LOGO: SIZE AND PLACEMENT

The minimum size of the logo should never be smaller than 2" x 1". There will be other special reproduction purposes where the logo needs to be scaled large and this is allowed, as long as it will always be scaled proportionally. The clear zone (outside area) should be 0.25" with no other text or image within that area.

For **web/screen usage** the logo minimum size should be 90 pixels or 1.25" wide

The most fundamental element of branding a college is the logo.

Please follow the style guide when producing materials for the college. And as always contact the External Relations Office for any questions.

Appropriate use of the logo

1. All elements of the logo should remain intact.
2. Do not crop parts of the logo.
3. Do not change the typeset or font of the logo.
4. Do not display the logo disproportionately.
5. Do not change the color of any part of the logo.
6. Do not place the logo on a background that makes it difficult to see. A black and white version of the logo provided for use on dark colored backgrounds.
7. Do not add text or other images to the logo.

2"

1"

DO NOT STRETCH

LOGO: COLORS/COLOR USAGE

The full color Tompkins Cortland Community College is the primary image of the college and its recommended that this be used in applications whenever possible.

COLORS:

PMS 357
C: 83   R: 35
M: 40   G: 89
Y: 87   B: 55
K: 37

BLACK
C: 0   R: 0
M: 0   G: 0
Y: 0   B: 0
K: 100

NOT ALLOWED

ALLOWED

When placing logo on a colored background please use all white version