TechBar

techbar.knight.domains

BRAND IDENTITY

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Who Are We?

TAGLINE

TAGLINE

MISSION STATEMENT

Our mission is to expand digital skills both in literacy and competency.

DESCRIPTION

The Tech Bar is a place for students, faculty, and staff to develop various digital skills and competencies. This is both a physical place located in St. Norbert College's ITS offices and a virtual place located at techbar.knight. domains.

We have both student workers and full time staff to help anyone who needs it with technology skills like creating a website, learning how to use the Google Suite apps, creating digital maps, or anything pertaining to the digital world.

Any student, faculty or staff member can either walk-in or make an appointment.

Additionally, we put on staff and faculty training two times per year in winter and summer at a Tech Bar Conference where we go hands on with the amazing processes and tools we have here at St. Norbert College.

Logos

The official logo of the Tech Bar is the phone logo. It is featured in the Norby logo as well.

The circle logo is to be used when appropriate on any Tech Bar materials such as a poster.

PHONE LOGO

CIRCLE LOGO

NORBY LOGO

Logos

The horizontal logo is to be used on any Tech Bar material where it seems fit.

The black and white logos are to be used when color cannot be used.

HORIZONTAL LOGO

BLACK AND WHITE

Typography

HEADINGS

SOURCE SANS PRO BLACK

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz**

SOURCE SANS PRO BOLD

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz**

SOURCES SANS PRO SEMIBOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

BODY

ROBOTO REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
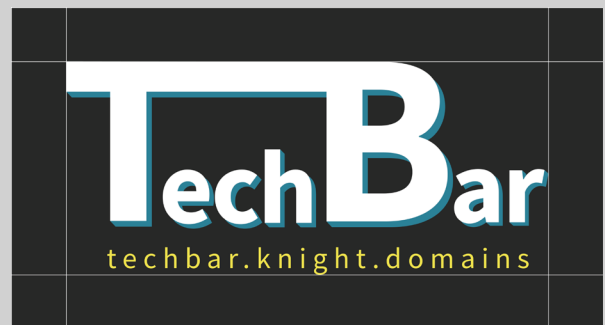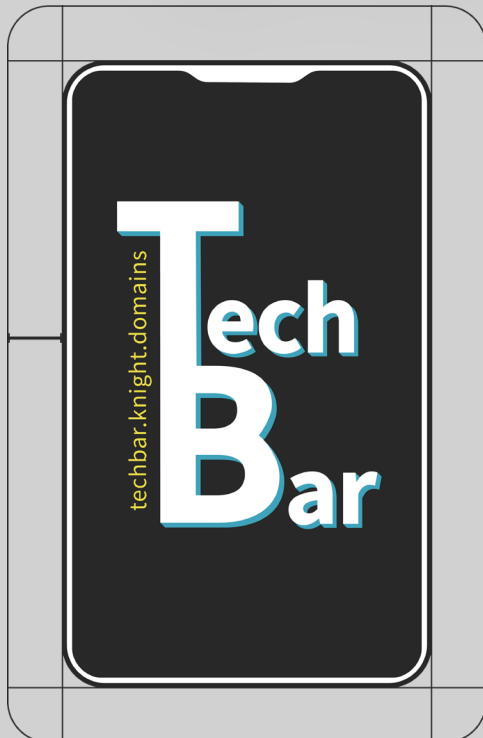abcdefghijklmnopqrstuvwxyz

ROBOTO LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Sample Header

Sample Body Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Minimum Clear Space

The 'e' in Tech Bar acts as the measurement in how much space should be around the logo at a minimum at all times.

$I = $ TechBar

Logo Sizing

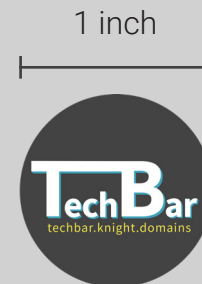Any of the Tech Bar logos should be at least their respective minimum sizes to preserve readability.

