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Logo Usage Manual

Standards, Guidelines and Rules for Using the Logo and Related Materials

Second edition – May 2005

To the Cuyamaca College Community:

It gives me great pleasure to introduce the Cuyamaca College *Logo Usage Manual* which will guide us in presenting Cuyamaca College to our community.

The *Logo Usage Manual* is a critical part of our strategy to connect with our community, to explain who we are and what valuable resources we offer. Our look plays a key role in establishing Cuyamaca College as a professional, high-caliber institution of higher learning. Our logo and its related elements bind us to our region and our community visually, and help to create understanding of our vision: Learning for the Future.

This manual will guide those who produce printed, constructed, (clothing, ribbons, coffee cups, etc.) or new-media communication materials (Web, PDF, PowerPoint, etc.) for Cuyamaca College. It contains standards and guidelines: rules for consistent use of our logo, an identity and communications package, and guidelines for producing communication assets of the college. It is not meant to dictate design decisions, but to aid in the creation of materials supporting Cuyamaca College's vision and mission.

Please join me in supporting this program and work with us to produce materials of which we can all be proud. This is a living document. When appropriate, we will modify and update these guidelines.

Thank you for your support and enthusiasm in using this manual to acquaint members of our community with Cuyamaca College.

Geraldine M. Perri, Ph.D.
President, Cuyamaca College

CONTENTS

This Cuyamaca College *Logo Usage Manual* has been developed to aid those involved in producing communications materials for Cuyamaca College. This includes, but is not limited to, printed materials and Web pages. The manual should be regarded as a valuable reference tool to enable adherence to the standards as presented.

The system of logos and applications is designed to unify the college and present a clear, consistent image to our faculty, staff, students, and community. Consistent and widespread use of our identity materials will help ensure we are easily remembered and valued as a premier resource of higher education.

The identity elements (the logo, its layout, and font style) and their organization are the foundation of our image. Altering them diffuses our image and integrity. This manual will specify what can and cannot be done with identity elements.

The manual starts with a presentation of the logo, accompanying type, rules for its use, and typeface samples. It continues with the layout of stationery and primary communications items, other printed items and color and Web guidelines.

For college faculty and staff, electronic versions of college and district logos are available in the public folder in Outlook. Open the Images subfolder, where logos can be found in a variety of formats. Consult the college graphics office at (619) 660-4413 for guidance on logo selection and use.

Vendors doing business with Cuyamaca College should contact the Cuyamaca graphics office at (619) 660-4413 to obtain logos.

Identity →

Logo ←

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Typographic Signature ←

Type Attachment ←

COLOR

CMYK: Cyan, Magenta, Yellow, Black –
the color system used in offset printing for
full-color documents.

PMS: Pantone Matching System –
an industry standard color ink system,
frequently used for matching colors.

RGB: Red, Green, Blue –
the color system used for computer screens,
Web sites and TVs.

See section 2.4 for Cuyamaca College's
identity's colors.

TYPE

Typeface (Font): The name assigned to a
particular character design, i.e., Scala, Arial,
Times New Roman

Leading: The gap between two lines of type

Tracking: The spacing between characters

Points: Units used to specify type size and
leading. One inch = 72 points.

See section 2.7 for samples of the typeface
families used in the Cuyamaca College
identity and communication system.

CLEARSPACE:

The area around the identity that isolates it
from competing graphic elements, including
text and photographs (see section 2.6).

TYPE ATTACHMENT:

A message positioned below the Identity
(see section 2.3).

PRIMARY VERSION:

The Cuyamaca College identity has two basic components: the logo and the "Cuyamaca College" typographic signature. Both components are specifically aligned on a center axis (they are centered). The center lockup is the formal or primary identity of the college and should be used whenever possible.

As a general rule, the primary identity, as a universal campus identifier, should be applied to all college materials.

Under no circumstances should the components of the identity be separated, distorted, or altered (see 5.4c for example of incorrect use). When enlarging or reducing the identity, all components should be re-sized proportionally.

**Center
Axis**

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SECONDARY VERSION:

The horizontal lockup presents the logo with the typographic signature (Cuyamaca College) to the right. Horizontal lockups provide an alternative use of the identity when the primary center lockup is not an effective application. An example would be space that is primarily horizontal.

The elements of these horizontal applications are in specific proportion and orientation to each other and must not be separated, distorted or altered in any way.

A one-line horizontal lockup is used in Web applications (see section 5.1).

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LOGO:

An arch containing the joined crescent CC mark and two mountains that reflect the natural geography surrounding the campus.

The logo's intention is to visually capture the Native American translation of the word "Cuyamaca": "Where the Mountains Meet the Sky."

Under no circumstances should the logo's components be separated, distorted or altered.

While the primary version presents the formal identity (see 2.2), the logo may also be used alone, as shown here.

Electronic versions of college and district logos are available in the public folder in Outlook. Open the Images subfolder, where logos can be found in a variety of formats. Consult the Cuyamaca College Graphics Office at (619) 660-4413 for guidance on logo selection and use.

TYPE ATTACHMENTS:

Type attachments to the logo, such as "Learning for the Future," should be rare. If created, the message should relate to the entire campus, as opposed to a stand-alone event. Type attachments should never be used with horizontal lockups.

When creating a type attachment, the typeface Scala Caps (see Typefaces; section 2.7) should be used. Always use consistent letter tracking (the spacing between characters) and leading (the spacing between lines of type).

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COLOR:

To assist commercial printers, the colors used for the Cuyamaca College identity are specified below to maintain consistency.

Formal applications of the Cuyamaca College identity are reproduced in two colors, using the Pantone Matching System (PMS) or CMYK colors shown in 2.4a. In less formal applications a one-color version using PMS 2768, its CMYK equivalent, or black is acceptable.

The identity should be used against a background (the area surrounding the identity) that is white or of a neutral color with density values of 30% or less (see section 2.5). Section 4.3 presents a chart of compatible background colors.

Applications of the Cuyamaca College identity in a Web-based environment use the RGB equivalent of PMS 2768 - R19, G23, B32.5 (see section 5.2).

The colors as they appear on this page or on your computer may not be precise, due to variations in printers and monitors. **Use PMS, CMYK, and RGB values as identified.**

2.4a – PMS Colors and their CMYK equivalents

PMS 614
C0 , M0 , Y15 , K6

PMS 2768
C100, M83, Y0, K56

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BACKGROUND FIELDS:

The Cuyamaca College identity or separate logo may be placed in a background field. Prior to using background fields, a consultation with the graphics office at 660-4413 is highly recommended. The background field establishes a visual presence for the identity while simultaneously isolating it from other graphic elements.

