

COLORS

MAIN COLOR

Blue is often a background color, and always used in every CEI product. Light Blue and Dark blue are secondary options for Blue.



BLUE
HEX#0060A9

RGB 0, 96, 169
CMYK 100, 60, 0, 6
PANTONE PMS 286 U



LIGHT BLUE
HEX#0072BC

RGB 0, 114, 188
CMYK 100, 50, 0, 0



DARK BLUE
HEX#004891

RGB 0, 72, 145
CMYK 10, 75, 0, 16

ACCENT COLOR

Gold is our accent color, for emphasis and high contrast. Light Gold and Dark Gold are secondary options for Gold.



GOLD
HEX#FDB727

RGB 253, 183, 39
CMYK 0, 31, 94, 0
PANTONE PMS 123



LIGHT GOLD
HEX#FFCD42

RGB 255, 205, 66
CMYK 0, 19, 84, 0



DARK GOLD
HEX#E8A41C

RGB 232, 164, 28
CMYK 8, 38, 100, 0

GRAYSCALE COLORS

Dark Gray & Light Gray are the neutrals used for small elements.

White is used as a contrasting color against dark or bold colors. White is suitable for a background color as well.



DARK GRAY
HEX#4A4A4A

RGB 74, 74, 74

CMYK 66, 59, 57, 39



LIGHT GRAY
HEX#E1E1E1

RGB 225, 225, 225

CMYK 10, 8, 8, 0



WHITE
HEX#FFFFFF

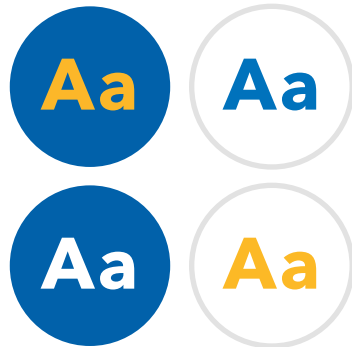
RGB 255, 255, 255

CMYK 0,0,0,0

COLOR AND TYPE PAIRINGS

Pairing the colors of text with a background is important for legibility, cohesiveness and professionalism.

Avoid using gold as a background color. Use a bold font for any gold text to improve legibility.



GRADIENT

GRADIENT USAGE

CEI has one official linear gradient using Light Blue and Dark Blue.

Light Blue is at the top and Dark blue is at the bottom.



LIGHT BLUE #0072BC

DARK BLUE #004891

TYPOGRAPHY

OFFICIAL TYPEFACES

Avenir Next is our main typeface. **Avenir Next Condensed** is an alternative option.

Garamond is used as a secondary typeface for body text in formal documents or pieces.

ACCEPTABLE TYPEFACE SUBSTITUTES

Avenir: **Prompt** (found at Google Fonts or request from Creative Services).

Garamond: **Georgia** or **Minion** (default fonts for most tech).

FONT USAGE

When creating forms, handouts, etc., separate location, email, and phone number on a single line with a yellow dot. Use periods for phone numbers as the example below:

Bldg 2, Room 285 • name.lastname@cei.edu • 208.535.XXXX

Aa

AVENIR NEXT

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
NOPQRSTUVWXYZ
0123456789 •,:;'?"'!"&-\$

Italic
Regular
Medium
Medium Italic
Demi
Demi Italic
Bold
Bold Italic
Heavy
Heavy Italic

Aa

AVENIR NEXT CONDENSED

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
NOPQRSTUVWXYZ
0123456789 •,:;'?"'!"&-\$

Italic
Regular
Medium
Medium Italic
Demi Bold
Demi Bold Italic
Bold
Bold Italic
Heavy
Heavy Italic

Aa

GARAMOND

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMN-
NOPQRSTUVWXYZ
0123456789 •,:;'?"'!"&-\$

Italic
Regular
Bold