

# The Logo



## Proper Use

The college's logo may be reduced or enlarged proportionally, but the relationship of the elements may not be distorted, altered or modified in any way.

The EPS versions of the logo may be proportionally enlarged or reduced in size, but can only be used in the colors in which they are offered. EPS files are to be used for print. The JPEG versions of the logo may not be enlarged, but may be reduced in size. JPEG versions are to be used for the Web only.

The college logo must appear on all college printed and online communications and on all printed materials which represent the academic, administrative and auxiliary units of the college.

It must be used on all letterhead and business cards, with the exception of athletics, and must always be displayed on the outside of a brochure or newsletter, or as some part of an advertisement or flyer.



## Unacceptable Uses

1. The logo cannot be combined with any other type or graphic elements
2. The logo should not be used in conjunction with the college seal
3. Outlines or drop shadows cannot be used with the logo
4. The logo cannot be used within headlines or promotional slogans
5. The logo cannot be covered in any part with charts, words, images, etc.
6. The logo cannot be used as separate parts.
7. No part of the logo can be distorted in any way.



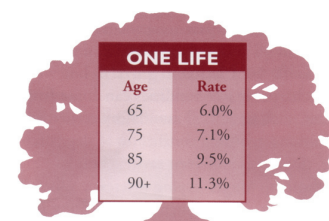
*Rule(s) broken  
#1 and #7*



*Rule(s) broken  
#7*



*Rule(s) broken  
#7*



*Rule(s) broken  
#1, #5 and #6*