VES

100 YEARS

EST. 1916

CENTENNIAL
BRAND GUIDE

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VES CENTENNIAL LOGO

STAND-ALONE LOGO

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ONE-COLOR LOGO

LOGO PLACEMENT

APPROVED USAGE ON COLOR AND IMAGE

On VES garnet

On black

On light gray

On dark gray

On low-contrast image

On color image

LOGO USAGE: BUSINESS CARDS

NOTE: THROUGH 2016 THE CENTENNIAL LOGO SHOULD BE USE ON ALL PROMOTIONAL ITEMS.

APPROVED SUBSTRATE COLORS: GARNET (FRONT), WHITE (BACK)

FRONT OF CARD

CATHERINE HUNTER VARNER

DIRECTOR OF
MARKETING & COMMUNICATIONS
cvarner@ves.org
434-385-3600

VIRGINIA EPISCOPAL SCHOOL
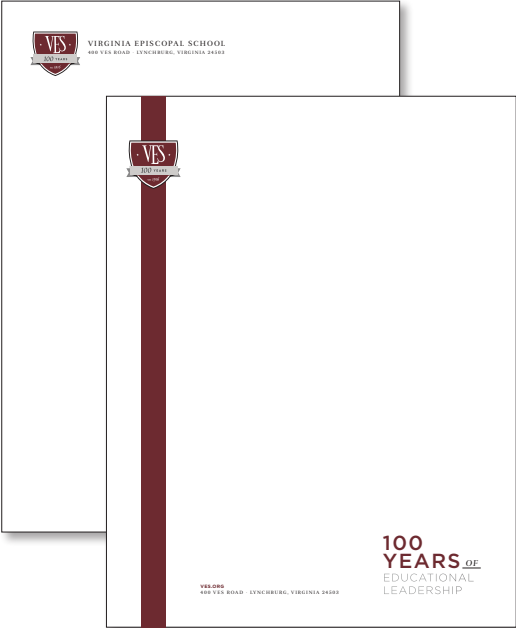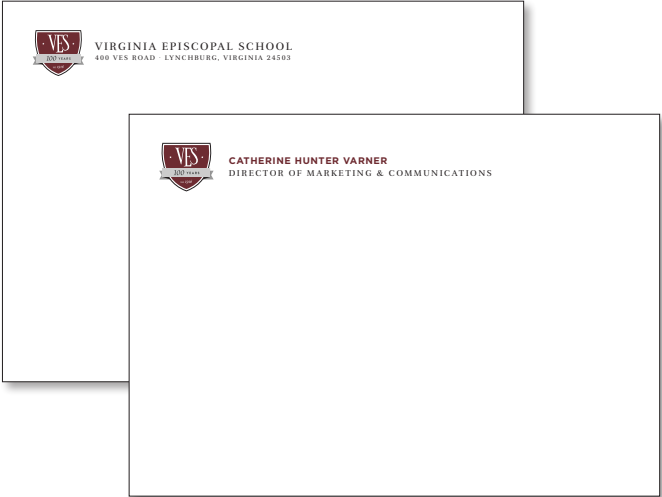400 VES ROAD · LYNCHBURG, VIRGINIA 24503
VES.ORG

BACK OF CARD

LOGO USAGE: STATIONERY

NOTE: THROUGH 2016 THE CENTENNIAL LOGO SHOULD BE USE ON ALL PROMOTIONAL ITEMS.

