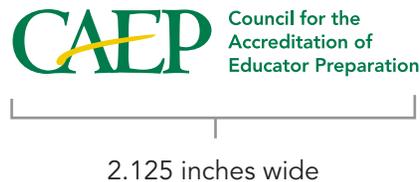
CLEARSPACE

To ensure the legibility of the logo, it must be surrounded with a minimum amount of clearspace. This isolates the logo from competing elements such as photography, text or background patterns that may detract attention and lessen the overall impact. The amount of clear space required for the logo should equal half the **height** of the capital “E” in the “CAEP” wordmark. This clear space should be consistent on all sides of the logo. Using the logo in a consistent manner across all applications helps to both establish and reinforce immediate recognition of the CAEP brand. The provided artwork must be used at all times.



MINIMUM SIZE

To ensure the legibility of the wordmark, the smallest size the logo should appear is 2.125 inches wide. At this size the wordmark will appear in 7 point type.



CAEP Corporate Colors

PRIMARY LOGO COLORS



PMS 7726

C: 100 R: 0
M: 25 G: 123
Y: 89 B: 76
K: 13

PMS 110

C: 0 R: 241
M: 12 G: 203
Y: 100 B: 0
K: 7

COMPLEMENTARY COLORS



PMS 424

C: 0 R: 126
M: 0 G: 128
Y: 0 B: 131
K: 61

PMS 302

C: 100 R: 0
M: 25 G: 85
Y: 0 B: 129
K: 50

Typefaces

The primary typeface for brand identity applications is Avenir, chosen for its cleanliness and versatility.

Avenir 45 Book

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Avenir 65 Medium

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Avenir 85 Bold

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Avenir 95 Black

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Avenir 45 Book Oblique

*abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890*

Avenir 65 Medium Oblique

*abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890*

Avenir 85 Bold Oblique

*abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890*

Avenir 95 Black Oblique

*abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
UVWXYZ 1234567890*

The primary serif typeface is Centaur MT, chosen for its classical elegance.

Centaur MT Roman

abcdefghijklmnopqrstuvwxy
z
ABCDEFGHIJKLMNOPQRSTUVWXYZ
UVWXYZ 1234567890

Centaur MT Bold

**abcdefghijklmnopqrstuvwxy
z
ABCDEFGHIJKLMNOPQRSTUVWXYZ
UVWXYZ 1234567890**

Centaur MT Italic

*abcdefghijklmnopqrstuvwxy
z
ABCDEFGHIJKLMNOPQRSTUVWXYZ
UVWXYZ 1234567890*

Centaur MT Bold Italic

***abcdefghijklmnopqrstuvwxy
z
ABCDEFGHIJKLMNOPQRSTUVWXYZ
UVWXYZ 1234567890***

Typefaces

The closest Windows substitute for Avenir is Century Gothic, if unavailable Arial will work.

Century Gothic Regular

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Century Gothic Bold

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Century Gothic Italic

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Century Gothic Bold Italic

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

The Windows serif typeface substitute is Book Antiqua.

Book Antiqua Roman

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Book Antiqua Bold

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Book Antiqua Italic

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

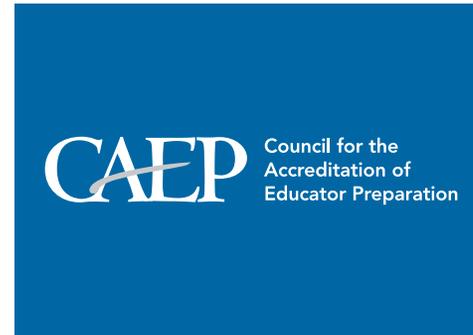
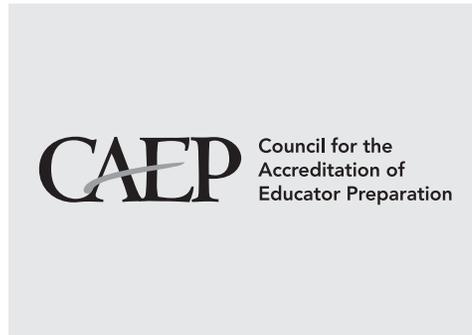
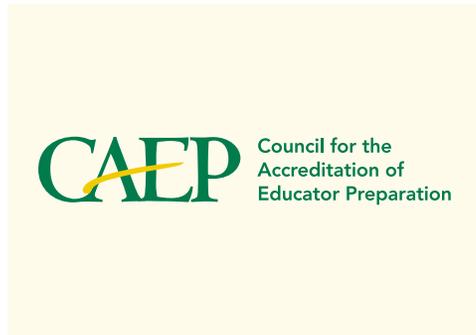
Book Antiqua Bold Italic

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Correct Usage

To ensure a consistent and appropriate brand identity, a general set of guidelines for logo usage is outlined as follows.

- No elements of the logo artwork may be recreated, deleted, cropped, or reconfigured.
- A minimum clearspace must be maintained on the perimeter surrounding logo artwork as outlined in Logo Clearspace section. Must use the artwork provided.
- Logo artwork must be uniformly scaled. Non-uniform scaling distorts the proportions of artwork and the relationship between the icons and letterforms.
- Logo artwork should always appear upright.
- Logo artwork should appear against a solid background to ensure maximum and proper contrast.
- Logo artwork may only be reproduced directly from a digital file. It should never be reproduced from previously printed materials.
- Do not put a white box around the logo when placed on a dark background and do not reproduce the logo in colors other than those specified in these guidelines.



Incorrect Usage

1. Don't change the logo's orientation.



2. Don't bevel or emboss the logo.



3. Don't place the logo on a busy photograph or pattern.



4. Don't change the logo colors.



5. Don't add "glow" effects to the logo.



6. Don't present the logo on "vibrating" colored backgrounds.



7. Don't present the logo in "outline only" fashion.



8. Don't place the logo on similarly-colored backgrounds.



9. Don't outline the logo in any color.



10. Don't add "drop shadow" effects to the logo.



11. Don't put a white box around the logo when placed on a dark or busy background.



12. Don't stretch or squeeze the logo to distort proportions.





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