The background field consists of the identity or logo *reversed* out of a solid black or other dark color (2.5a), or the *positive* placed on a field of no greater than 30% value of black or other dark color (2.5b). Avoid colors that compete with the identity or cause the identity to disappear. If the background color is light enough to provide sufficient contrast with the identity colors, use the positive identity. For darker color backgrounds, use a reversed version of the identity or logo.

If it is necessary to place the identity or separate logo on top of a *photographic* background field (2.5c, 5.1a, 5.4a), it should not be positioned in a busy part of the photo, and there should be enough contrast so that the identity is easily recognizable. This identity placement on top of a photo should be considered an exception, rather than the rule.

2.5a — Reversed

2.5b — Positive
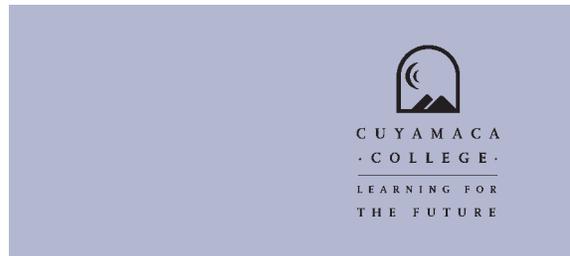
2.5c — Photographic Background

2.6a

POSITION:

The Cuyamaca College identity is required on all materials that bear the college name, including but not limited to brochures, schedules, posters, all marketing and promotional applications, and all outreach materials. The identity should be clearly visible in an area that does not compete with the specific marketing or promotional message (2.6a).
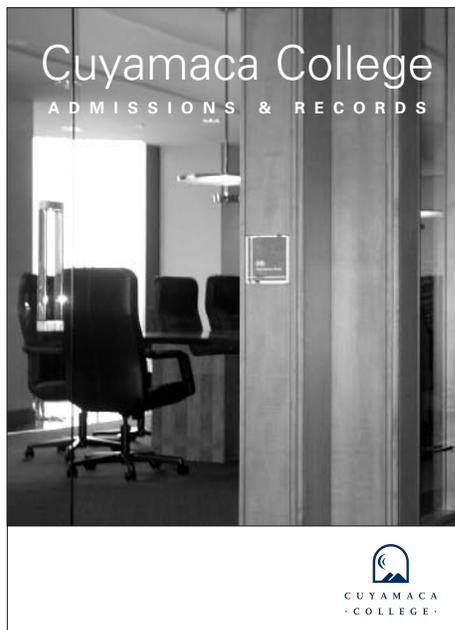
CLEARSPACE:

Clearspace (2.6b) is defined as the area around the Cuyamaca College identity that is free of other elements (including page or other surface edges). A clearspace of 1/3 of the identity's height is recommended.

**2.6b — Clearspace**
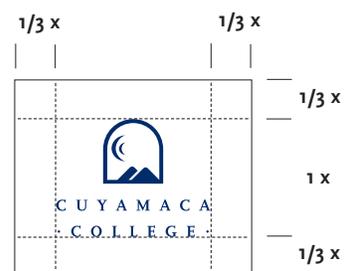
MINIMUM SIZE:

The Cuyamaca College identity on any application must never be smaller than the identity's minimum reproduction size (2.6c) of 3/4" wide and 5/8" high.

2.6c — Minimum Size
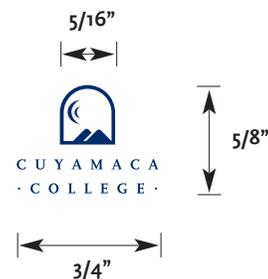
TYPEFACES:

The Scala and Scala Sans typeface families have been used in the creation of the Cuyamaca College communications system (See 3.1). Whenever creating additional documents, signage, or other visual communication components for Cuyamaca College, these typefaces are strongly recommended. They are available districtwide on all word-processing computers.

The *Scala typeface family* is used for the college's typographic signature as well as the type attachment, "Learning for the Future." (See 2.1 and 2.3) The Scala typeface is to be used in documents and plays an important role in the creation and addition of paper system rules and regulations.

The *Scala Sans typeface family* is to be used primarily for creating signage and other related visual communication systems for Cuyamaca College. It offers an alternative to the serif version and offers increased legibility at distances or small sizes. It may also be used in printed materials.

Scala
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Scala Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Scala Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Scala Caps
ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

Scala Sans
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Scala Sans Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Scala Sans Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Scala Sans Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Scala Sans Caps
ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890
An alternative font for use in place of old style numerals in Scala Sans.

EXAMPLES OF INCORRECT USAGE:

Correct and consistent use strengthens the Cuyamaca College identity. This page displays examples of incorrect versions of the identity. Use these examples as a guide for avoiding incorrect variations which would weaken the Cuyamaca College identity.

The color, typeface and proportions should not vary from the guidelines set forth in sections 2.2 - 2.6. The identity must not be rotated, outlined, distorted, or have additional effects added. The background should not distract from the identity. The relationship between the logo and the typographic signature must not vary from the guidelines set forth in sections 2.2 and 2.3.

See 5.4b and 5.4c for other examples of incorrect usage.

DO NOT

EXAMPLES OF
INCORRECT USAGE:

DO NOT

INTRODUCTION:

The Cuyamaca College Communications System consists of business cards, letterhead, envelopes, and mailing labels, all of which are created exclusively in the Cuyamaca College Graphics Office. It also includes fax and memo forms, and templates for these are available from the Forms Depot at the District Web site (www.gcccd.net/formsdepot). Sections 3.1 through 3.10 specify formatting for all of these items.

BUSINESS CARD:

Business cards are created by the Cuyamaca College Graphics Office. Call 660-4413.

The Cuyamaca College general business card includes the Cuyamaca logo, signature, type attachment, a field for the individual's name and title, and standardized address, phone and Internet information block.

Type size and leading must follow the specifications shown. This information is shown as type size/leading, expressed in points.

Paper stock:

Classic Crest, Baronial Ivory 65 lb. cover stock

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Jane Doe — Scala Bold 9.3/10pt.
Director — Scala Italic 8.3/10pt.
Department of Serious Studies — Scala Italic 8.3/9pt.

900 Rancho San Diego Parkway
El Cajon, CA 92019-4304
619-660-4221 — Scala 7.8/10pt.
Fax 619-660-4393
jane.doe@gcccd.net

Shown actual size

GENERAL LETTERHEAD:

The letterhead layout is based on a center axis upon which the identity and address line are centered.

The address is in the typeface Scala at 8.5pt.