PHONE LOGO

1 inch

NORBY LOGO

1 1/2 inches

CIRCLE LOGO

1 inch

HORIZONTAL LOGO

3/4 inch **TechBar**
techbar.knight.domains

Logo Violations

Any of the Tech Bar logos should not be changed or used in any of the following ways.

RESIZING

TechBar
techbar.knight.domains

Do not make it smaller than the minimum size

ADDITION OF ELEMENTS

TechBar
techbar.knight.domains

Do not add any elements to the logo

REMOVAL OF ELEMENTS

TechBar

Do not take out any elements to the logo

DISTORTION

TechBar
techbar.knight.domains

Do not distort the logo in any way

DIFFERENT COLORS

TechBar
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Do not use a background color other than the four specified in this document

ROTATION

TechBar
techbar.knight.domains

Do not rotate the logo

Color Palette

The following colors are the main shade with accent colors for the Tech Bar. The variations of color could be used for things such as a hover color.

ACCENT COLOR	#282828
MAIN COLOR	#434343
ACCENT COLOR	#595A5A
ACCENT COLOR	#757576

#EAD53F
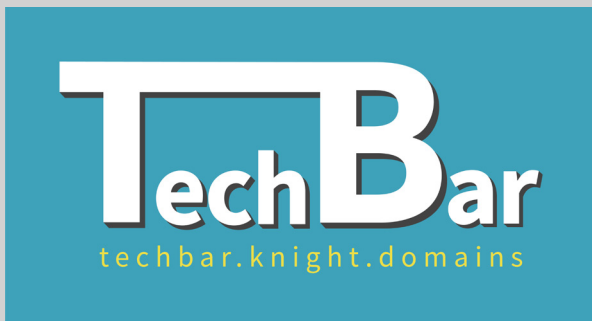
#F2E24D
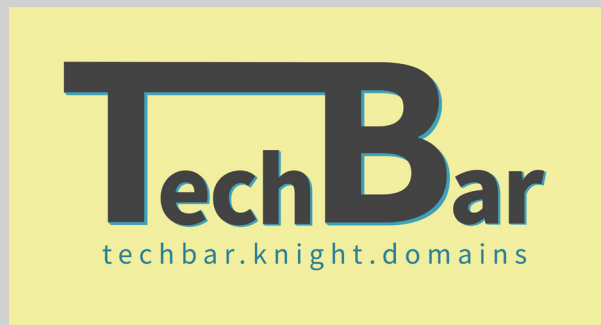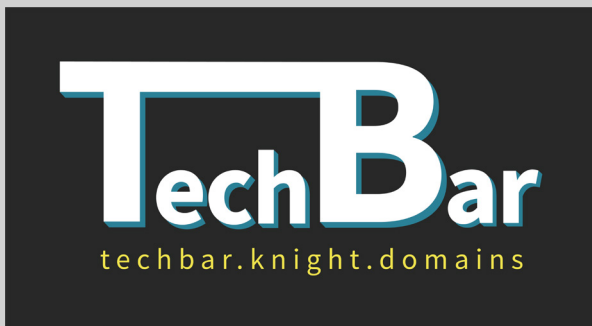
#EFE778

