BRAND STYLE GUIDE

3.0

PHILOSOPHY

Think of the brand as the DNA of our shared community.

This represents our common framework that unifies all chapters of the CEO Program across the country. These standards aren't mere guidelines; they embody our shared values and echo the collective voice of the CEO Program across the country.

THE MISSION

Our mission is to empower you with all the necessary tools to successfully uphold our mutual brand identity, while also giving you the flexibility to adapt to your unique community's distinct flavor.

Brand **+**
Expression

LOCAL IMAGERY

Utilizing local imagery is the best way to personalize your program and make it stand out. Pictures create a strong visual impression, which not only promotes consistent engagement but also keeps the focus on your students.

Each program should have a professional photoshoot at the beginning of each year, providing individual headshots and class photos.
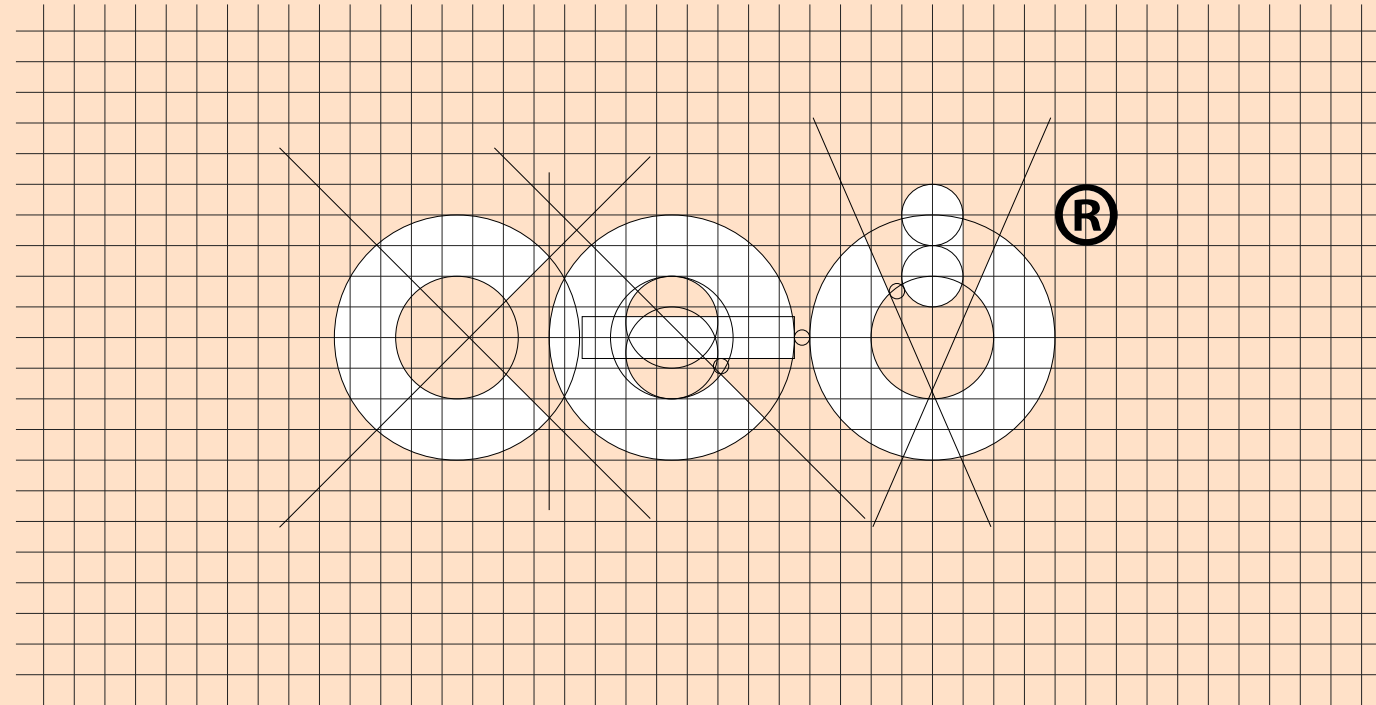
LOGOS

ceo®

CEO LOGO

Our CEO logo serves as the visual ambassador of our brand, encapsulating our identity and core values within one instantly recognizable symbol. Designed around the universally known power symbol, it communicates our brand's tagline, "Powering on the entrepreneurial spirit."

