

Quick Logo Usage Guide

UPDATED 04.25.25



a CalArts affiliate

The VCFA logo: Our standard



a CalArts affiliate

VCFA provides its students with a window into their self-actualized artistic futures. Our school is a place that invites exploration and critical evaluation in the context of a vibrant and supportive community.

Need logo files? Email:

Download the hi-res logo
PNGs [here](#)

For other file formats
Email: market@vcfa.edu

MINIMUM SIZE

Always use our mark at
a minimum height of
.625" or 60px.



The VCFA logo: Alternate configurations

STACK IT

The affiliate wordmark may be stacked below the VCFA logomark in situations where the horizontal version will be too small or layout calls for this version. The vertical line is not used in this version.



The VCFA logo: The word mark

JUST THE WORDS

The best phrasing in short mediums, such as design, bios, captions, and other assets is “a CalArts affiliate.” Please avoid saying “an affiliate of CalArts” in text if possible.”

a CalArts affiliate

The VCFA logo:

Alternate & single-color configurations



LEGIBILITY
The logo may be reproduced in one or two colors, or reversed out of a background color or image. In all cases, legibility and edge definition must be maintained.

COLOR
When possible, reproduce the logo in two colors, using the green palette. In contexts with limited production flexibility, our identifier may be rendered in a single green value, black, or reversed out of a color field or image. Avoid reproducing our identifier in color(s) other than our green palette, black, or white.

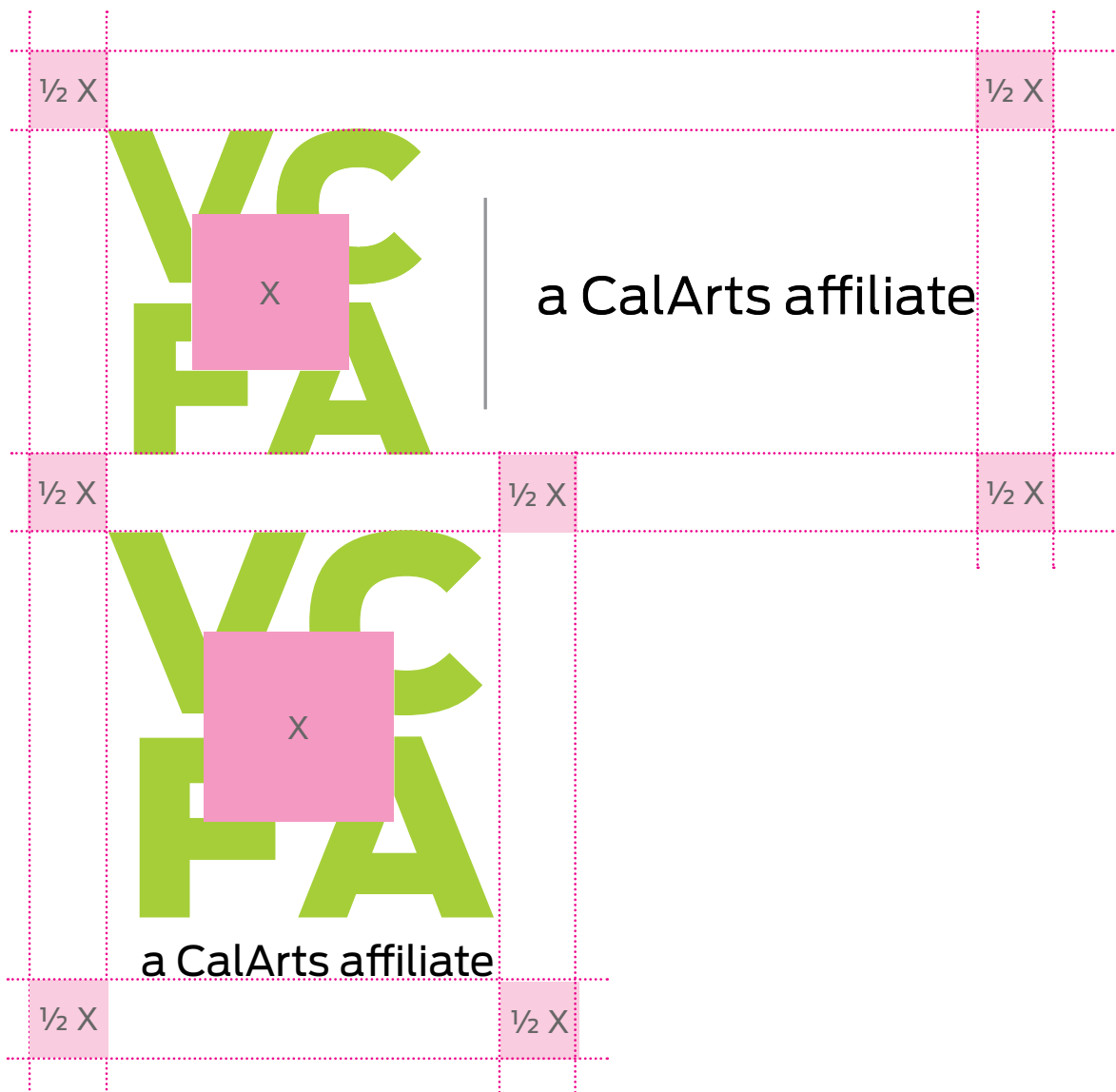


The VCFA logo:

Clear space suggestions

When using the VCFA affiliate logo it is important to always leave a sufficient amount of clear space surrounding the mark. A clear space equal to no less than 1/2 the height

of the negative shape within the logo must be maintained in all directions. Do not overlap the logo onto edges of visual imagery—this destabilizes brand clarity.