Paper stock:

Classic Crest, Baronial Ivory 24 lb. text

1 1/8"

3/8"

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900 Rancho San Diego Parkway El Cajon, CA 92109-4304 619-660-4000 Fax 619-660-4399 www.cuyamaca.edu

5/8"

Shown half size
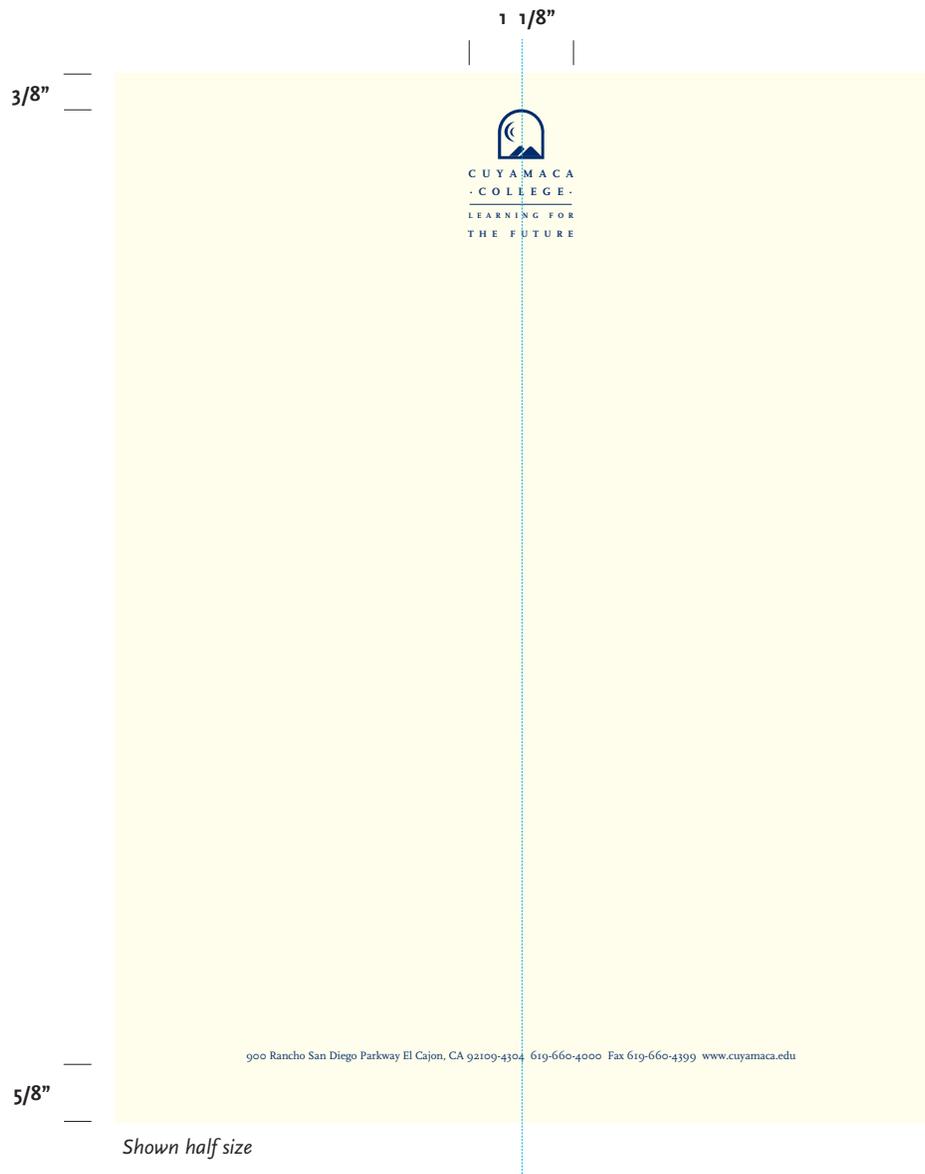
DEPARTMENT LETTERHEAD:

The creation of individual department letterhead follows the General Letterhead's established center axis rule. The department names are listed on the top line. A second optional line can list department officers and e-mail addresses. The main college address will always be used as the lowest or last line of the information block. If the second line is omitted, leading (space between the lines) should be consistent with the three-line footer in the letterhead.

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Scala 7.5/14pt. ——————————————

Scala Bold + Italic 8.5/14pt. ——————

Scala 8.5/14pt. ——————

Department of Serious Studies

Jane Doe *Director,* **John Noe** *Assistant Director*

900 Rancho San Diego Parkway, El Cajon, CA 92109-4304 619-660-4000 Fax 619-660-4399 www.cuyamaca.edu

Shown 90% size

Department of Serious Studies
Jane Doe *Director,* **John Noe** *Assistant Director*
900 Rancho San Diego Parkway, El Cajon, CA 92109-4304 619-660-4000 Fax 619-660-4399 www.cuyamaca.edu

Shown half size

SAMPLE LETTER:

The sample letter displays the correct format for creating letters that use the Cuyamaca College letterhead. Margins are set to 1" from the left and right, and 2.25" from the top.

Body copy in illustration is set in Scala 10pt. with 12 pt. leading. Other recommended fonts include Arial and Times New Roman.

1"   1"

2.25"

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June 6, 2003

Jonathon Poe, Ph.D.
Associate Professor
Department of Foreign Studies
Northern University

Dear Dr. Poe,

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.

Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi. Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

Scala 10/12pt. ———

Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi. Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Sincerely,

Jane Doe
Director
Department of Serious Studies
Cuyamaca College

Department of Serious Studies
Jane Doe *Director*, **John Noe** *Assistant Director*
900 Rancho San Diego Parkway, El Cajon, CA 92109-4304 619-660-4000 Fax 619-660-4399 www.cuyamaca.edu

Shown half size

DEPARTMENT ENVELOPE:

The formal envelope displays the logo and the Cuyamaca College typographic signature.

The office or department of the sender (optional) is centered below the signature in 6.75pt. Scala Italic. The address line is centered below the office in 6/7.2pt. Scala.

In the absence of a department line, the address may be raised so as not to leave a large gap, and the rule below the signature may be deleted.

Paper stock:

Classic Crest, Baronial Ivory 24 lb.

**Scala Italic 6.75pt.**

Scala 6/7.2pt.

Scala Sans 8pt.