Use this version of the logo only when it is accompanied by other content, in an environment where the brand is already familiar, or in small spaces when legibility of the tagline becomes compromised (200 px or 53 mm).

□ = X

TAGLINE LOGOS

The purpose of these logos are to suc-cinctly communicate our brand's value proposition in a memorable way.

Use this version of the logo when it exists by itself, with no other context of what CEO is.

PROGRAM LOGO

The program logo is the primary logo used by programs in order to build local recognition.

Use the horizontal version of the logo as the primary default unless space limitations require the stacked version.

TAGLINE + PROGRAM LOGO

A great option that provides the most information about CEO in one mark.

Use only when suffficient space is available. This logo is at the highest risk for legibility issues.

ceu® creating entrepreneurial opportunities

ceu® BROWN SCHUYLER

HORIZONTAL

ceu® COLLINSVILLE TRIAD MARYVILLE

powering on the entrepreneurial spirit

ceu® powering on the entrepreneurial spirit

ceu® BELLEVILLE

STACKED

ceu®

MONTGOMERY

creating entrepreneurial opportunities

WHITE LOGOS

Always use the version of the logo that creates the most contrast from the background upon which it rests. Each CEO community will have access to both a black and white version of their program logo.

Use the white version when the background is dark.

ceʊ® MINNESOTA RIVER VALLEY

ceʊ® MINNESOTA RIVER VALLEY

SPACING

Each logo has been precisely fine-tuned for optimal spacing. Never attempt to recreate a logo.

Allow the space of 2x (the Registered Trademark Symbol) around each logo as clear space, free from any text, graphic, or other element.

□ = x   ® = 2x

ceʊ® powering on the entrepreneurial spirit

ceʊ® MINNESOTA RIVER VALLEY

SCALE

As you resize the logo, ensure legibility and that the proportions are not stretched or distorted in any way.

You can hold the "Shift" key in most programs to maintain the proportions while scaling up or down.

ceʊ® powering on the entrepreneurial spirit

ceʊ®

When under 200 pixels or 53mm, only use this version of the logo.

Never make your own version of a logo.

MCDONOUGH **ceo**®

Never stretch or distort the proportions.

ceo® creating entrepreneurial opportunities

Never use a drop-shadow or beveled edges.

ceo®

Never change the logo color outside of black or white.

ceo®

Never use a logo under the legibility paramenters.

ceo®
KOKOMO
creating entrepreneurial
opportunities

Never use the logo version with lesser contrast.

ceo® MCDONOUGH
COUNTY

CEO is a **game changer**!
Are you ready to join other Alabama communities with this transformational experience?

DISCOVER CEO NOW

FIRST NAME LAST NAME

PROGRAM LOCATION

STUDENT

COLORS & PATTERNS

PALLETE

Our primary color is bold, warm, and optimistic. Simplifying to one primary color creates more brand consistency and builds recognition.

Notice the color usage in this document, how accent colors should never dominate, and the primary orange is always present, tying everything together.

primary color		C 0
	R 249	M 77
	HEX #F95602	G 86	Y 91
orange	Pantone 1655 C	B 2	K 0

background color		C 71
	R 36	M 65
		G 36	Y 64
off black	HEX #242424	B 36	K 71

accent color		C 0
	R 249	M 66
		G 119	Y 100
off orange	HEX #F97702	B 2	K 0

accent color		C 65
	R 77	M 58
		G 77	Y 57
mid grey	HEX #4D4D4D	B 77	K 37

background color		C 0
	R 255	M 13
		G 225	Y 20
light orange	HEX #FFE1C8	B 200	K 0

background color		C 0
	R 243	M 0
		G 243	Y 0
off white	HEX #F3F3F3	B 243	K 5

RGB
DIGITAL

The color system for the digital world, using a combination of red, green, and blue light to achieve specific colors. Printing RGB will result in inaccurate color tones.

