



Logo Usage Guidelines

PREPARED BY *Mission minded*

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4441 19TH STREET, SAN FRANCISCO, CA 94114

T 415.552.9360

F 415.276.1873

www.Mission-Minded.com

Logo

LOGO ELEMENTS

The Skyline College logo is composed of three parts: the logomark (squares), the logotype (the letters “Skyline College”), and the tagline (the letters “Achieve”). Specifications for the visual proportions, spacing, and alignment of the three elements in the logo have been predetermined. There are no exceptions to these specifications. When applying the logo in any context, never attempt to create a different version or modify in any way the elements or their predetermined configuration.



Consistent use of the logo will result in increased recognition and communicate Skyline College's qualities and values to all audiences.

SEPARATING THE LOGO ELEMENTS

There are two cases in which the logomark, logotype, and tagline can be separated and used independently. The logo type can be used without the logomark when space or other considerations warrant a type-only solution.

The logo can be printed without the tagline if it's being reproduced at an extremely small size. A version of the logo without the tagline exists for use in these situations.

Logo

LOGO VARIATIONS

A horizontal version of the Skyline College logo has been created as a second option. This is an alternate logo format that should only be used when the vertical format won't work.



If the logo is being used at a size smaller than 0.75" horizontally, an alternate version of the logo (with thicker lines) should be used. The alternate file includes the word "small" in the file name.



WHICH FILE FORMAT SHOULD I USE?

In general, there are graphics formats suitable for printing and those for on-screen viewing.

Use GIF and JPG for on-screen viewing. On the web, the Skyline College logo should be displayed as a GIF file, while photographic images should be viewed as JPGs.

Use EPS and TIFF for print publishing. EPS files are used to print flat (non-photographic) artwork such as the Skyline College logo, whereas TIFF files are used to print photographic imagery. If you have trouble using an EPS file, you can work with a TIFF file instead—just be sure that it is used at 100% size and that the original file was saved at 300dpi or higher.

FORMAT	DESIGNED FOR	IDEAL USE
EPS	Printing to PostScript printers/Imagesetters	High resolution printing of illustrations, logos and other flat artwork
GIF	Screen display, especially the Web	On-screen viewing of flat images
JPEG/JPG	Screen display, especially the Web	On-screen viewing of photographic images
TIFF/TIF	Printing to PostScript printers	High resolution printing of photographic images

LOGO CLEAR SPACE

To avoid clutter and give the logo prominence, always separate it from other text and graphic elements by a minimum distance of the size of one square of the logomark as shown in the accompanying example. You may, of course, always use more than the minimum clear space.



The logo should always be separated from headlines, text copy, images, and other graphics.

APPLICATION BASICS

The logo should always be reproduced in its three color format or in solid black. It should never be reversed out of a color field or a photographic image. Do not enclose the logo inside a shape. Place the logo in an area large enough to be perceived as a general background, not a confining shape.

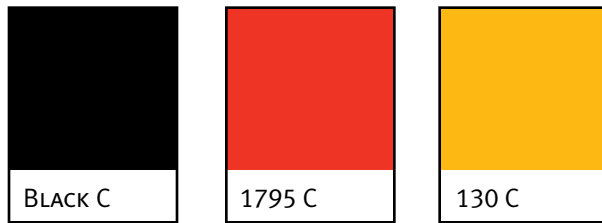


Color

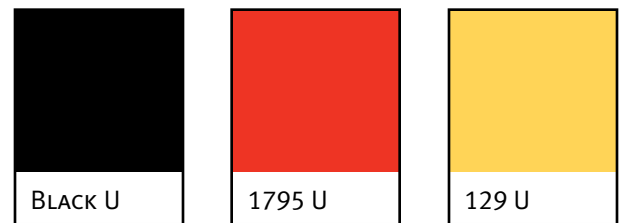
PRINTED COLOR

The color version of the logo is comprised of three Pantone Ink (spot) colors. When spot colors are not available, and CMYK (full-color reproduction) is used, the following percentage breakdowns should be applied.

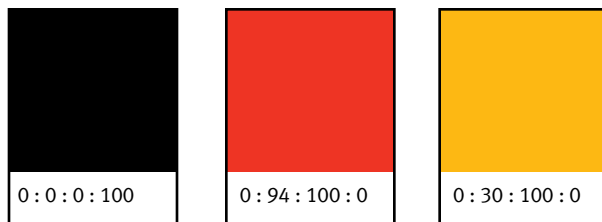
PANTONE COATED



PANTONE UNCOATED



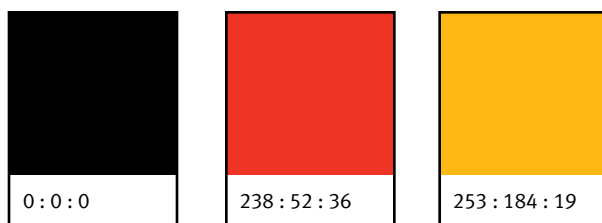
4-COLOR PROCESS



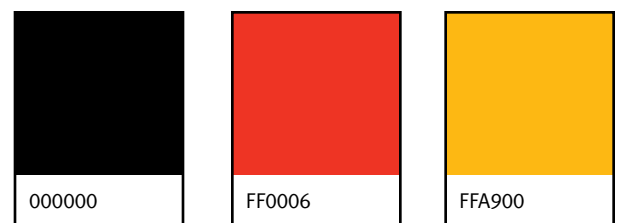
WEB COLOR

When the logo appears in an RGB mode such as projected, televised, or on the Internet, the RGB version of the logo should be used.

RGB



HEXADECIMAL



Typeface

ADOBE CASLON AND METAPLUSBOLDCAPS

There are two typefaces used to create the logotype for the Skyline College logo: Adobe Caslon (“Skyline”) and MetaPlusBoldCaps (“College”). The typeface used to create the tagline for the Skyline College logo is MetaPlusBoldCaps.

Adobe Caslon

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

METAPLUSBOLDCAPS

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