



CLERC
CENTER
AT GALLAUDET

BRAND BOOK / STYLE GUIDE

Primary Palette

At least one color from the Clerc Center's primary palette must be included in every composition. These are key for communicating the Clerc Center brand. The navy and buff are nods to the Clerc Center's university partner, Gallaudet University.

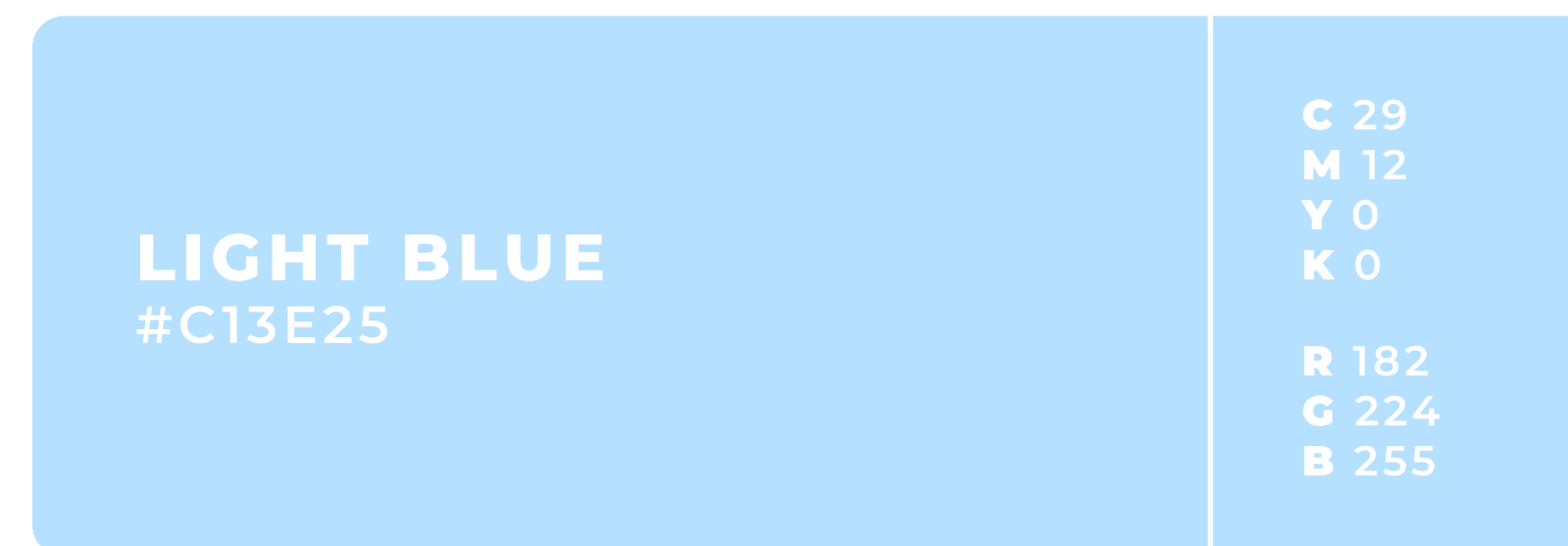
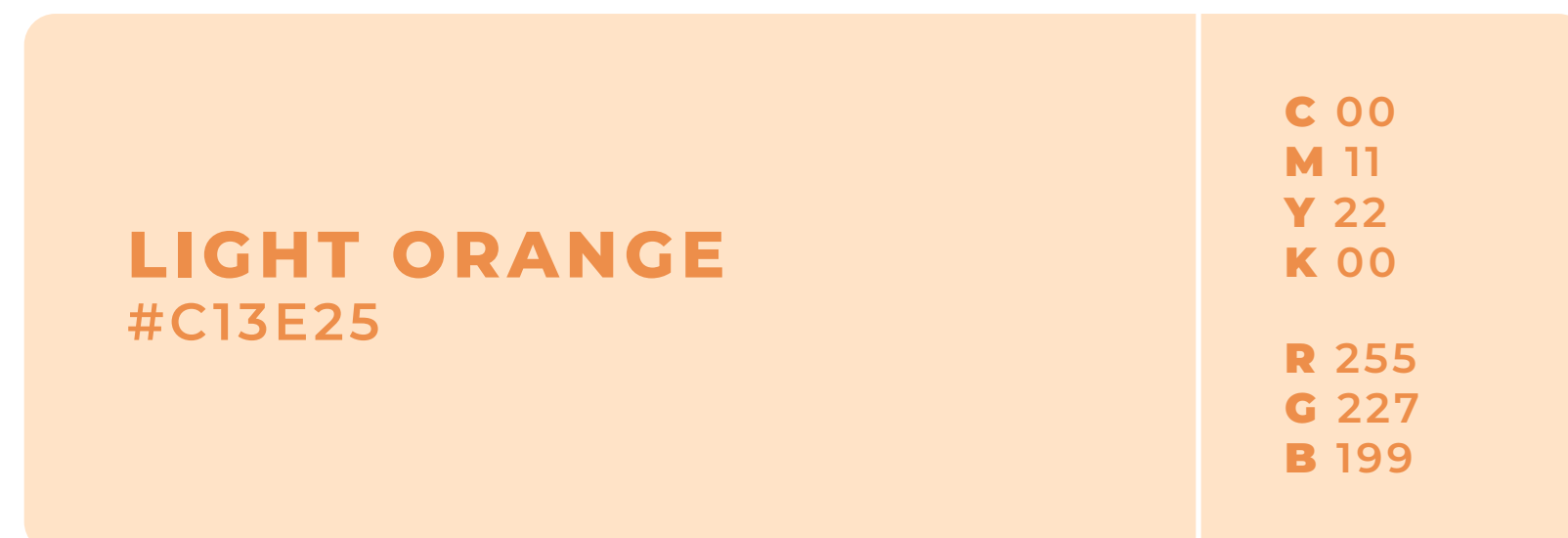
They must be used consistently in key applications, including but not limited to: publications, advertising, multimedia, business forms, and signage.

