



# CAMPUS VOTE PROJECT

# T-SHIRT STYLE GUIDE

Featuring : Logos, Colors, and Accessibility

# BRAND LOGOS



## Options



## Do

- Use logo on all external facing organization documents
- Keep white background to logo
- Use rounded logo whenever possible - preferred style

## Don't

- Change color of main logo or make black and white
- Change aspect ratio or stretch logo

# BRAND COLORS



## Primary Colors

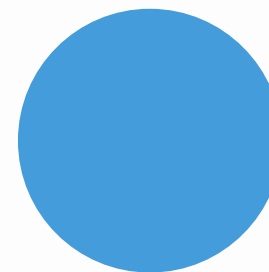
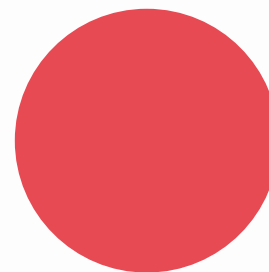
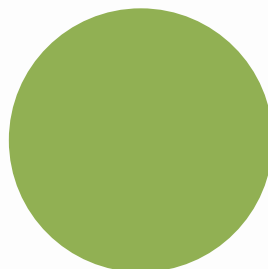
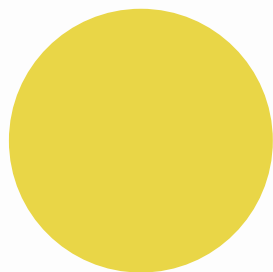
#BB372F

#011332

#3D67AD

#87888C

## Secondary Colors



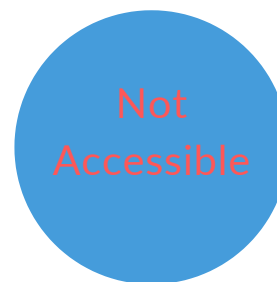
# ACCESSIBILITY IN DESIGN GUIDE



## Best Practices

**1** Every image used (whether on Instagram or other), needs alternative text for those with visual impairments, motor disabilities, etc. Access an online guide for writing Alt Text [HERE](#)

**2** Designs need to be created with accessibility in mind. When designing visual media, use colors with high contrast. Example below:



**3** Accessible text also means using language and vocabulary which makes your content easily understood by a wide audience, and in design, using a font and font size that is clear enough for all people to read.

