



VELVET CHAINSAW
CONSULTING

Helping improve annual meetings, conferences & education

BRAND GUIDELINES

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VELVET CHAINSAW LOGO

HORIZONTAL: this is the standard logo to be used on white to light backgrounds.



STACKED: to be used only in vertical spaces on white to light backgrounds.



LOGO FONT
TRAJAN PRO 3

LOGO COLORS



VCC PURPLE
#62347c

R	98	C	74
G	52	M	95
B	124	Y	18
		K	5



VCC DARK GRAY
#7a868e

R	122	C	56
G	134	M	40
B	142	Y	37
		K	4

VELVET CHAINSAW LOGO

TAGLINE USAGE: to be used with the horizontal logo.



LOGO FONT
TRAJAN PRO 3

TAGLINE FONT
HELVETICA NEUE LT STD, 76 BOLD ITALIC

VELVET CHAINSAW LOGO, reversed

HORIZONTAL: this is the standard logo to be used on black or dark backgrounds.



HORIZONTAL: alternative to be used only on black backgrounds



STACKED: to be used only in vertical spaces on black to dark backgrounds.



STACKED: alternative to be used only in vertical spaces on black backgrounds only.



TYPOGRAPHY | Excel & Powerpoint fonts

Calibri Light Helping to improve annual meetings,...

Calibri Light Italic *Helping to improve annual meetings,...*

Calibri Regular Helping to improve annual meetings,...

Calibri Regular Italic *Helping to improve annual meetings,...*

Calibri Bold Italic **Helping to improve annual meetings,...**

Calibri Bold ***Helping to improve annual meetings,...***

This is a font that you already have been using in many of your Excel charts.
Specific tracking per point size to be determined

TYPOGRAPHY | print fonts for marketing

Gotham Light	Helping to improve annual meetings,...	tracking -40 for 13+ pts
<i>Gotham Light Italic</i>	<i>Helping to improve annual meetings,....</i>	tracking -40 for 13+ pts
Gotham Book	Helping to improve annual meetings,....	tracking -35 for 12+ pts
<i>Gotham Light Italic</i>	<i>Helping to improve annual meetings,....</i>	tracking -35 for 13+ pts
Gotham Bold	Helping to improve annual meetings,...	tracking -25 for 12+ pts
<i>Gotham Light Italic</i>	<i>Helping to improve annual meetings,....</i>	tracking -25 for 13+ pts
Gotham Black	Helping to improve annual meetings,....	tracking -5 for 12+ pts
<i>Gotham Light Italic</i>	<i>Helping to improve annual meetings,....</i>	tracking -5 for 13+ pts

Specific tracking per point size to be determined

COLORS

The primary brand colors are the two logo colors plus blue and brick accent colors. If these colors are used in Excel charts the type over them needs to reverse to white.

PRIMARY COLORS



VCC PURPLE

#62347c

R	98	C	74
G	52	M	95
B	124	Y	18
		K	5



VCC DARK GRAY

#79878e

R	122	C	56
G	134	M	40
B	142	Y	37
		K	4



VCC TEXT

#424b5a

R	66	C	68
G	75	M	55
B	90	Y	37
		K	42



VCC BLUE

#729ecl

R	114	C	57
G	158	M	28
B	193	Y	12
		K	0



VCC BRICK

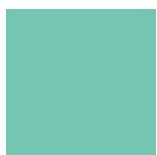
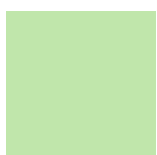
#ca8491

R	202	C	8
G	132	M	50
B	145	Y	22
		K	12

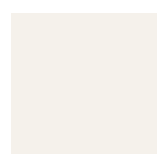
For print and marketing pieces avoid using solid black in text copy. Recommended color for text is VCC TEXT, shown above.