CLERC CENTER BLUE #1167B1	R 17 G 103 B 177	C 90 M 42 Y 0 K 31
CLERC CENTER NAVY #002A47	R 00 G 42 B 71	C 100 M 41 Y 0 K 72
CLERC CENTER BUFF #2E9BE5	R 255 G 187 B 67	C 0 M 27 Y 74 K 0

Secondary Palette

The secondary colors provide complements to Clerc Center's primary palette and can be used as accents throughout its marketing. These colors are often used as backgrounds and textures on social media. These colors do not replace the primary palette and cannot be changed, lightened, or tinted.

The Clerc Center Red is a nod to Model Secondary School for the Deaf's colorway. With its significant contrast, the Clerc Center Orange is intended primarily for calls to action buttons and text where extra attention is needed.



Vertical Logo

This logo is the primary visual element used to create brand recognition for the Clerc Center. It features a bilingual, ASL-inspired “swish” for Laurent Clerc’s namesign and is colored to highlight our core triad: Model Secondary School for the Deaf, Kendall Demonstration Elementary School, and the National Programs & Outreach teams.

The “At Gallaudet University” nameplate underneath is mandatory for communicating our tie to the broader university.



Horizontal Logo

In compositions where height is limited, like letterhead or banners, for example, the horizontal version of the primary logo can be used.



FOR DOWNLOADABLE VERSIONS OF THE LOGO,
EMAIL MATTHEW.VITA@GALLAUDET.EDU

Inverse Logos

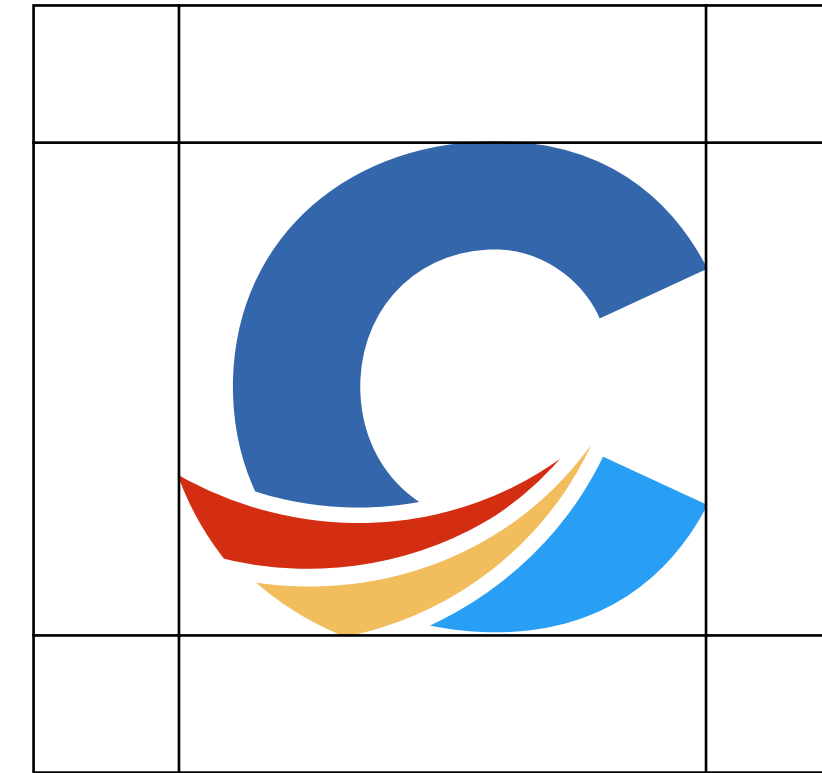
These logos are to be used on dark backgrounds where extra contrast is needed for visibility and legibility. If you have questions about whether to use the primary or inverse logos, please email Matthew.Vita@gallaudet.edu.





Secondary Logo

This secondary logo is only available to the Clerc Center creative teams. It is meant to be used throughout digital media as avatars or favicons. You may see it in places like conference materials, signage, and merchandise. If you have a specific use case where you'd like to use it, email Matthew.Vita@gallaudet.edu for permission.



◀ Clear space

Remember to maintain clear space around the logo by not placing other elements or logos too close to it. The clear space is equal to 1/4 the size of the logo.



◀ Inverse Variation

The inverse or white version of the logo is used on dark backgrounds.



Logo Usage

Logos must be reproduced from authorized graphics that will ensure crisp display, and cannot be redrawn, re-proportioned, embellished, or modified in any way. See the examples at right for proper (left) and improper (right) usage of the Clerc Center logo.

Typography

The fonts used for Clerc Center are Montserrat, Larken and Inter. Montserrat is used primarily for headers and may also be used in all caps. Larken is used less often and in more informal situations. Inter is primarily used for body copy.

Primary Header Font

Montserrat

Secondary Header Font

Larken

Body Font

Inter



Thank you

We appreciate you taking the time to read and follow our brand guidelines! At the Clerc Center, we strive for a world where every deaf and hard of hearing child and their family has effortless language access, can learn without limits, and flourishes within a nurturing community from birth.

As we look toward the future, our hope is that these brand guidelines will serve as a resource for all Clerc Center branded materials as well as be a reminder of our mission.