APPROVED SUBSTRATE COLORS: WHITE

LETTERHEAD & ENVELOPE

CORRESPONDENCE CARD & ENVELOPE

COLOR PALETTE

PRIMARY COLOR PALETTE

PMS 506
37c 85m 68y 43k
109r 44g 50b

PMS Cool Gray 9
56c 47m 44y 11k
116r 118g 121b

PMS
Hexachrome Black
56c 47m 44y 11k
116r 118g 121b

PMS 110
17c 31m 100y 1k
216r 170g 0b

SECONDARY COLOR PALETTE

PMS 5753
59c 43m 89y 28k
37r 93g 56b

PMS 7765
30c 21m 100y 0k
187r 179g 50b

PMS 616
19c 15m 60y 0k
210r 199g 128b

PMS 5483
68c 31m 36y 2k
88r 144g 152b

PMS 5493
53c 23m 29y 0k
126r 168g 173b

PMS 5523
28c 10m 16y 0k
183r 206g 207b

PMS 1805
21c 97m 91y 12k
209r 42g 47b

PMS 166
4c 82m 100y 0k
231r 83g 0b

PMS 7403
5c 15m 57k 0k
242r 211g 131b

PMS 506
37c 85m 68k 43k
109r 44g 50b

PMS 7522
22c 66m 68k 7k
186r 105g 84b

PMS 7590
15c 29m 36y 0k
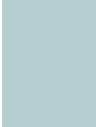215r 180g 158b

ADDITIONAL GRAYS

PMS Cool Gray 11
65c 57m 52y 29k
85r 86g 90b

Grayscale:
80% black

PMS Cool Gray 10
61c 53m 48y 19k
100r 101g 105b

70% black

PMS Cool Gray 9
55c 47m 44y 10k
119r 119g 122b

60% black

PMS Cool Gray 8
48c 40m 38y 4k
138r 138g 141b

50% black

PMS Cool Gray 7
43c 35m 34y 1k
153r 153g 154b

45% black

PMS Cool Gray 6
35c 29m 29y 0k
169r 168g 169b

35% black

PMS Cool Gray 5
31c 25m 26y 0k
179r 178g 177b

30% black

PMS Cool Gray 3
21c 17m 17y 0k
202r 200g 199b

30% black

TYPOGRAPHY

PRIMARY FONT / HEADLINES & CALL-OUTS

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!#$%

Gotham Light / All Caps

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!#$%**

Gotham Medium / All Caps

PRIMARY FONT / BODY TEXT

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo
1234567890!#$%

Gotham Light

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo
1234567890!#$%

Gotham Book

SECONDARY FONT

ABCDEFGHIJKLMNOPQRSTUVWX
1234567890#$%

Rufina Regular / All Caps (glyph numerics)

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
1234567890#$%

Rufina Regular (glyph numerics)

*AaBbCcDdEeFfGgHhIiJjKkLlMmNn
1234567890!#$%*

Rufina Italic (glyph numerics)

TYPOGRAPHY

ALTERNATE PRIMARY FONT / HEADLINES & CALL-OUTS

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!#$%

Arial Light / All Caps

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!#$%**

Arial Bold / All Caps

ALTERNATE PRIMARY FONT / BODY TEXT

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo
1234567890!#$%

Arial Light

ALTERNATE SECONDARY FONT

ABCDEFGHIJKLMNOPQRSTUVWX
1234567890#$%

Georgia Regular / All Caps (glyph numerics)

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
1234567890#$%

Georgia Regular (glyph numerics)

*AaBbCcDdEeFfGgHhIiJjKkLlMmNn
1234567890!#$%*

Georgia Italic (glyph numerics)

TYPOGRAPHY IN USE

HEADLINE LOCK-UP EXAMPLES

GET READY *FOR* AN INCREDIBLE JOURNEY

Upper: Gotham Medium / tracking: 70 / leading: 34 (size: 37pt)*
Lower: Gotham Light / tracking: 60 / leading: 23 (size: 23pt)*
Ital: Rufina Italic / tracking: 100 (size: 14pt)

LYNCHBURG, VA IS YOUR *HOME*, THE *WORLD* IS **YOUR** CLASSROOM.

Sans: Gotham Light & Medium /
tracking: 50 / leading: 16 (size: 12pt)*
Ital: Rufina Italic /
tracking: 120 (size: 16pt)

A SCHOOL ON THE RISE

Upper: Gotham Bold / tracking: none
(size: 20pt)
Lower: Gotham Bold / tracking: none /
leading: 31 (size: 37pt)*

SUBHEAD EXAMPLES

CHAIRMAN'S LETTER

Rufina
tracking: 300 (size: 12pt)

CHAIRMAN'S LETTER

Gotham Bold
tracking: 200 (size: 9pt)

CHAIRMAN'S LETTER

Gotham Bold
tracking: none
leading: 18 (size: 18pt)*

There is only one VIRGINIA EPISCOPAL SCHOOL.

Rufina Italic   Gotham Medium
tracking: 50 (size: 11pt)   tracking: 50 (size: 11pt)

VES ATHLETICS

Rufina Italic   Gotham Light
tracking: 150 (size: 10pt)   tracking: 150 (size: 10pt)

* size leading proportionally to type

TYPOGRAPHY IN USE

BODY COPY

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum malesuada maximus lobortis. Nulla facilisi. Vivamus ut dui ipsum. Vestibulum erat eros, rhoncus non leo nec, congue commodo quam. Ut imperdiet vulputate ipsum, nec elementum nunc consectetur sit amet. In id metus ligula. Nulla imperdiet venenatis eros. Fusce feugiat, tellus non tristique cursus, est mauris lobortis orci, vel fringilla odio est et velit.

**Gotham Light
tracking: none / leading: 12 (size: 10pt)***

SIDEBAR

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibul malesuada maximus lobortis. Nulla facilisi. Vivamus ut dui ipsum. Vestm erat eros, rhoncus non leo nec, congue commodo quam.

**Gotham Light
tracking: none / leading: 13 (size: 9pt)***

INTRO

LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPISCING ELIT. VESTIBULUM MALESUADA MAXIMUS LOBORTIS. NULLA FACILISI. VIVAMUS UT DUI IPSUM. VESTIBULUM ERAT EROS, RHONCUS NON LEO NEC, CONGUE COMMODO QUAM. UT IMPERDIET VULPUTATE IPSUM, NEC ELEMENTUM NUNC CONSECTETUR SIT AMET. IN ID ME-TUS LIGULA. NULLA IMPERDIET VENENATIS EROS. FUSCE FEUGIAT, TELLUS NON TRISTIQUE CURSUS, EST MAURIS LOBORTIS ORCI, VEL FRINGILLA ODIO EST ET VELIT.