3/8"

3/8"

1/4"

1 3/8"

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Office of the President

900 Rancho San Diego Parkway
El Cajon, CA 92019-4304

RETURN SERVICE REQUESTED
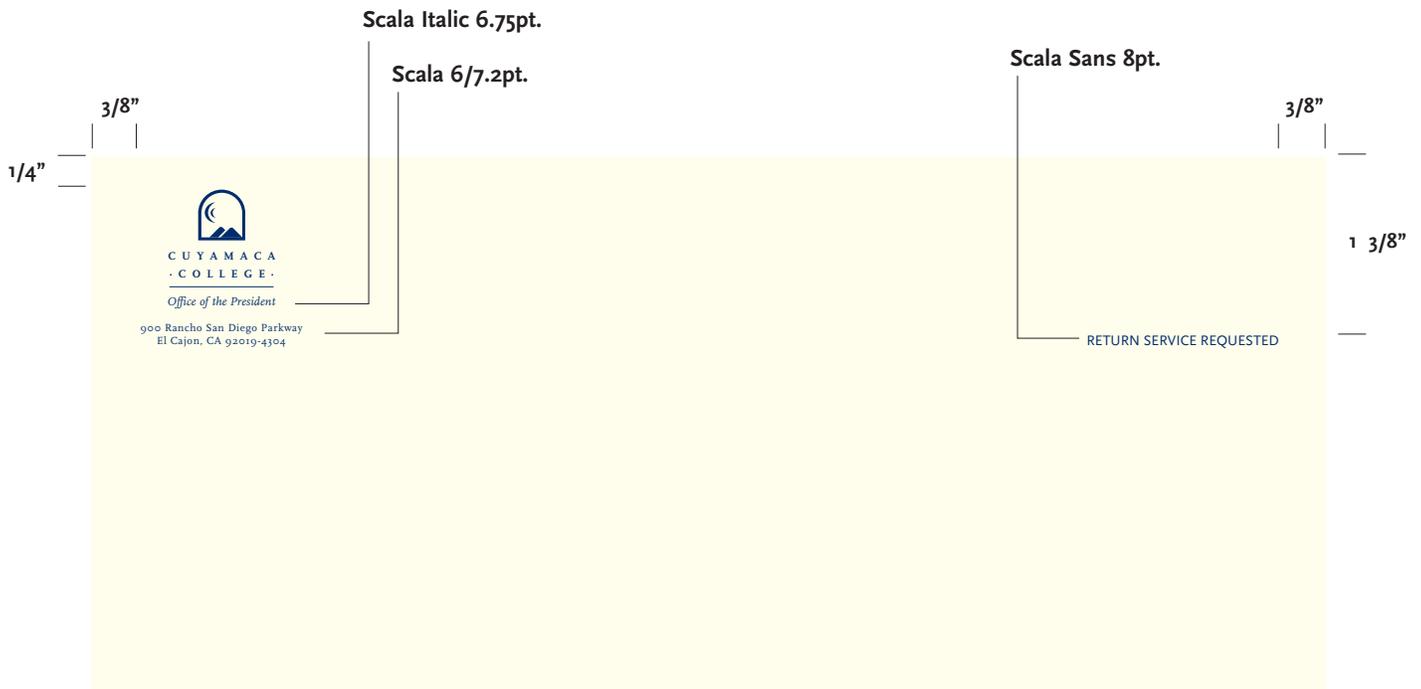
Shown two-thirds size

SAMPLE ENVELOPE ADDRESS:

This sample displays the correct format for creating addresses that use the Cuyamaca College envelope. The recipient's name and address should be placed in the corner of the lower right quarter of the envelope. It is set using Scala 10pt. with 12 pt. leading.

Scala 10pt./12pt.

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Office of the President

900 Rancho San Diego Parkway
El Cajon, CA 92019-4304

RETURN SERVICE REQUESTED

John Doe
655 G Street, Suite E
San Diego, CA 92101

Shown two-thirds size
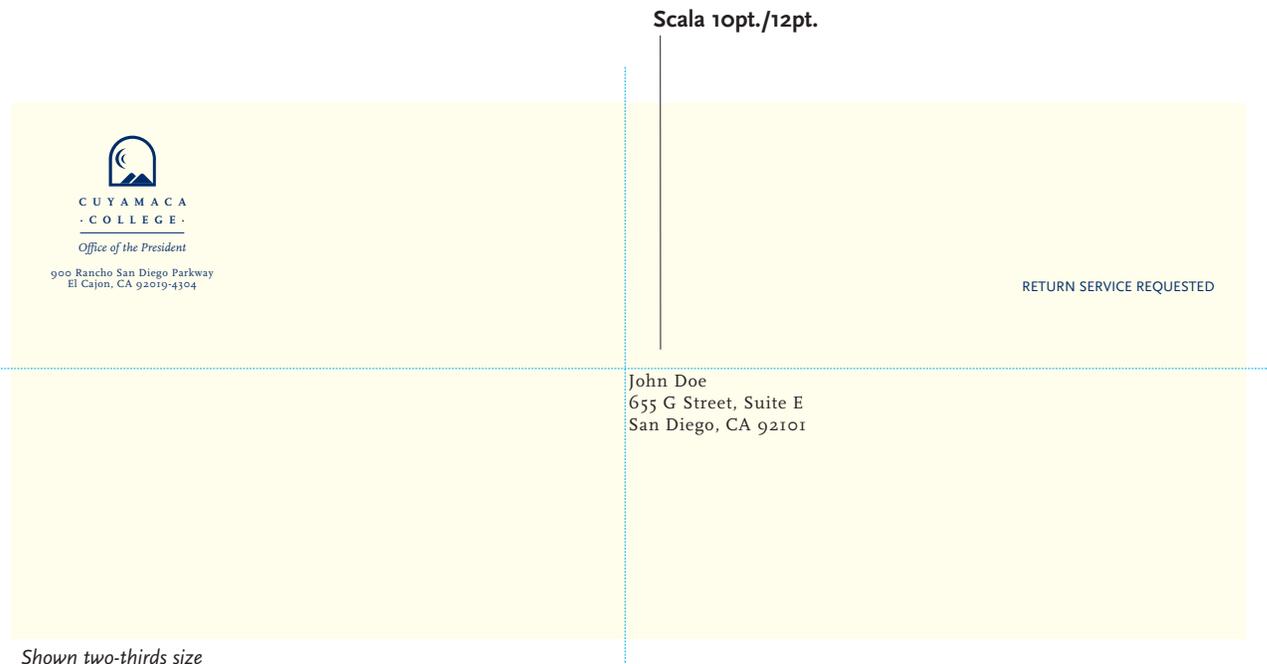
MAILING LABELS:

The mailing label displays the logo and the Cuyamaca College typographic signature.

The office or department of the sender is centered below the signature in 7pt. Scala Italic. The address line is centered below the office in 6pt. Scala.

The two sizes reflect the larger 5" x 3.25" (3.8a) and the 8-per-page 4.25" x 2.75" (3.8b) versions.

Scala Italic 7pt.

Scala 6pt.

