



# CLC Brand Kit

Created September 2022, Updated September 2023

---

## Table of Contents

|                          |          |
|--------------------------|----------|
| <b>Table of Contents</b> | <b>1</b> |
| <b>CLC Brand Assets</b>  | <b>2</b> |
| Colors                   | 2        |
| CLC Logos                | 2        |
| <b>Visual Guidelines</b> | <b>2</b> |
| Fonts                    | 2        |
| Titles and Headings      | 2        |
| Images and Icons         | 3        |
| <b>Templates</b>         | <b>3</b> |
| Letterhead               | 3        |
| Slides                   | 4        |

---

If you have special branding needs not covered here that you want done all fancy-like, just ask Melissa. This document is also a work in progress, and will probably receive occasional updates from WiLS.

For WiLSians: these resources also live in the WiLS Canva account as a Brand Kit for easy access.

This document was inspired by the WiLS Brand Kit, put together by the inimitable Andi Coffin.



# CLC Brand Assets

## Colors

### CLC Yellow



Hex: #FCD404

RGB: 254, 212, 2

CMYK (for print): 1, 14, 100, 0

### CLC Grey



Hex: #232429

RGB: 35, 36, 41

CMYK (for print): 75, 68, 60, 68

### Additional color suggestions

*Using only one additional accent color, if any, from this palette is recommended. Preference goes to the orange accent over the blue.*

### Accent:

Orange (#F15922 | 241, 90, 34 | 0, 80, 100, 0)

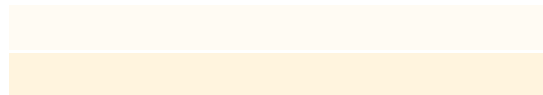
Blue (#5085B6 | 80, 133, 182 | 63, 29, 0, 17)



### Background:

Light Cream (#FFFBF3 | 255, 251, 243 | 0, 1, 4, 0)

Cream (#FFF4DE | 255, 244, 222 | 0, 3, 13, 0)



## CLC Logos

Logo files can be found in Google Drive under [CLC/Communications/CLC Branding](#).

## Visual Guidelines

The general design of CLC graphics is inspired by modernist design from the 1950s and 1960s, so when in doubt, channel that!

## Fonts

For headings, use Outfit

For body text, use Nunito Sans

## Titles and Headings

Use this standard set of headings for external CLC-branded documents. To bring them into your Google document, copy the headings and one by one, place your cursor on them, hit the text type selector button to the left of the font selection in the toolbar, hover over the relevant heading, and select “Update \_\_\_\_ to match”.

**Title**

Subtitle

**Heading 1**

**Heading 2**

**Heading 3**

Heading 4

Heading 5

*Heading 6*

Normal text

## Images and Icons

The Document Corner and Document Bar are not required for CLC-branded material, they’re simply resources to add a little spice if you’d like.

The CLC Document Corner image is located in Google Drive under [CLC/Communications/CLC Branding](#). To place it in a document, insert it or paste it in, then select it, hit the three dots on the toolbar that opens up, select “All image options”, and under “Position” set X to 7.87” and Y to 0”.

To use the yellow Document Bar at the bottom of each page in this document, simply open the footer, select all, and paste into your document’s footer. It will probably add an extra line below the bar, be sure to delete this. Note that you need the “Different first page” option



turned on for headers and footers. To add the footer properly, you will need to add it on both the first and second pages due to the way Google Docs headers and footers work.

# Templates

## Letterhead

The CLC-branded Google Docs letterhead is located in Google Drive under [CLC/Communications/CLC Branding](#). You can create a copy of that document and all the formatting will carry over. However, the built-in header settings (as described above) will be reset to your defaults. Be sure to use CLC-branded fonts when you can.

## Slides

The CLC-branded Google Slides template is located in Google Drive under [CLC/Communications/CLC Branding](#). Instructions on how to import the theme to a new presentation can be found there.