Use for anything to be seen on a screen (web graphics, social media, slideshows, etc).

CMYK
PRINT

The color system for the print world, using a combination of cyan, magenta, yellow, and black inks to achieve specific colors.

Make sure CMYK information is provided to any outsourced, print vendors.

HEX
WEB

The color system for the web design world, that is closely related to RGB.

Often needed when designing on a web program or website.
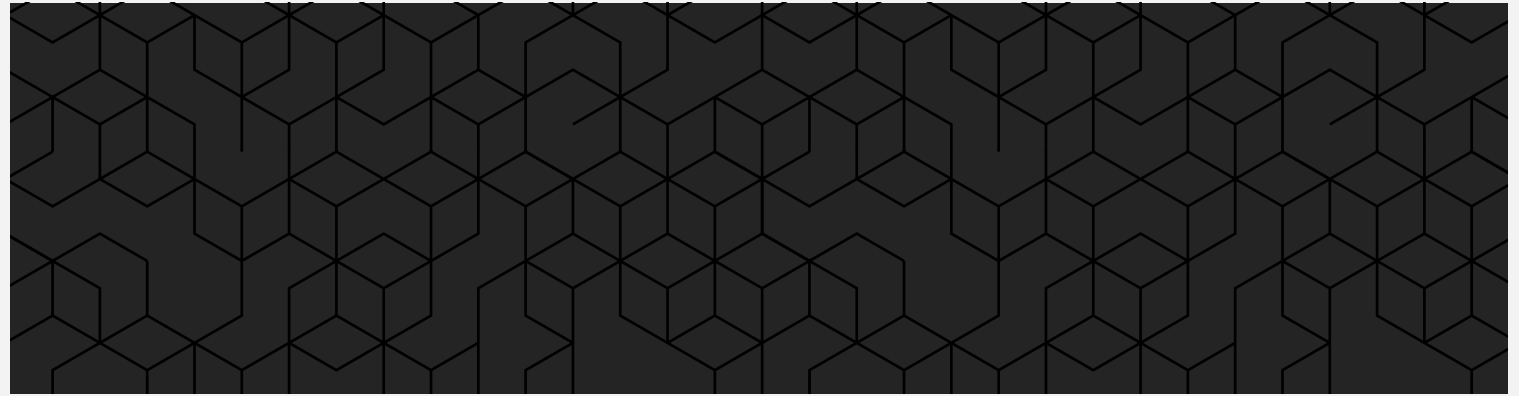
PANTONE
PAINT

