Correct Usage of Full-Color Logo
Our logo and tagline were created to have a powerful impact on marketing materials while succinctly expressing our core messaging. The logo design re-energizes the CIVSA brand, imparting a youthful energy with modern flair. The tagline simplifies our brand promise for easy apprehension. The logo and tagline without the full spelling of CIVSA is the preferred treatment. The full spelling of CIVSA with the logo and tagline should be used for material with a primarily external audience. While the logo can be used without the tagline when needed, the tagline should not be used without the logo. When using the tagline in copy, it should appear exactly as it is worded, without change to verbiage: Partnering to Build the Best Visit Experience.

Incorrect Use of Logo
The colors should never be altered or reversed.
The stacked text should never be on the left of the CIVSA graphic.
The circular icon should never be used on its own in print pieces.
The logo and tagline should not be stretched or distorted.
Do not rotate the logo.
Do not use the logo as a decorative border or as a repeating pattern.
Colors

Color Palette
Our chosen brand colors should be used in all marketing materials and collateral. Consistency of color means consistency of brand. The dark blue (PMS 294) in the logo should be used as a predominant color with the other colors reserved for supporting accents. These colors should not be altered or tinted.

CMYK, RGB, HEX, PMS
Our goal is to maintain consistent and precise representation of our logo colors in every application. By utilizing standard color matching systems we ensure the CIVSA logo will always be reproduced correctly.

- **CMYK: 0, 45, 96, 0**
  - RGB: 249, 156, 36
  - HEX: #ff99c4
  - PMS: 1375

- **CMYK: 100, 86, 29, 23**
  - RGB: 26, 55, 104
  - HEX: #1a3768
  - PMS: 294

- **CMYK: 100, 84, 12, 3**
  - RGB: 25, 70, 141
  - HEX: #19468d
  - PMS: 286

- **CMYK: 55, 22, 0, 0**
  - RGB: 109, 169, 220
  - HEX: #6da9dc
  - PMS: 284
**Annual Conference**
CIVSA hosts an annual conference in early summer. When referencing the event formally, conference should not be used alone. When listing the year in association with the conference, the year should always precede the name. If using CIVSA, it should also precede Annual Conference. Incorrect uses include: 2022 Conference, Annual Conference 2022, CIVSA 2022 Annual Conference.

*Example:*
- Annual Conference
- 2022 Annual Conference
- 2022 CIVSA Annual Conference

Annual Conference can also be referenced by the numerical occurrence of the conference.

*Example:*
- 29th Annual Conference

**CIVSA**
Upon first reference in formal publications, the full name should be used. Following first reference, the name of the association can be referenced in its acronyn.

*Example:*
- Collegiate Information and Visitor Services Association
- CIVSA

When referring to CIVSA after first reference, the Association is an appropriate alternative. In such instances where the Association replaces CIVSA, association should be capitalized as a proper noun.

**Committees**
CIVSA has standing committees, whose chairs are appointed annually by the CIVSA President. These committees can be referenced in both full name, with committee included following the designation, and by designation only.

*Example:*
- Member Relations Committee
- Member Relations

Events including Annual Conference and Student Development Institute which have their own committees for planning should be consistent in referencing this group, often comprised of the Association President, chair, and sub-committee chairs.

*Example:*
- Annual Conference Planning Committee
- SDI Planning Committee
Dates
When writing dates, CIVSA deviates from the AP Style Guide, and always spells out the entire name of the month. When expressing a series of dates, for example- the week of an event, the dates are separated by a dash.

Example:
January 6
June 4 - 8, 2021

Aligned with AP Style Guide, the Association always uses Arabic figures when referring to specific days and should not use -st, -nd, -rd or -th. Incorrect use would include January 23rd or March 9th.

Example:
January 6, 2022

Regions
CIVSA is divided into five regions, representing the geographic locations of all member institutions. Regions should be represented with the respective roman numeral and should not use ordinal numbers. Incorrect uses include Region 3 and R3.

Example:
Region I
Region II
Region III
Region IV
Region V

Student Development Institute
CIVSA hosts an annual event in January for member institutions, specifically geared towards student professional development. This event should follow the same naming rules as the annual conference, where year preceeds name.

Example:
Student Development Institute
2022 Student Development Institute

Student Development Institute can also be abbreviated to a three-letter iteration.

Example:
SDI
2022 SDI

Times
When expressing a time, CIVSA always uses a.m. or p.m. appropriately. These should be lowercase and separated with periods, following AP Style. For round hours, :00 is not included in writing the time.

Example:
11 a.m.
4:30 p.m.
**Time Zones**
For in-person events, all times published align with the respective time zone of the location of the event. For virtual events, CIVSA defaults to the Eastern time zone, as the CIVSA Headquarters are located in Lexington, Ky.

*Example:*
- Virtual Event - 2 p.m. EDT
- Conference in Portland - 11:30 a.m. PST

CIVSA switches from using Daylight time (EDT, CDT, PDT) to Standard time (EST, CST, PST), coinciding with Daylight Savings Time. Standard abbreviations are used during fall and winter through mid-March when clocks are set-back. Daylight times are used mid-March through mid-fall when clocks are set forward.

**URLs**
In CIVSA communication, the only URL that should be printed or shared in its native format is the primary Association's website. Additional URLs should never be listed in their technical format and always be hyperlinked from related text.

*Example:*
- www.civsa.org