MT. SAC

Mt. San Antonio College

Logo **Usage**

Style Guidelines

Logo Designer: John Lewallen

All of the logo versions, as well as this guide book, are available by going to:
http://inside.mtsac.edu/form/logo_style_sheet.pdf. If you still have questions, or need further assistance, contact the Marketing & Communication Office at: (909) 594-5611, ext. 4121

What's On The Mt. SAC Logo CD

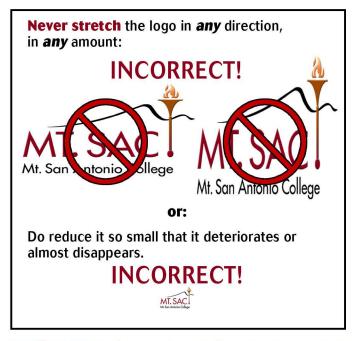## Mt. San Antonio College
Logo Usage & Style Guidelines

Marketing & Communication Office – ext. 4121

What's Covered in This Guide

✳ Accepted usage styles for Mt. San Antonio College's institutional logo

✳ Guide to which logo should be used for different printing needs, including proper color

✳ Proper spelling and abbreviation of the College's name

✳ Use of a tagline with logo

✳ When you may use the College Seal

✳ Documents already created for your convenience

Proper & Improper Usage of the Logo

It is important to maintain a high quality for the look of the College logo on all publications. This is our "face" to the community.

Never stretch the logo in *any* direction, in *any* amount:

INCORRECT!

or:

Do reduce it so small that it deteriorates or almost disappears.

INCORRECT!

IMPORTANT: Design your layouts from the start so that the logo fits properly into your design. Do not adjust the logo proportions in any way.

*If you need a high resolution file of any version of the logo, please contact the Marketing & Communication Office at: (909) 594-5611, ext. 4121.

Which Logo Will Work Best?

Depending on the type of printing job you are doing, certain versions of the logo will look better than others.

Heres a guide to the only variations of the logo you may use. *(Small size files for e-mail purposes have been provided.)*

Do not change colors on any of the logo designs!

FULL COLOR LOGO

Use in good quality print jobs.

Use digital file provided.*

Do Not Use in poorly printed publications.

The final printed logo **should not** look faded or fuzzy.

SOLID MAROON LOGO

Use in good quality print jobs.

Use only Pantone (PMS) ink 202

Use digital file provided.*

Do Not Use in poorly printed publications.

(Color shown may not match exactly PMS 202)

May use in printing that does not utilize PMS inks. In this case, the digital file provided will match closely enough.

SOLID BLACK LOGO

Use in black & white print jobs.

Use digital file provided.*

Use is good for newspaper and similar publications.

May use whenever you have full color capabilities but want a solid, black look.

WHITE LOGO

Use only as 100% white art.

Use digital file provided.*

Use is good for newspaper and similar publications.

May use over any dark colored background (tiff–MAC necessary) or whenever you want a white logo on a black background. Please, **be sure the white does not fill in because the white logo was reduced too small or the printing was poor.**

Proper Spelling & Abbreviation

There are only two ways you may spell the College name:

CORRECT

Mt. San Antonio College
Mt. SAC
MT. SAC

Never use the following:

INCORRECT!

Mount San Antonio College

Mount SAC

Mount Sac

Mt. Sac

MSAC

You may see these used in publications and signs. This still **does not** make them correct or acceptable.

Use of Taglines

Do Not use the tag line:

Access To Quality or *Your Access To Quality*

This phrase has been retired.

The current logo will stand on it's own. At certain times the Marketing & Communication Office may inform the campus to use a tag line for a specific period of time.
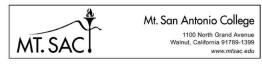
Headers for Forms You Create

The CD contains artwork in a boxed header format.

You can use these to place at the top or bottom of a form you have created. Just place them as you would any artwork file.

As with the logo, **do not stretch** the header. Use it as provided.