3.7a

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900 Rancho San Diego Parkway
El Cajon, CA 92019-4304

3.25"

Shown actual size

5.25"

4.25"

3.7b

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Office of the President

900 Rancho San Diego Parkway
El Cajon, CA 92019-4304

2.75"

Shown actual size
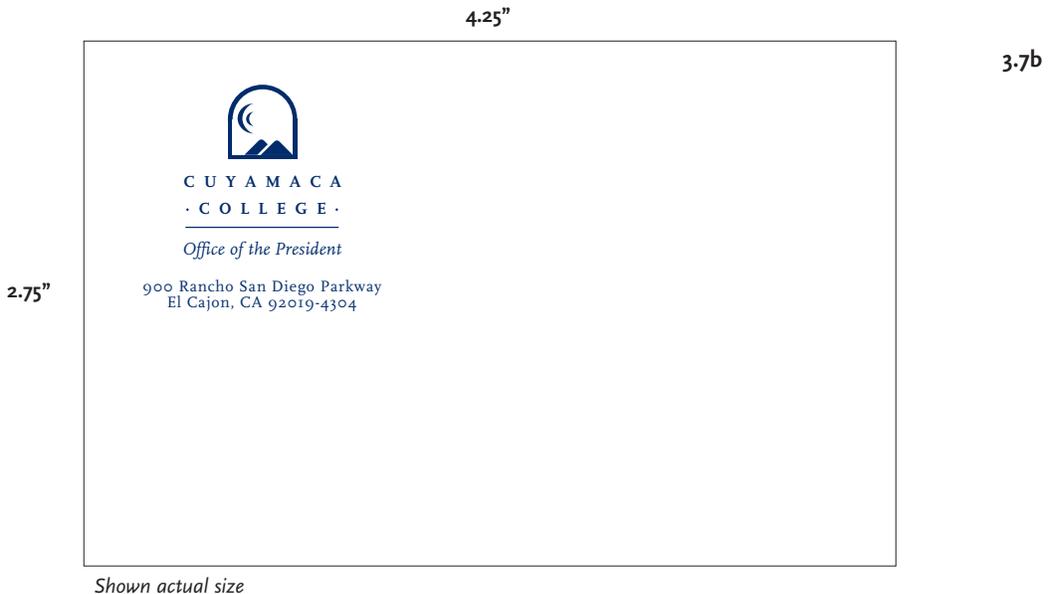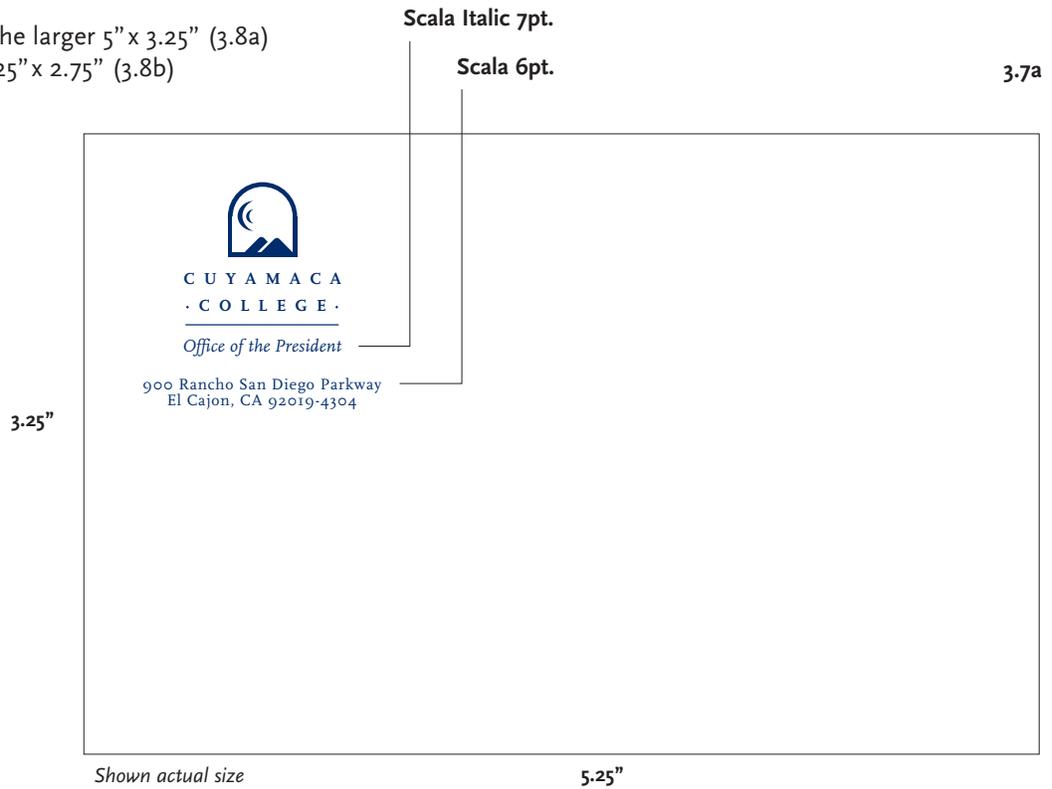
SAMPLE MAILING LABELS:

The sample mailing labels display the correct format and placement of the recipient address.

The mailing address should be placed near the vertical centerline and below the Cuyamaca College return address.

The recipient address is in 10pt. Scala. with 12 pt. leading. Other acceptable fonts include Arial and Times New Roman.

Scala 10pt./12pt.

3.8a

C U Y A M A C A
· C O L L E G E ·

Office of the President

900 Rancho San Diego Parkway
El Cajon, CA 92019-4304

John Doe
655 G Street, Suite E
San Diego, CA 92101

Shown actual size

Scala 10pt./12pt.

3.8b

C U Y A M A C A
· C O L L E G E ·

Office of the President

900 Rancho San Diego Parkway
El Cajon, CA 92019-4304

John Doe
655 G Street, Suite E
San Diego, CA 92101

*Shown actual size*

GENERAL MEMO/FAX:

The memo/fax is based on a center axis upon which the identity and address line are centered. A left and right margin of 1" and a top margin of 2.25" have been established.

"Fax Message" and "Memo" are in 12pt. Scala Sans Bold, the fields are set in 9/16pt. Scala Sans, and the address is in 8.5pt. Scala. All lines have tracking set at 50. Note that these settings are different from those used on letterhead. This is to maintain legibility in faxes.