The VCFA logo: Program specific configurations

MAKING A MARK

The logo alone is used in conjunction with the program-specific boxes each of our programs as standalone entities.

The affiliate tagline is not employed in order ensure visual simplicity. Instead the affiliate tagline should appear in the body text where appropriate.



BEING REDUCTIVE

The affiliate tagline or full logo should NOT be used with the program-specific tiles.



Color:

A guide

PRIMARY COLOR PALETTE



The green color palette plays *the* defining role in VCFA’s visual identity.

SECONDARY COLOR PALETTE / PROGRAM COLORS

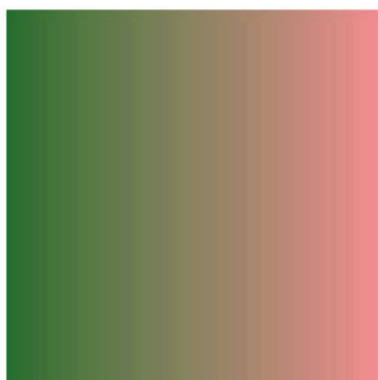
FILM CMYK 90.30.0.0 RGB 0.141.208 #008DD0	GRAPHIC DESIGN CMYK 80.0.40.0 RGB 0.181.173 #00B5AD	MUSIC COMPOSITION CMYK 25.0.100.3 RGB 245.187.14 #F5BB0E	VISUAL ART CMYK 65.0.85.0 RGB 244.121.59 #F4793B	WRITING FOR CHILDREN & YOUNG ADULTS (WCYA) CMYK 10.85.0.0 RGB 217.75.155 #D94B9B	WRITING CMYK 60.80.0.0 RGB 124.81.161 #7C51A1
SECONDARY COLOR CMYK 45.15.0.0 RGB 134.186.228 #86BAE4	SECONDARY COLOR CMYK 40.0.20.0 RGB 150.213.210 #96D5D2	SECONDARY COLOR CMYK 0.13.50.2 RGB 249.215.141 #F9D78D	SECONDARY COLOR CMYK 0.33.43.0 RGB 251.183.144 #FBB790	SECONDARY COLOR CMYK 5.43.0.0 RGB 232.164.201 #E8A4C9	SECONDARY COLOR CMYK 30.40.0.0 RGB 177.154.202 #B19ACA

A series of bright, intentional supporting accent colors allows for flexibility and dynamism across program communications. Use them ‘straight’ – do not use shades or tints of these colors. Think of them as spot colors—use the first row as backgrounds and the second row for type, mixing with white.

When using colors, choose from the primary or the secondary palette, but try and use the primary palette first—string brand communications rely on communicating the institution as a whole first and individual programs and initiatives second.

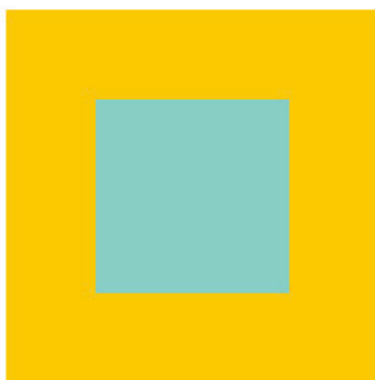
Color: Dangers

Avoid approaches to color that dilute our visual brand and hinder the clarity of our communications.



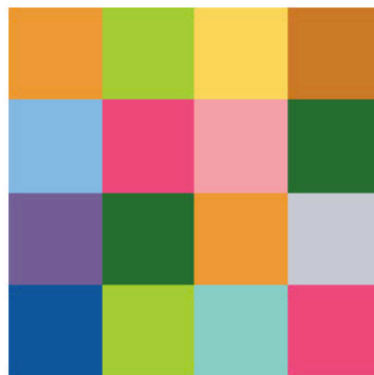
GRADIENTS AND EFFECTS

Color and image do the heavy lifting. Avoid gradients and vignette-like treatments.



VIBRATION AND LEGIBILITY

The use of color combinations that 'vibrate' or are very close in value should only be used with care and caution.



THE RAINBOW CONNECTION

Overly complex color combinations have the potential to undermine brand focus and can create visual confusion.

Thank you!

For questions and assistance,
or to request logo source files,
typefaces, our media kit, or
other visual assets, please
email:

market@vcfa.edu