Black & White Version

Mt. San Antonio College
1100 North Grand Avenue
Walnut, California 91789-1399
www.mtsac.edu

Color Version

Mt. San Antonio College
1100 North Grand Avenue
Walnut, California 91789-1399
www.mtsac.edu

Documents Already Created for You

College Letterhead:

Order these from the warehouse.

#10 Envelope:

Order these from the warehouse.

Invitational 6 $\frac{1}{2}$ x 4 $\frac{3}{4}$ Envelope:

Limited supply in stock. Plan ahead for your need in case more must be printed. Check with warehouse on quantity.

Fax:

Use the template included on the CD.* You may personalize it with your dept. name as shown at right.

Marketing & Communication Office
(909) 594-5611, ext. 4121

You may add your dept. name.

Memo:

Use the template included on the CD.* You may personalize it with your dept. name as shown at right.

*If you need a template file or any version of the logo, please contact the Marketing & Communication Office at: (909) 594-5611, ext. 4121
(Check with your department administrative assistant first. CD's with logos and templates have been provided to them.) Page 7

Use of Two Color Logo

Following the guidelines for the full-color and solid-color logos, you should be able to judge when to best use the two-color logo.

The folder labeled *"Logo-All Vector"* is filled with logo versions that are vectorized (outlined). **These logos can not be opened by a PC** and need a MAC with Illustrator. These are for vendors, such as banner makers, who frequently need these type of files.

Use of the College Seal

The College Seal is **not** the College logo. It is used <u>only</u> on the following:

- Diplomas
- Certificates
- Official transcripts
- Official course add cards
- Registration slips
- College Catalog
- Commencement program
- College website home page and headers
- With special permission of the President's Office

Mt. San Antonio College Seal

Use of Logo without "Mt. San Antonio College"

This version of the logo is provided on the headers you received. You can see that the full spelling of the College name is also still present. This is called "double branding," and it is important you be aware of this.

Always use the full logo with both "MT. SAC" and "Mt. San Antonio College" included. There are exceptions where you may see the name separated from the logo graphic on the College website or on the header art provided to you. But this style of logo use will be done **only** by the Marketing & Communications Office.

If you have further questions, please contact the Marketing & Communications Office.

CAUTION: There are guidelines to using the logo in this variation.

Index for Logo Files and Their Use

Print.jpg:
Use for most print jobs. File will only allow you to place on a white background.

Email.jpg:
This jpeg file is sized to be best for email purposes. Since the file size is so small and the resolution low, it is <u>not for use in print projects.</u>

pdf:
Use for email and when a pdf is needed.

tif: (Layered Photoshop file)
This file is for designers or vendors with a MAC. The logo can be pulled from the file and placed on any colored background. *(Do not place any version of the logo on a color that causes the logo to be difficult to read.)*

Illustrator vector file:
This file type is for vendors or designers who need an. outlined file. It is the type frequently needed for banner production, embroidery, trophy plaques, etc.
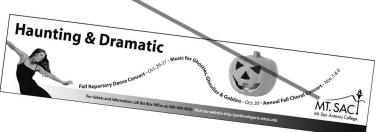
*If you need a template file or any version of the logo, please contact the Marketing & Communication Office at: (909) 594-5611, ext. 4121
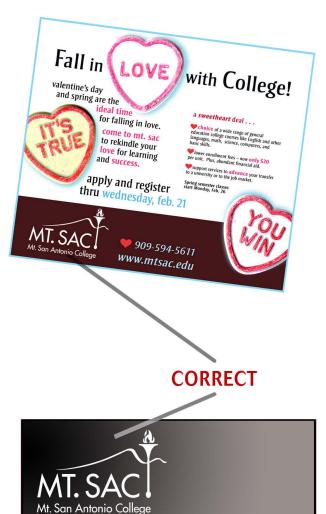
Use of Solid Black & Solid White Logo

The solid black and solid white (reverse) logos are very versatile. They will look good in high quality projects and will hold up best in projects such as newspaper ads or fliers printed on less than perfect printers.