Pantone Matching System is a patented color system offering standardized, precise single colors.
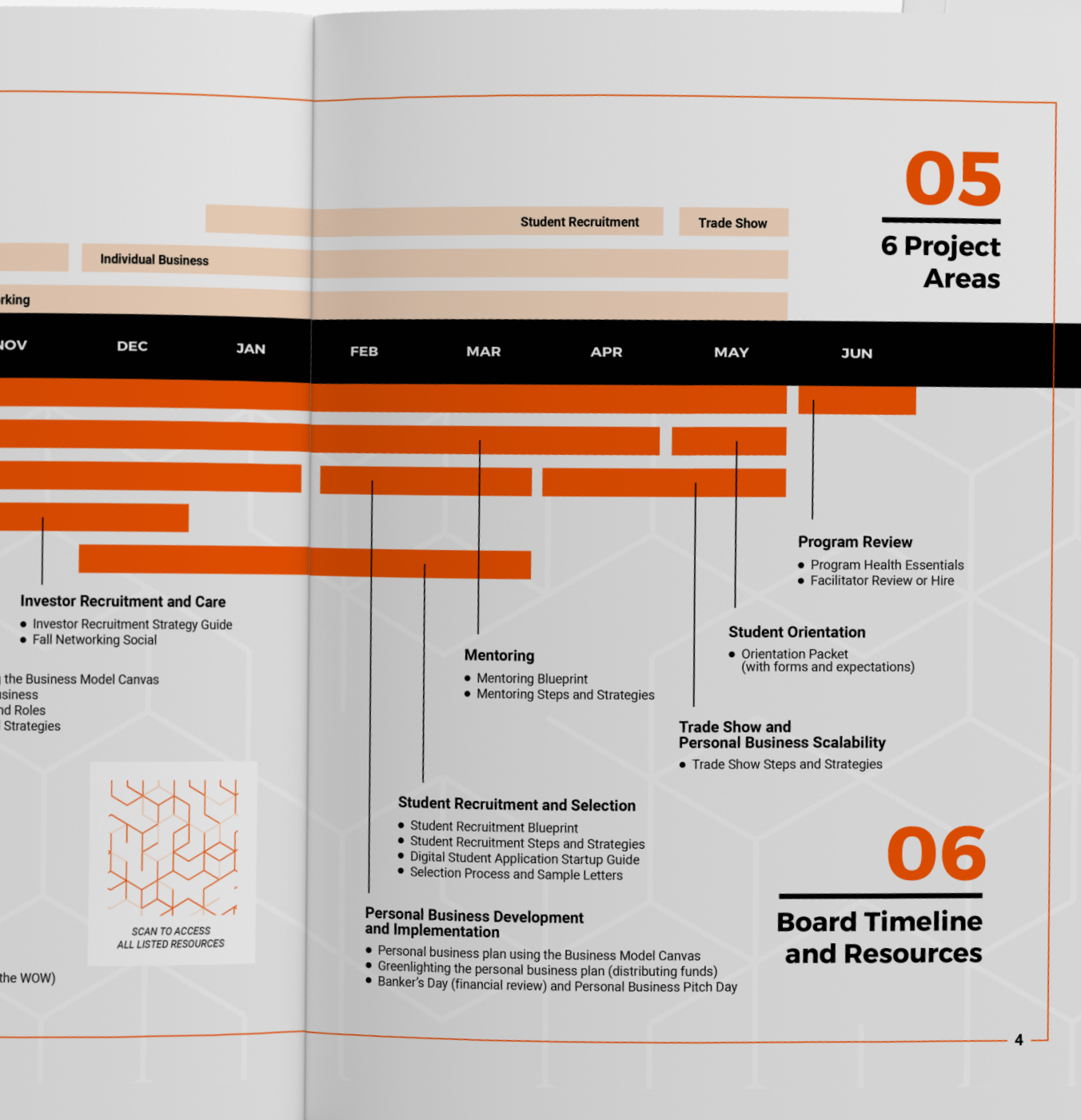
Use this when ordering paint.

PATTERN

The geometric 3D block pattern compliments the round logo, and symbolizes creating, building, and connecting.

Use the pattern backgrounds as a visual accent to make space more interesting. Less is more. Be selective in use.

Student Recruitment

Trade Show

Individual Business

...rking

05

6 Project Areas

NOV DEC JAN FEB MAR APR MAY JUN

Program Review
- Program Health Essentials
- Facilitator Review or Hire

Student Orientation
- Orientation Packet (with forms and expectations)

Investor Recruitment and Care
- Investor Recruitment Strategy Guide
- Fall Networking Social

...the Business Model Canvas
...siness
...nd Roles
... Strategies

Mentoring
- Mentoring Blueprint
- Mentoring Steps and Strategies

Trade Show and Personal Business Scalability
- Trade Show Steps and Strategies

SCAN TO ACCESS
ALL LISTED RESOURCES

Student Recruitment and Selection
- Student Recruitment Blueprint
- Student Recruitment Steps and Strategies
- Digital Student Application Startup Guide
- Selection Process and Sample Letters

06

Board Timeline and Resources

Personal Business Development and Implementation
- Personal business plan using the Business Model Canvas
- Greenlighting the personal business plan (distributing funds)
- Banker's Day (financial review) and Personal Business Pitch Day

...the WOW)

...oard User Guide

Everything you need to know in one place

CONTENTS

FONTS

3.0

FONTS

Both fonts are available in Google Fonts and Canva and are covered under the Open Font License (OFL), allowing them to be easily downloaded and used for free.