1"   **1"**

2.25"

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Scala Sans Bold 12pt. ———— **FAX MESSAGE**

Date:
To:
Scala Sans 9/16pt. ———— Fax No.:
Phone No.:
From:
Number of Pages:

Comments:

MEMO

Date:
To:
From:

_____

Shown 80% size

Scala 8.5pt. ———— 900 Rancho San Diego Parkway El Cajon, CA 92109-4304 619-660-4000 Fax 619-660-4399 www.cuyamaca.edu

Shown half size
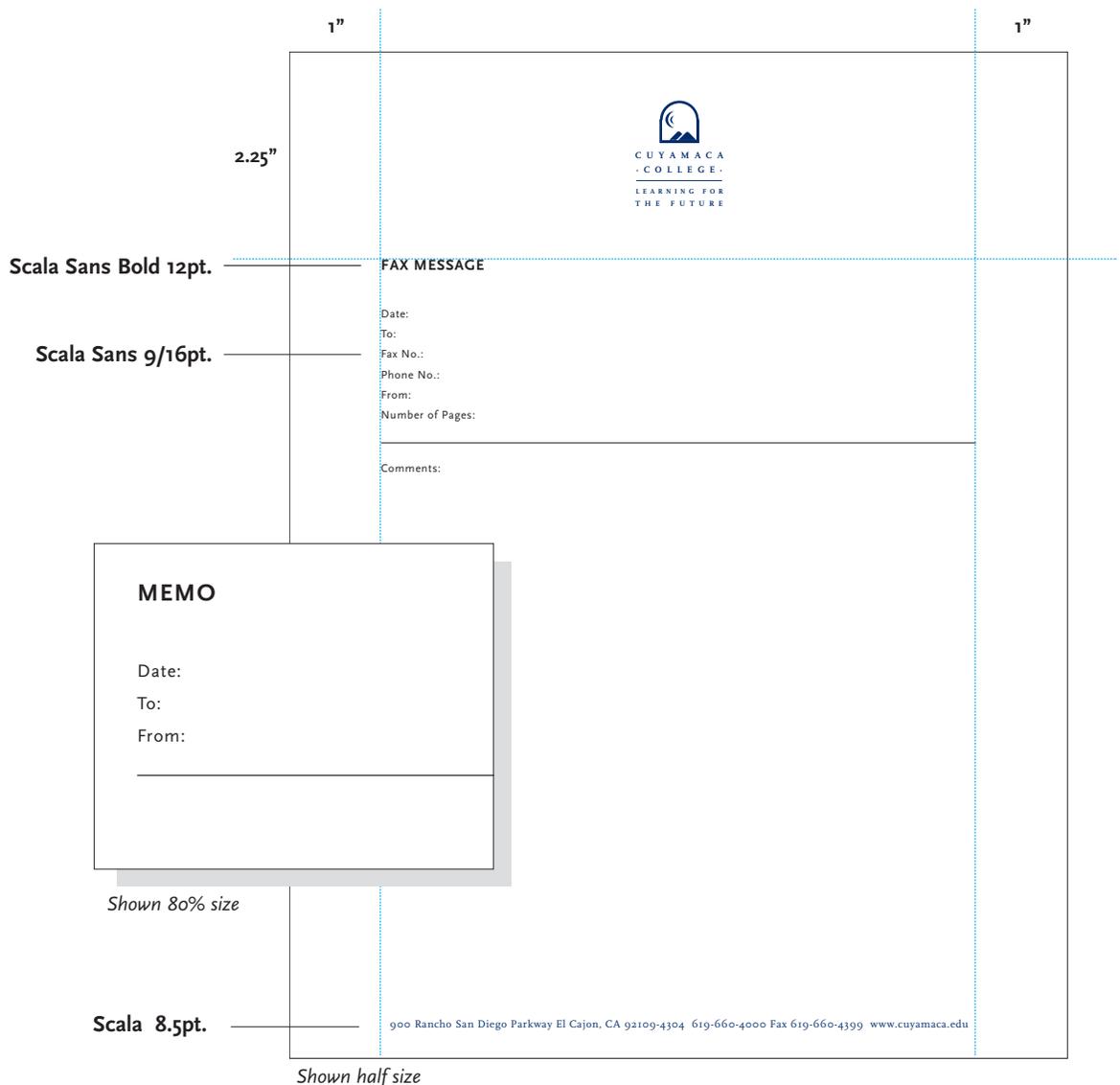
DEPARTMENT MEMO/FAX:

The department memo/fax is identical to the general memo/fax with the addition of one or two lines. The office or department of the sender is centered below the type attachment in 8pt. Scala Sans. An optional line above the address can list department officers in 8.5/14pt. Scala Sans Bold with their titles in Scala Sans Italic. As in the general memo/fax, tracking is set at 50.
See enlargement below.

Scala Sans 8pt.

1"   1"

2.25"

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Department of Serious Studies

FAX MESSAGE

Date:
To:
Fax No.:
Phone No.:
From:
Number of Pages:

Comments:

Scala Sans Bold + Italic 8.5pt./14pt.

Scala 8.5/14pt.

Jane Doe *Director,* **John Noe** *Assistant Director*
900 Rancho San Diego Parkway El Cajon, CA 92109-4304 619-660-4000 Fax 619-660-4399 www.cuyamaca.edu

Shown 80% size

Jane Doe *Director,* **John Noe** *Assistant Director*
900 Rancho San Diego Parkway El Cajon, CA 92109-4304 619-660-4000 Fax 619-660-4399 www.cuyamaca.edu

Shown half size

INTRODUCTION:

Print Collateral refers to all printed materials not covered in chapter 3, and includes catalogs, class schedules, annual reports, brochures, posters, flyers, postcards, advertisements, billboards, shirts, coffee cups and trinkets, etc.

Print the identity in Black, Pantone 2768, or the CMYK equivalent (C100, M83, Y0, K56). The identity may also reverse to White or Pantone 614. Contact Cuyamaca College Graphics Office at (619) 660-4413 for guidance.

The identity should never be modified by stretching or compressing its components. It should never be portrayed with a drop shadow or a three-dimensional look to it.

The identity should never interfere or compete with the specific communication message. It should always stand alone and have adequate clearspace. A clearspace (the area around the Cuyamaca College identity that is free of other elements) of 1/3 of the identity's height is recommended. See 2.6b for clearspace illustration.

EXAMPLES:

Illustrations 4.1a - 4.1d and 4.2a - 4.2b show varying configurations of the Cuyamaca College identity in print collateral materials.

4.1a
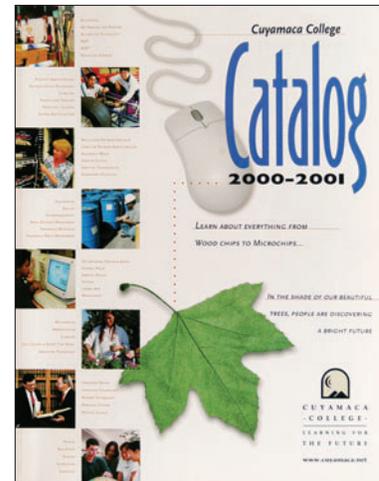
**4.1b**
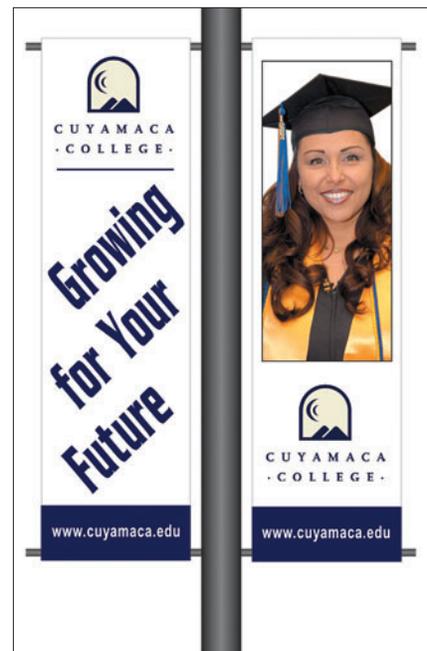
4.1c