EXCEL CHART COLORS | PALETTE 1, divided into 2 sub-palettes plus grays

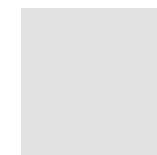
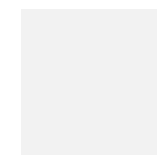
Sub-palette 1A

	#0e2779 C 100, M 94, Y 24, K 12 R 10, G 51, B 115
	#1e549e C 95, M 75, Y 5, K 0 R 30, G 84, B 158
	#39adbc C 71, M 11, Y 25, K 0 R 57, G 173, B 188
	#74c6b3 C 51, M 1, Y 36, K 0 R 116, G 198, B 179
	#c0e6ab C 26, M 0, Y 42, K 0 R 192, G 230, B 171
	#e5f1d4 C 10, M 0, Y 20, K 0 R 229, G 241, B 212

Sub-palette 1B

	#63337c C 74, M 95, Y 18, K 5 R 99, G 51, B 124
	#b12457 C 30, M 100, Y 54, K 3 R 177, G 36, B 87
	#bf6c91 C 15, M 65, Y 13, K 10 R 191, G 108, B 145
	#eacbad C 0, M 15, Y 27, K 8 R 234, G 203, B 173
	#f7e0b4 C 0, M 8, Y 30, K 3 R 247, G 224, B 180
	#f4ede7 C 0, M 2, Y 4, K 4 R 244, G 237, B 231

Gray palette

	#919ba9 C 40, M 28, Y 20, K 9 R 145, G 155, B 169
	#a6b1bd C 34, M 22, Y 17, K 2 R 166, G 177, B 189
	#cacdd1 C 20, M 14, Y 13, K 2 R 202, G 205, B 209
	#e2e1e1 C 10, M 8, Y 8, K 0 R 226, G 225, B 225
	#e2e1e1 C 4, M 4, Y 3, K 0 R 241, G 239, B 239

EXCEL CHART COLORS | PALETTE 2, divided into 2 sub-palettes plus grays

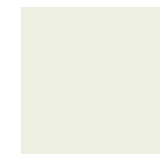
Sub-palette 2A

	#63337c C 74, M 95, Y 18, K 5 R 99, G 51, B 124
	#b1263a C 30, M 100, Y 84, K 3 R 177, G 38, B 58
	#ea4637 C 2, M 88, Y 85, K 0 R 234, G 70, B 55
	#f36c3a C 0, M 72, Y 85, K 0 R 243, G 108, B 58
	#ff9151 C 0, M 53, Y 73, K 0 R 246, G 144, B 84
	#f9c97e C 1, M 22, Y 58, K 0 R 249, G 201, B 126

Sub-palette 2B

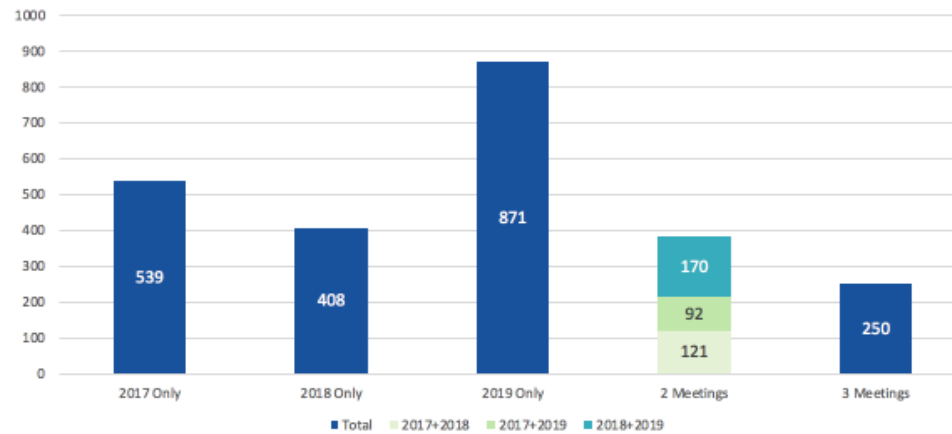
	#00518a C 100, M 70, Y 14, K 12 R 0, G 81, B 138
	#3c5a56 C 84, M 60, Y 68, K 16 R 60, G 90, B 86
	#068c8b C 84, M 26, Y 47, K 4 R 6, G 140, B 139
	#47ac75 C 72, M 8, Y 71, K 0 R 71, G 172, B 117
	#91cd5d C 47, M 0, Y 83, K 0 R 145, G 205, B 93
	#cce29b C 22, M 0, Y 50, K 0 R 204, G 226, B 155