Use Montserrat primarily for headers/titles and Roboto primarily for body/detail text. Reference the usage in this document as an example.

Montserrat Family

Aa
Black

Aa
Bold

Aa
Regular

Aa
Light

Roboto Family

Aa
Bold

Aa
Regular

Aa
Light

Aa
Condensed

Montserrat Bold for Title

Roboto Bold for Section Header

Montserrat for Subtitle

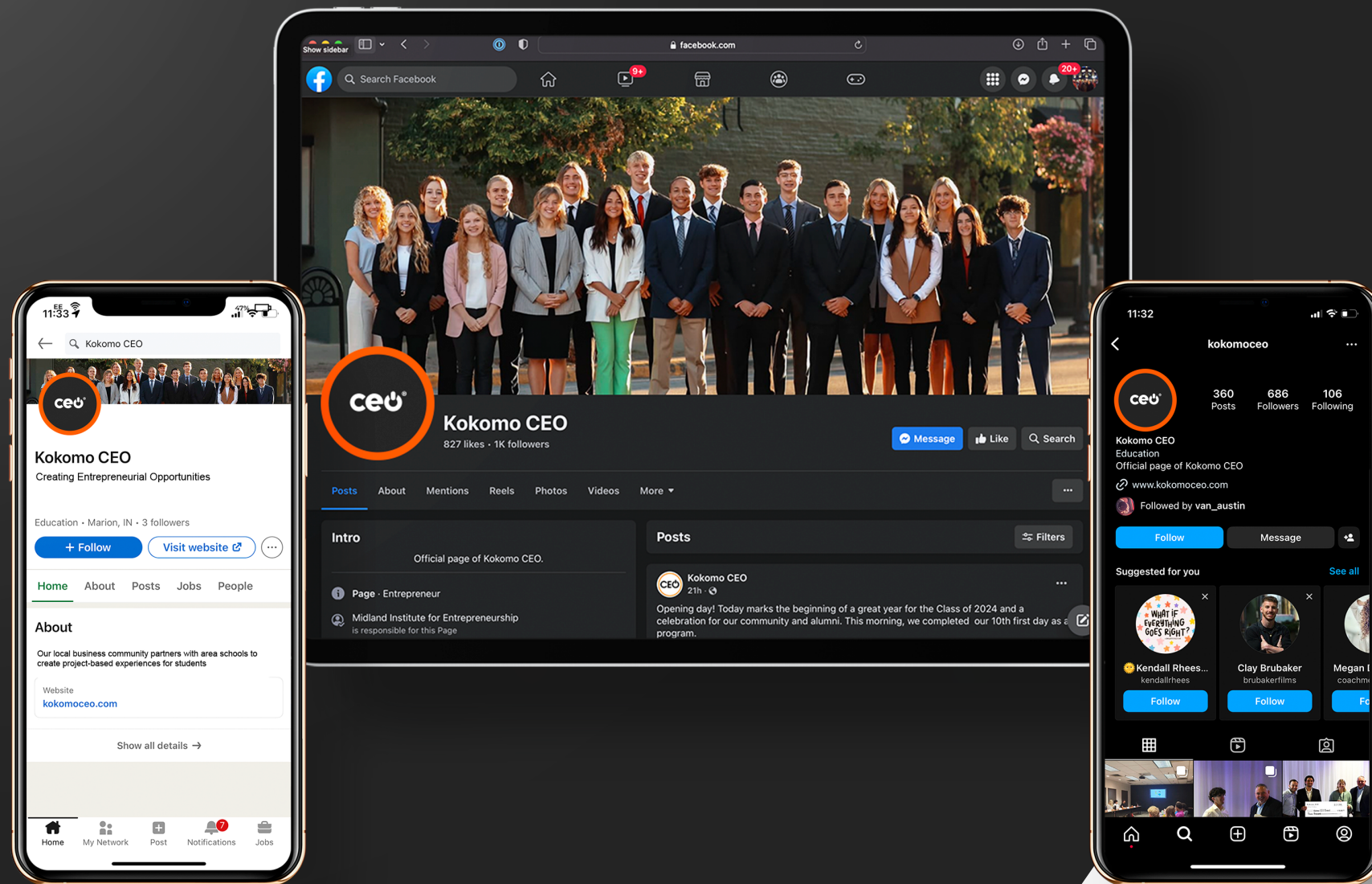Roboto for Body Text

Montserrat Bold for Header

Roboto Italics for Quote

Montserrat for Subheading

Roboto Italics for Caption

SOCIAL MEDIA

SOCIAL MEDIA PLATFORMS

Instagram, Facebook and LinkedIn accounts are made available for each CEO Program by the MIE Team. Facebook and Instagram daily management typically