#F4EC9E

#338095

#40A2BA
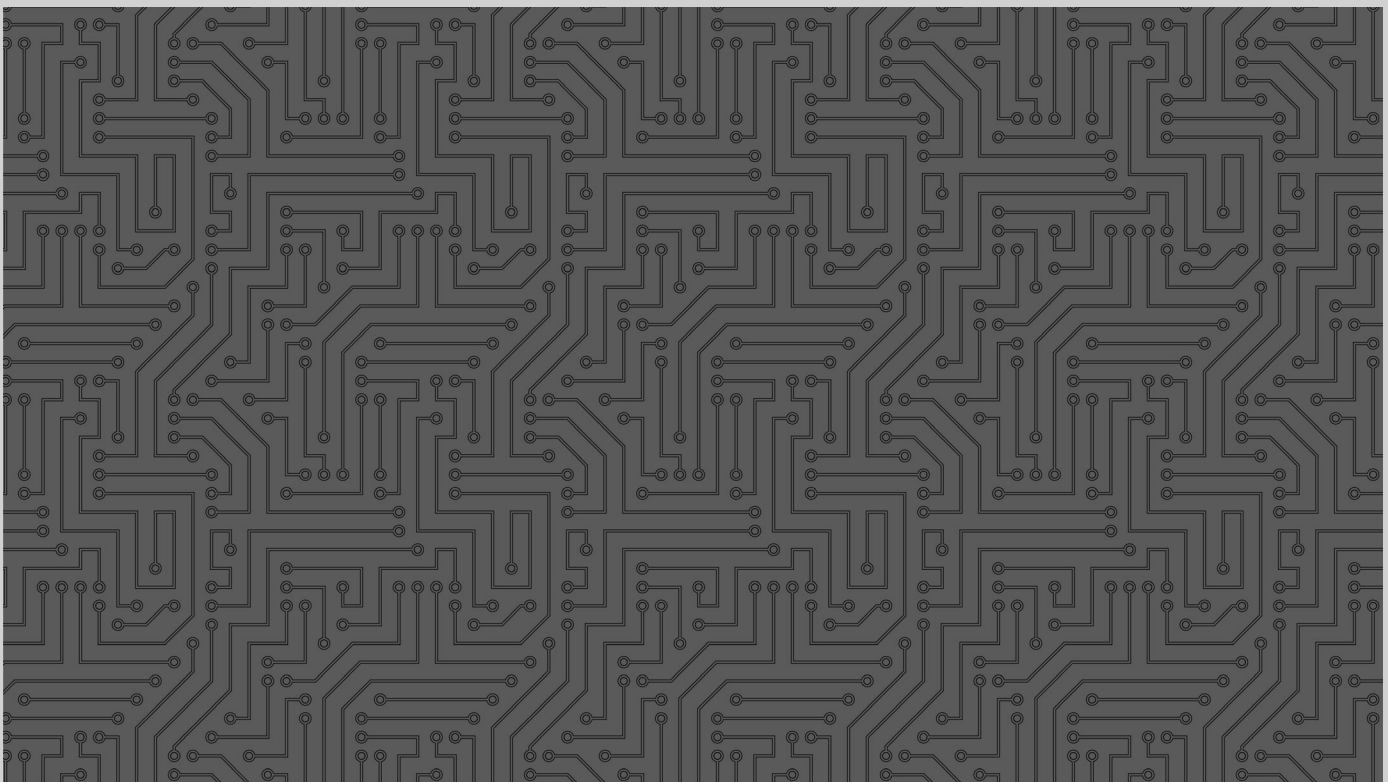
#64BACE

#91D4DB

Color Palette

BACKGROUND COLORS

The following colors are to be used as background colors for the logo.

#FFFFFF #F4EC9E #40A2BA #282828

Patterns

The following pattern can be used with other Tech Bar branding.

This pattern is currently featured on the header image on the Tech Bar website

#595A5A

#434343

Icons

The following icons are to be used in conjunction with the services we provide at the Tech Bar.

All icons except the domains icon are from Font Awesome. Their associated Font Awesome name is underneath in italic.

The icons can be #40A2BA, #F2E24D, or #282828.
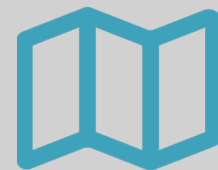
#40A2BA

#F2E24D

#282828

DOMAINS

ORGANIZATION
paperclip

MAPPING
map

VIDEO PRODUCTION
video

DIGITAL
GRAPHICAL MEDIA
image

PRODUCTIVITY
sticky-note