**Gotham Light
tracking: 50 / leading: 15 (size: 8pt)***

CALL-OUTS

100 YEARS AGO, ROBERT CARTER JETT ESTABLISHED *"A SCHOOL* THAT WILL DRAW OUT THAT WHICH IS *FINEST."*

**Gotham Light
tracking: 50 / leading: 14 (size: 9pt)***
**Rufina Italic
tracking: 120 (size: 9pt)**

COME SEE VES FOR YOURSELF AND **LEARN MORE** ABOUT HOW WE CAN HELP YOU **ACHIEVE YOUR DREAMS.**

**Gotham Light / Medium
tracking: 120 / leading: 16 (size: 9pt)***

25 *YOUNG ALUMNI CURRENTLY PLAYING AT THE COLLEGIATE LEVEL*

**Gotham Light
tracking: none (size: 34pt)**
**Rufina Italic
tracking: 120 / leading: 9 (size: 8.5pt)***

* size leading proportionally to type

PHOTOGRAPHY MOOD

STUDENTS IN ACTION

CAMPUS DETAILS

PHOTOGRAPHY IN USE

FULL COLOR

Bleed at least one side
when possible

DUOTONE

For use as background for
photos and complex graphics

DESATURATED

For use as background
for overlay

GRAPHIC ELEMENTS

APPROVED DEVICES

"

Oversize quotes

CELEBRATING 100 YEARS OF EDUCATIONAL LEADERSHIP.
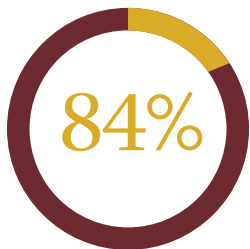
Bold, short strokes
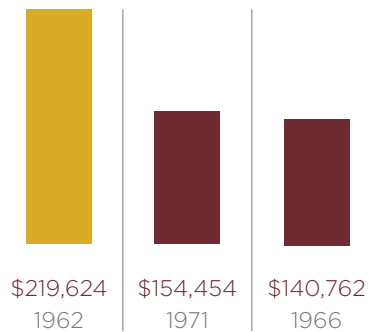
LOREM IPSUM

Long 1pt. underlines

Hairline dividers

84%

Pie chart

$219,624
1962

$154,454
1971

$140,762
1966

Bar graph

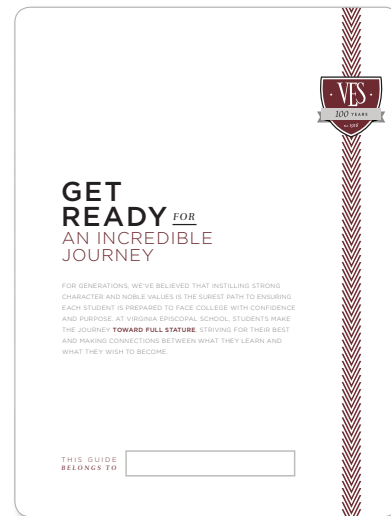| FISCAL YEAR	CLASs	DONATIONS
2014	1962	$219,624.00
2013	1963	$112,445.00
2012	1962	$247,377.00
2011	1971	$148,145.00
2010	1950	$56,899.75

Chart

HERRINGBONE ELEMENT

ELEMENT

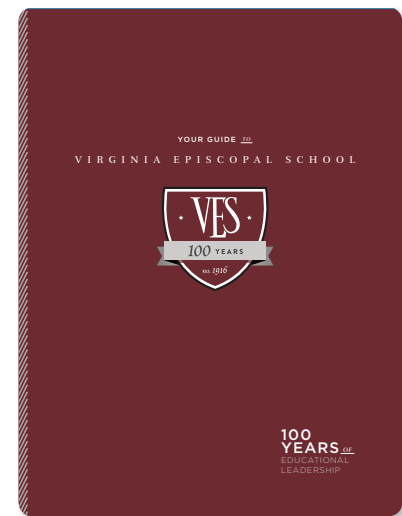For use in VES garnet and gray palette, always vertically oriented

USAGE

Border

Dividing device

Spine

LOGO USAGE: PROMOTIONAL ITEMS

NOTE: THROUGH 2016 THE CENTENNIAL LOGO SHOULD BE USE ON ALL PROMOTIONAL ITEMS.

APPROVED SUBSTRATE COLORS: GARNET

FULL COLOR ON GARNET   TWO COLOR ON GARNET   ONE COLOR ON GARNET

LOGO USAGE: PROMOTIONAL ITEMS

NOTE: THROUGH 2016 THE CENTENNIAL LOGO SHOULD BE USE ON ALL PROMOTIONAL ITEMS.

APPROVED SUBSTRATE COLORS: GRAY

FULL COLOR ON GRAY

TWO COLOR ON GRAY

ONE COLOR ON GRAY

LOGO USAGE: PROMOTIONAL ITEMS

NOTE: THROUGH 2016 THE CENTENNIAL LOGO SHOULD BE USE ON ALL PROMOTIONAL ITEMS.

APPROVED SUBSTRATE COLORS: WHITE

FULL COLOR ON WHITE

ONE COLOR ON WHITE