fall under the Facilitator's purview, while LinkedIn is more commonly managed by the CEO Board. All of these platforms offer an engaging space to share updates, news, and exciting program developments with key stakeholders in your CEO community.

Look in your assets folder to find some great profile picture options.

FACEBOOK

Facebook is where the majority of parents, investors, and board members are most likely to view updates about your program. Its widespread usage makes it an optimal place to share updates around daily class activities.

Facilitators are encouraged to post here 3-5 times per week.
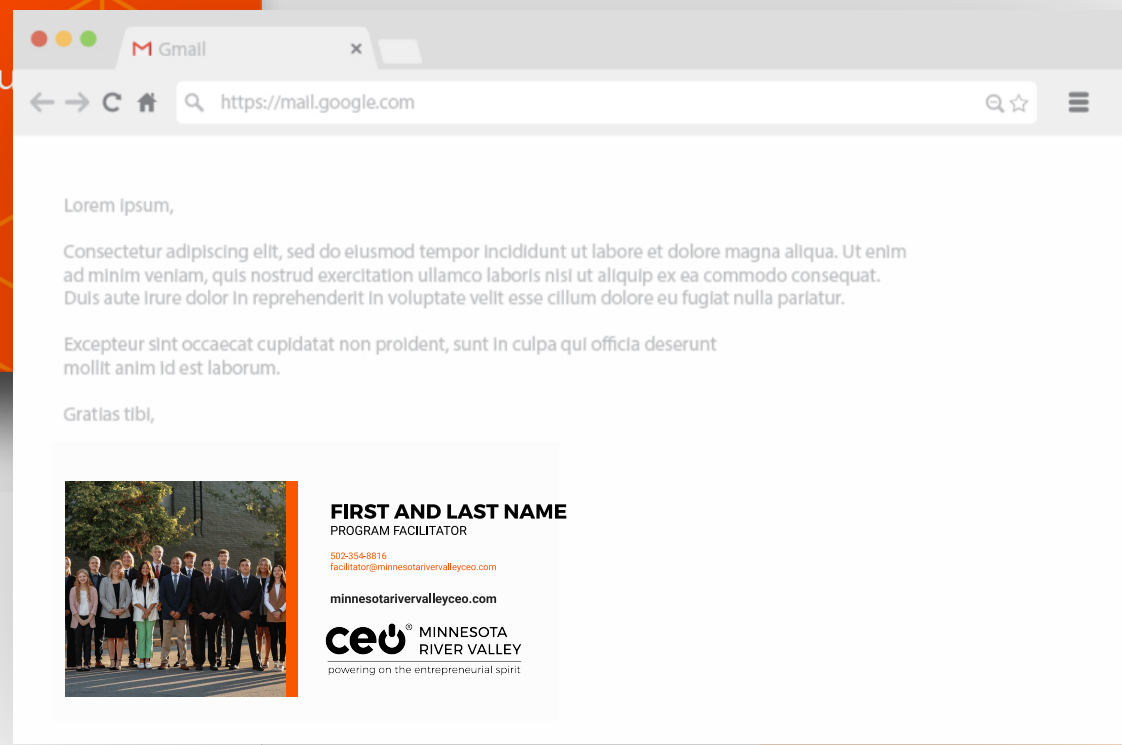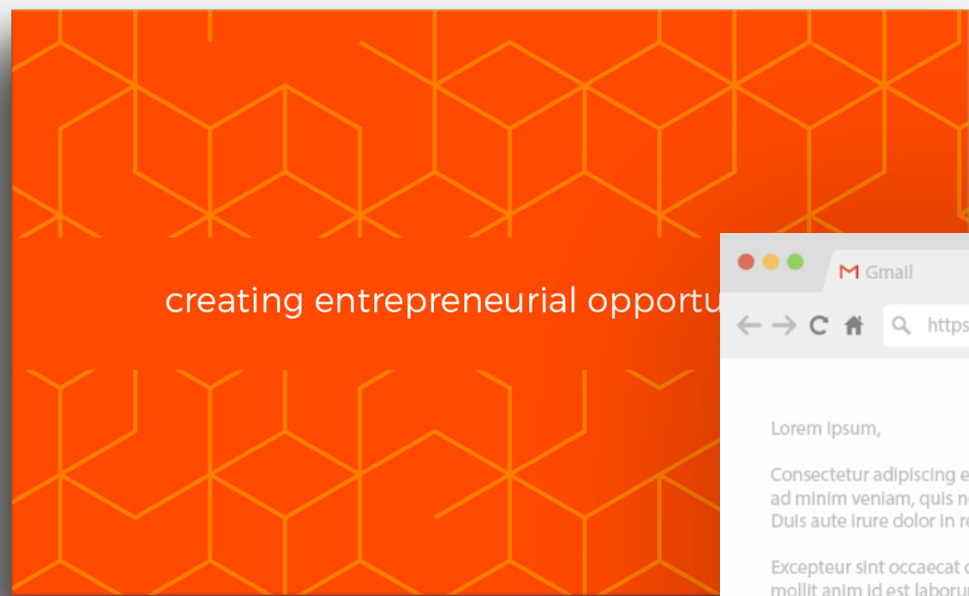
INSTAGRAM

