



CRT24

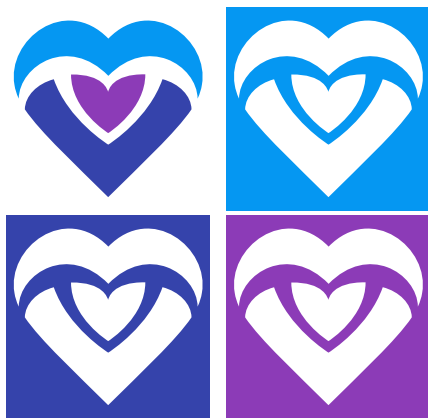
BRAND GUIDELINES



LOGOS



For CRTmeeting specific use. The year size should meet the bottom of the arm of the "T" in CRT, and align with the baseline of CRT. It should never be larger than the brand logo. The font for the year numbers is Oskar.



Icons: The heart icon of the logo shall only be full color (all 3) if featured on a background of white or a mutually contrasting color of the trifecta. Against backgrounds of the brand color the icon should be pure white of hex code #FFFFFF.

COLORS



By Name: Vivid Cerulean Violet Blue Akebi Purple White

RGB HEX: #0597F2 #3543AB #8C3BB7 #FFFFFF

For Print: PANTONE 279 C PANTONE 293 C PANTONE 7442 C PANTONE 11-0601 TCX

ACCEPTABLE GRADIENTS



#3543AB 50% #0597F2



#3543AB 50% #8C3BB7



#0597F2 50% #8C3BB7

LETTERHEADS & BANNERS



The year should always be the alternate color of the main color

Photo Usage: Photo usage should be accompanied by a geometric grid to mask the image for the following effect.



SOCIAL MEDIA



Pattern option as background for graphic and textual content.



Keynotes/speakers should be accompanied by a trapezoid that will house their name and any relevant information.

FONTS

THE FOLLOWING ARE CRT 2024 OFFICIAL FONTS.

STOLZL BOOK

STOLZL BOOK CAN ALSO BE USED HEADINGS OR CATEGORY TEXT.

STOLZL MEDIUM

DATE AND LOCATION FOR THE LOCKUP IS STOLZL MEDIUM AND ALL CAPS FOR CONTRAST.

STOLZL BOLD

STOLZL BOLD IS TO BE USED FOR MAIN LOGO. IT SHOULD REMAIN CAPITALIZED WHEN USED.

Avenir Next LT Pro

Avenir is our secondary font, and is to be used for all copy that is not contained within the logo or used for Headlines or Titles.

TEXT REFERENCE

Please refer to the annual meeting as **CRT 2024**. When linking CRT 2024, please direct the link to: www.crtmeeting.org. The official hashtag of CRT 2024 is **#CRT24**

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[Assets](#)