The folder labeled *"Logo-All Vector"* is filled with logo versions that are vectorized (outlined). **These logos can not be opened by a PC** and need a MAC with Illustrator. These are for vendors, such as banner makers, who frequently need these type of files.

CORRECT

CORRECT

*If you need a template file or any version of the logo, please contact the Marketing & Communication Office at: (909) 594-5611, ext. 4121
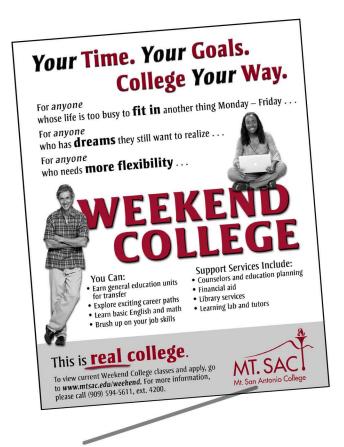(Check with your department administrative assistant first. CD's with logos and templates have been provided to them.)
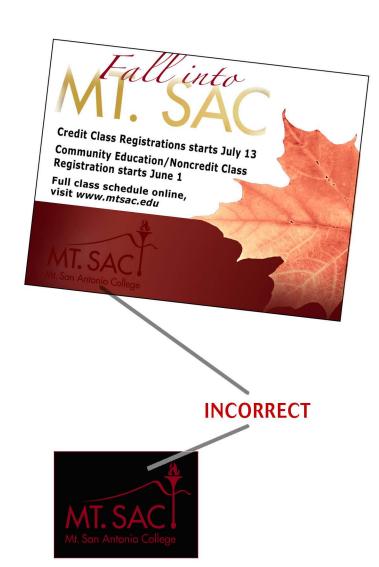
Use of Maroon Color Logo

The maroon colored logo can be used on any document you desire. **Here are some tips and guidelines:**

1. When using a print shop that is going to be printing with **Pantone ink**, you must tell them to use **PMS 202** for the maroon of the logo. They will likely prefer being provided with a solid black version they will convert.

2. When printing to a **color printer** or a **digital printer** direct from the file, there is no need to be concerned about the Pantone (PMS) color. Simply use the maroon logo file provided and the color should come out in an acceptable color of maroon. *(See maroon logo in this publication for sample color and look.)*

3. **Don't place** the maroon logo on any background that is dark. It will look best on a white or light background.

4. Do not place the maroon logo in a black *(or other dark color)* box. If you are placing the logo on a dark bar or background, use the reversed white logo.
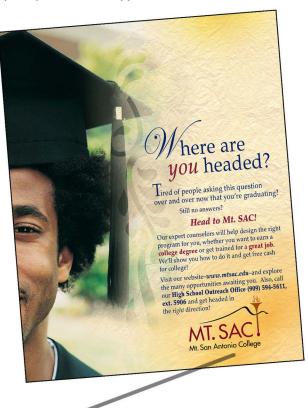
MT. SAC
Mt. San Antonio College

INCORRECT

CORRECT

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Use of Full Color Logo

The full color logo can be used on any document you desire. **Here are some tips and guidelines:**

1. Think before you design. Will you be printing your project on a quality color printer or copier? Because of inexpensive paper, or the condition your printer is in, will the logo come out faded or hazy? If you can not avoid these problems, it is best to simply use the solid black logo. It will generally hold up better than one with color.

2. If you are in doubt about the quality of the logo and how to choose the correct file, ask someone for advice. Or you may contact the Marketing & Communication Office at the number below.

3. Don't place the full-color logo on any background that is too dark. It will look best on a white, or light-to medium-colored background.

4. The folder labeled *"Logo-All Vector"* is filled with logo versions that are vectorized (outlined). **These logos can not be opened by a PC** and need a MAC with Illustrator. These are for vendors, such as banner makers, who frequently need these type of files.

CORRECT

INCORRECT

*If you need a template file or any version of the logo, please contact the Marketing & Communication Office at: **(909) 594-5611, ext. 4121**
(Check with your department administrative assistant first. CD's with logos and templates have been provided to them.)   **Page 3**