Instagram is a popular platform where the majority of your CEO Participants (and potential applicants) are most likely to view updates about your CEO Program. This is an excellent platform to use when sharing any news and updates relevant to your CEO Program.

Facilitators are encouraged to post here 3-5 times per week.

LINKEDIN

LinkedIn serves as an ideal platform for engaging with investors and parents, while also offering CEO students an environment where they can establish their network of growing professional connections. This platform is an ideal place for CEO Boards to share updates about the program relevant to the professionals in your CEO network.

creating entrepreneurial opportu

Lorem ipsum,

Consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.

Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Gratias tibi,

FIRST AND LAST NAME
PROGRAM FACILITATOR

502-354-8816
facilitator@minnesotarivervalleyceo.com

minnesotarivervalleyceo.com

ce⟁® MINNESOTA
RIVER VALLEY
powering on the entrepreneurial spirit

ce⟁® MINNESOTA
RIVER VALLEY

FIRST AND LAST NAME
PROGRAM FACILITATOR

502-354-8816
facilitator@minnesotarivervalleyceo.com

ASSETS
& TOOLS

logo variation

file naming structure

01 CEO Logo

02 Tagline Logo

03 Program Logo

color variation

CEO-McDonough-Horizontal-White.pdf

04 Pattern
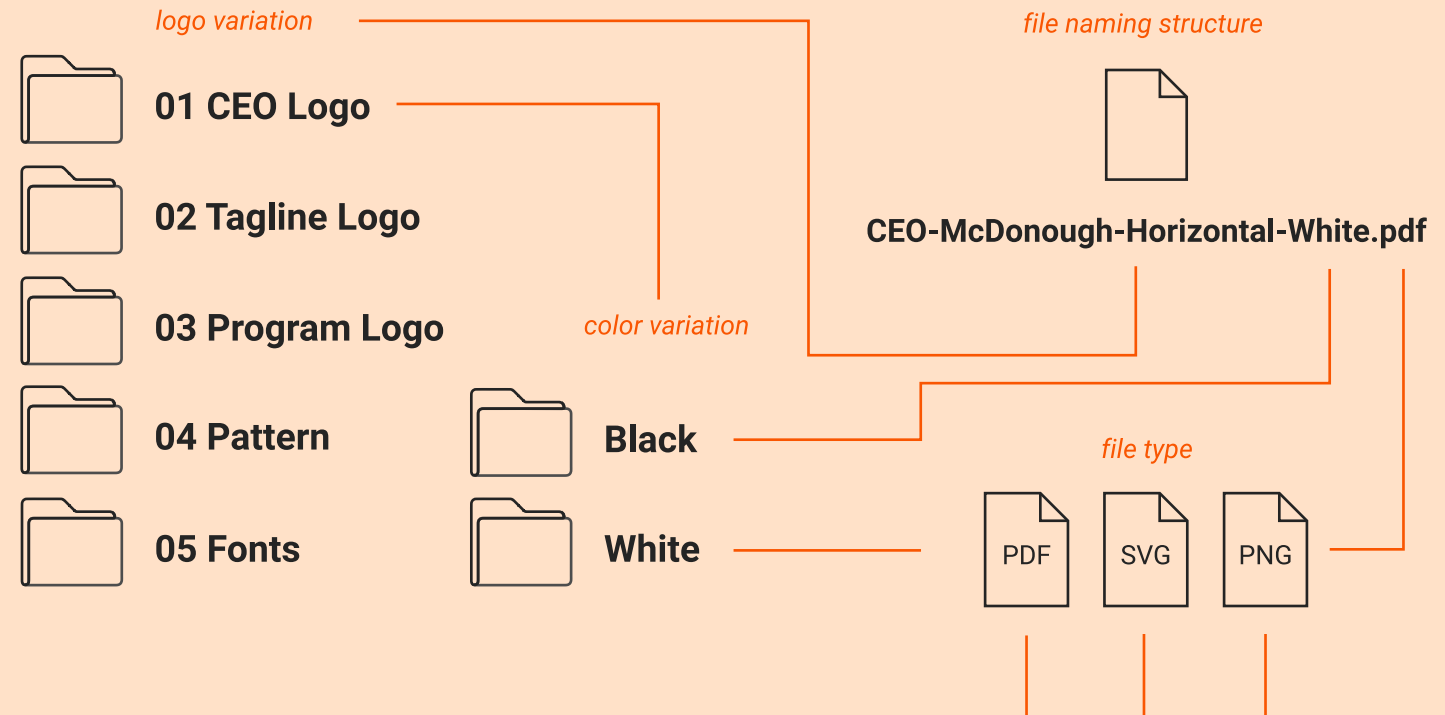
Black

05 Fonts

White

file type

PDF SVG PNG

ASSETS FOLDER

With all the different ways a logo is used, one file just doesn't cut it. Each file format provided in the Assets Folder is included for a specific reason and use.

Read the file type descriptions below and use the correct format to preserve the quality of the logo.

PDF
PORTABLE DOCUMENT FORMAT

An editable vector-based file format. Its universal format makes it extremely versatile, but is also the largest file size.

Use this version to send to vendors and when the logo needs to be larger than 8.5 x 11.

SVG
SCALABLE VECTOR GRAPHIC

Another vector-based file format that is smaller in size and great for digital usage, to keep the logo sharp.

Vector-based file format is infinitely scalable unlike an image format that will become pixellated.

PNG
PORTABLE NETWORK GRAPHICS

The most commonly-used, image file format that supports transparent backgrounds with a small file size.

Use this version as the default, but only when the logo is smaller than 8.5 x 11.

CANVA

MIE provide every CEO program with access to a Canva Team Accout, which allows us to support you with plug-and-play templates for common design needs, and connects you to the amazing CEO community of designers, where we can share with each other. You don't have to design alone. We want to build collective resources to benefit all programs.

All of your program logos, colors, and fonts are preloaded into a Brand Kit within Canva, to make design as quick and easy as possible.