Warm Gray palette

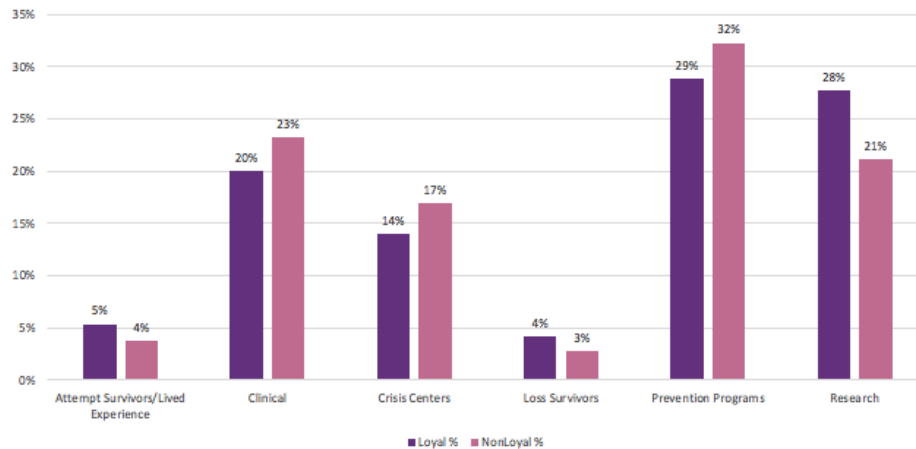
	#adaea9 C 33, M 26, Y 30, K 0 R 173, G 174, B 169
	#cccccc1 C 20, M 15, Y 23, K 0 R 204, G 204, B 193
	#dcded1 C 13, M 8, Y 17, K 0 R 220, G 222, B 209
	#edefe2 C 6, M 2, Y 11, K 0 R 237, G 239, B 226