POSITION:

The Cuyamaca College identity should appear on all marketing or promotional items. The identity should be clearly visible in an area that does not compete with the specific marketing or promotional message (see 4.2a & 4.2b).
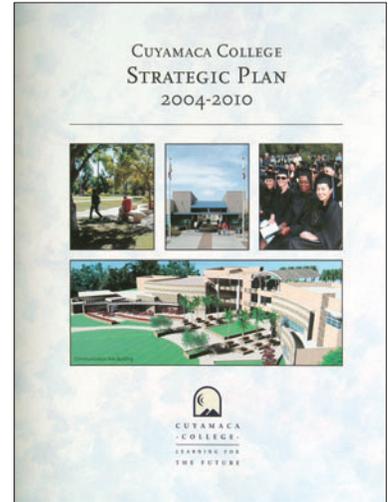
SIZING:

The Cuyamaca College identity on any application must never be smaller than the identity's minimum reproduction size of 3/4" (see 2.6c). Its maximum size depends upon the application, but should generally be less than 15% of the total size of the piece.

CLEARSPACE:

Clearspace is defined as the area around the Cuyamaca College identity that is free of other elements (including page or application edges). A clearspace of 1/3 of the identity's height is recommended. See 2.6b for clearspace illustration.

4.2a

4.2b
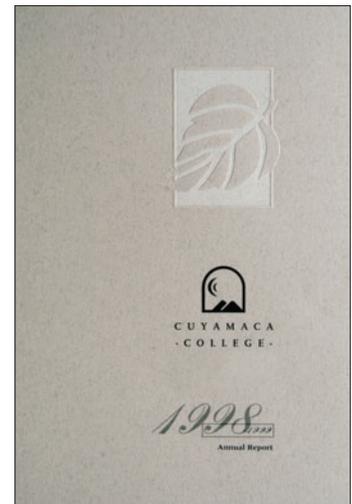
BACKGROUND COLORS:

This palette is provided to show examples of background colors compatible with the identity. Colors chosen for print collateral should complement, rather than compete with, the identity. If these colors are used, PMS and CMYK values should be used as indicated. Colors may print differently than they appear on this page if using laser printer, ink jet printer or other types of color copiers or desktop printers. Contact Cuyamaca College Graphics Office at (619) 660-4413 for guidance.

Refer to section 2.5 for guidelines on the proper use of background fields.

The Web-based version of the color palette is presented in section 5.3

4.3 – Complementary background colors

Pantone 471
C0, M56, Y100, K18

Pantone 273
C100, M94, Y0, K6

Pantone 556
C43, M0, Y30, K27

Pantone 544
C38, M9, Y0, K0

Pantone 437
C38, M38, Y43, K0

Pantone 154
C0, M43, Y100, K34
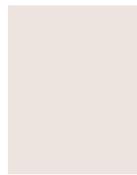
Pantone 434
C6, M9, Y9, K0

Pantone 5585
C11, M0, Y11, K11

Pantone 4535
C0, M0, Y27, K11

Pantone 475
C0, M11, Y18, K0

Pantone 5445
C11, M0, Y0, K18

Pantone 727
C0, M15, Y30, K6

IDENTITY COLORS:

Pantone 2768
C100, M83, Y0, K56

Pantone 614
C0, M0, Y15, K6

DESCRIPTION:

Cuyamaca College's identity in a Web environment is always represented visually through a one-line horizontal lockup. The typeface of the identity is Scala Bold, all caps. (See 2.7) The one-line horizontal lockup (5.1a) is for Cuyamaca College Web-specific applications only.

The elements of this horizontal application are in specific proportion and orientation and must not be separated, distorted, or altered in any way.

APPLICATION:

To provide a consistent look in a Web environment, the identity should always be presented in a positive format – never reversed out of a background. The identity may be applied over a background image (5.1b home page + 5.1c secondary page), provided there is sufficient contrast so the identity is clearly visible against the background.

TYPE ATTACHMENTS:

In Web applications, do not add any type attachments to the identity. (See 2.1 and 2.3 for more on Type Attachments.)

5.1a

5.1b – Home Page

5.1c – Secondary Page
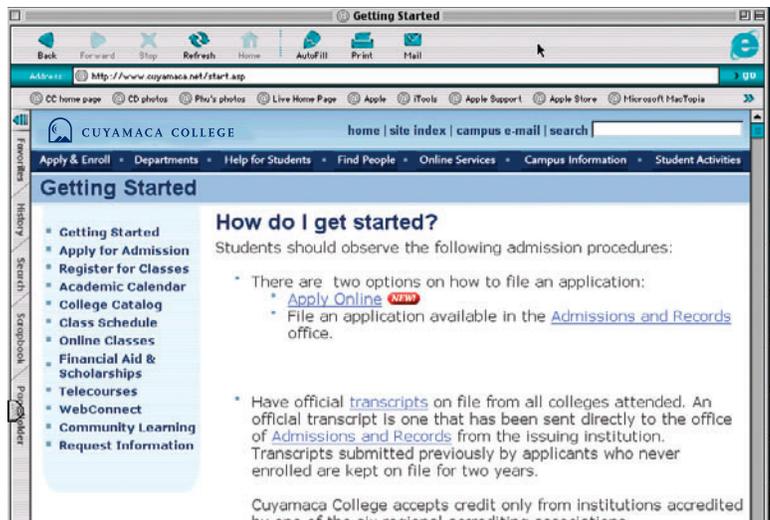
POSITION:

The Cuyamaca College identity should always appear at the top left of any Web page (home or secondary). Specifically, the identity is confined to an area free and clear of other Web messages.

The horizontal lockup application should always appear on the left side (5.2a) of the confined area with the proper clearspace around the identity.

CLEARSPACE:

Clearspace is defined as the area around the Cuyamaca College identity that is free of other elements (including page or surface edges). A clearspace of 1/3 of the identity's height is recommended.

COLOR:

Applications of the Cuyamaca College identity in a Web-based environment use the RGB screen equivalent of Pantone color 2768. The RGB formula (5.2b) is R19, G23, B32.5. (RGB: Red, Green, Blue – color system used in computer monitors and TVs.)

For assistance in Web page usage of the logo, please consult with the college Web development office at 660-4466.

5.2a

CUYAMACA COLLEGE

Apply & Enroll   ▪   Departments   ▪   Help for Students   ▪   Find People   ▪   Online Services

5.2b

R19, G23, B32.5

CUYAMACA COLLEGE

BACKGROUND COLORS:

The following color palette is recommended as examples of Web-based colors that are compatible with the identity (identity's colors are shown below). This palette represents RGB and Hexadecimal* values. Colors should complement, rather than compete with, the identity. Colors on your screen may appear differently than on this page because of differences in color monitors. Call the college Web development office at 660-4466 for guidance.

*Hexadecimal values are "computer-talk" for RGB values, and are used in some Web development software.

Refer to section 2.5 for guidelines on the proper use of background fields.

5.3 – Complementary Web-based background colors

R185, G99, B59
B9633B

R82, G53, B145
523591

R98, G160, B141
62A08D

R146, G193, B230
92C1E6

R125, G107, B120
7D6B78

R139, G92, B40
8B5C28
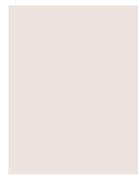
R213, G199, B207
D5C7CF

R187, G210, B203
BBD2CB

R219, G213, B180
DBD5B4

R254, G208, B181
FED0B5

R185, G205, B218
B9CDDA

R230, G197, B169
E6C5A9

IDENTITY COLORS:

R19, G23, B32.5
131721

R226, G224, B193
E2E0C1

5.4 | WEB SITE

BACKGROUND:

The Cuyamaca College identity or separate logo should be placed in a background field that establishes a visual presence for the identity while simultaneously isolating it from other graphic elements.

The identity may be applied over a background image (5.4a), provided there is sufficient contrast so the identity is clearly visible against the background.

EXAMPLES OF INCORRECT USAGE:

The background should let the identity be clearly visible and should not compete with the identity (5.4b). The identity should never be reversed out of the background.

Don't dismantle the logo and use its elements to create new artwork (5.4c).

See 2.8 for other examples of incorrect usage.

5.4a – Example of Correct Usage

5.4b – Example of Incorrect Usage

5.4c – Example of Incorrect Usage

MASCOT:

The Cuyamaca College Coyotes mascot logo is not intended to be used as the main college identifier or as a substitution for the official logo. The mascot logo is intended to represent the student body and officially recognized student organizations, teams and student athletes, rather than the institution as a whole. Further guidelines for its use are available by contacting the Cuyamaca College Graphics Office at (619) 660-4413.

SEAL:

The college seal is used for official documents only, such as diplomas and certificates. Contact the college graphics office for more information.

SIGNAGE:

Standard signage for buildings must be consistent and follow a unified format. Usage of the logo must follow the guidelines in this manual.

VENDORS:

Use of the Cuyamaca College logo is governed by this *Logo Usage Manual*. Vendors doing business with Cuyamaca College should contact the graphics office at (619) 660-4413 to obtain logos.

6.1a – Mascot

6.1b – Seal

SUMMARY OF LOGO USAGE GUIDELINES*

▶ The Cuyamaca College identity consists of the logo and the "Cuyamaca College" typographic signature. The center lockup (6.2a) is the primary identity and should be used whenever possible. The logo may be used alone (6.2b), as long as the name of the college is prominently displayed.

▶ The horizontal lockup (6.2c) with the typographic signature to the right can be used as a secondary version of the identity, when space or design is a factor.

▶ Type attachments, such as "Learning for the Future," should be rare. Always use consistent letter tracking and leading and the Scala Caps typeface. (6.2d) Consult the graphics office at (619) 660-4413 for details.

▶ Under no circumstances should the components of the identity be rearranged, separated, or altered. All components should be resized proportionally when enlarging or reducing the identity. Use an uncluttered background. (6.2e)

▶ Formal applications of the college identity are generally reproduced in two colors, PMS 2768 (C100, M83, Y0, K56), and PMS 614 (C0, M0, Y15, K6). The less formal, one-color version uses PMS 2768 or black. (6.2f)

▶ The Cuyamaca College identity on any application must never be smaller than the identity's minimum reproduction size of 3/4" wide and 9/16" high. (6.2g)

▶ Clearspace of 1/3 the identity's height is recommended. This also applies to the amount of space between the identity and the application edge. (6.2h)

*For college faculty and staff, electronic versions of the logo, this one-page summary and the complete *Logo Usage Manual* are available in the public folder in Outlook. Open the images subfolder, where logos can be found in a variety of formats. Call (619) 660-4413 for additional information.

6.2a – Identity

6.2b – Logo

CUYAMACA
· COLLEGE ·

6.2c – Identity, Horizontal version

CUYAMACA
· COLLEGE ·

6.2d – Type Attachment

CUYAMACA
· COLLEGE ·
LEARNING FOR
THE FUTURE

6.2e – Examples of Incorrect Usage

CUYAMACA
· COLLEGE ·

CUYAMACA
· COLLEGE ·

CUYAMACA
· COLLEGE ·

6.2f – The Formal Two-Color Identity
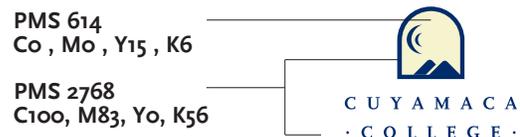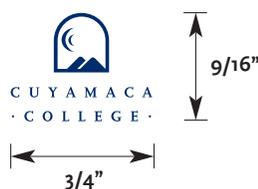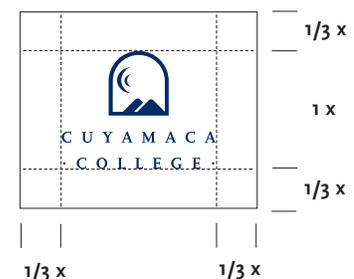
PMS 614
C0 , M0 , Y15 , K6

PMS 2768
C100, M83, Y0, K56

CUYAMACA
· COLLEGE ·

6.2g – Minimum Size

CUYAMACA
· COLLEGE ·

9/16"

3/4"

6.2h – Clearspace

CUYAMACA
· COLLEGE ·

1/3 x

1 x

1/3 x

1/3 x   1/3 x

Copies of this manual are available at the following offices:

- President's office
- Library reserve
- Graphics office
- Web development office
- Vice presidents' offices

For college faculty and staff, electronic versions of this manual and college and district logos are available in the public folder in Outlook. Open the Images subfolder, where logos can be found in a variety of formats. Consult the college graphics office at (619) 660-4413 for guidance on logo selection and use.

The Cuyamaca College *Logo Usage Manual* has been developed by the Cuyamaca College Graphics Office, Administrative Services, Web Development Office, Learning Resources Division, and the Grossmont-Cuyamaca Community College District Public Information Office. Please direct questions or comments regarding the manual to any of these offices. Appreciation is expressed to all involved.