EXCEL CHART COLOR USAGE **PALETTE 1**

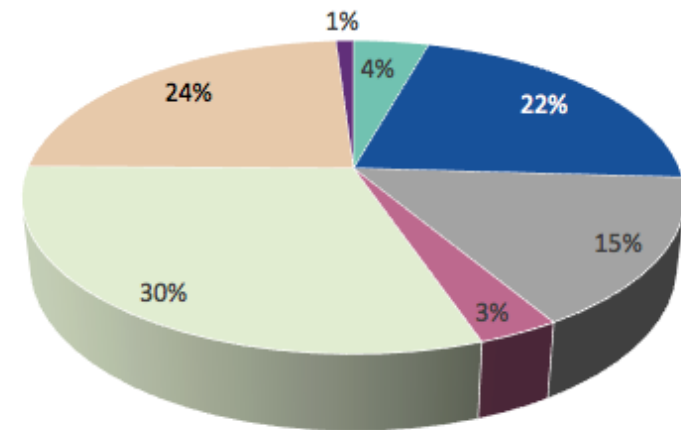
AAS Repeat Attendance



Primary Interest Loyal vs. NonLoyal



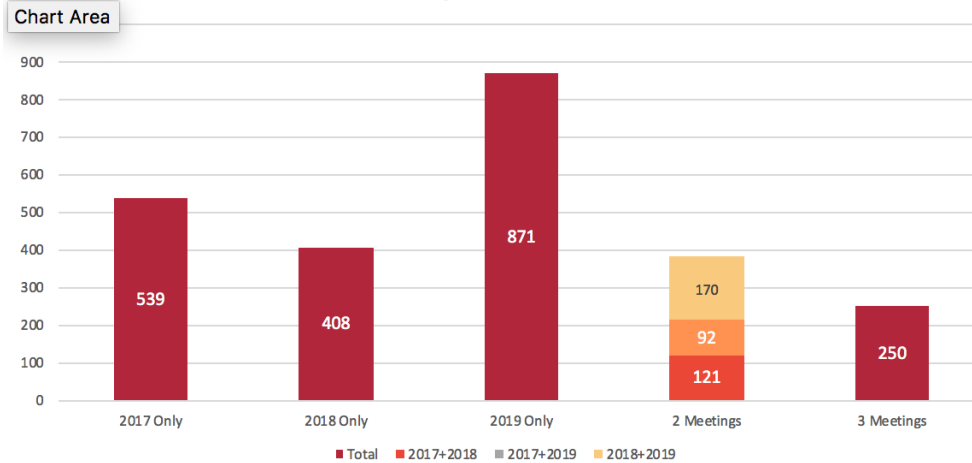
AAS 2019 - Primary Interest



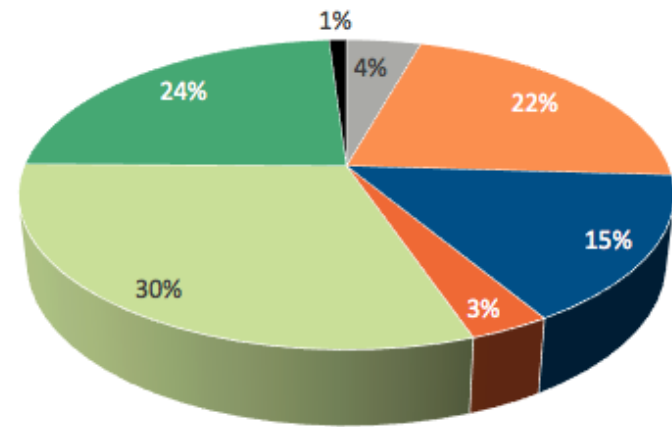
	Loyal %	NonLoyal %
Attempt Survivors/Lived Experience	5%	4%
Clinical	20%	23%
Crisis Centers	14%	17%
Loss Survivors	4%	3%
Prevention Programs	29%	32%
Research	28%	21%

EXCEL CHART COLOR USAGE **PALETTE 2**

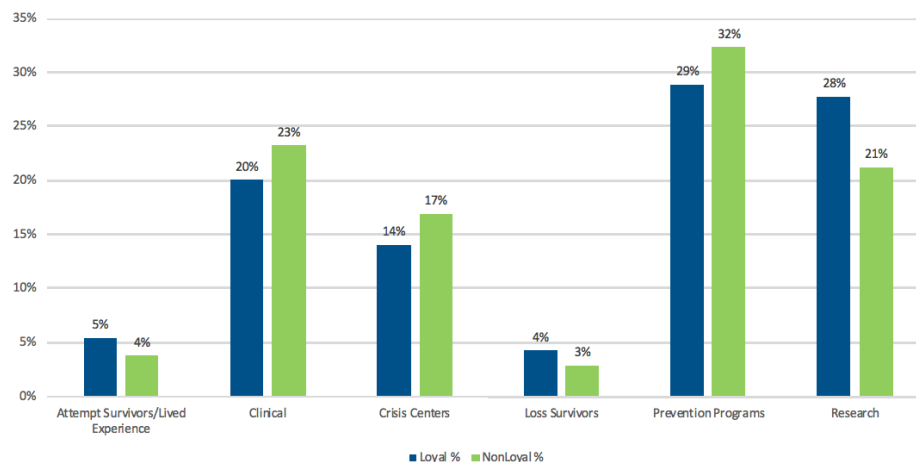
AAS Repeat Attendance



ASS 2019 - Primary Interest



Primary Interest Loyal vs. NonLoyal



	Loyal %	NonLoyal %
Attempt Survivors/Lived Experience	5%	4%
Clinical	20%	23%
Crisis Centers	14%	17%
Loss Survivors	4%	3%
Prevention Programs	29%	32%
Research	28%	21%