

# Logo usage

As we implement our brand identity across many marketing materials, there will be occasions for alternative logo usage. The following provides basic guidelines for implementation and usage of our logo to help maintain a consistent brand identity.

## A note on usage approval:

All materials featuring the CCC logo that have not been produced by the CCC Marketing & Communications Department must be approved prior to being printed, published or distributed to confirm brand compliance.

The approval process may take up to two business days, so please build sufficient time into the project deadline to allow for any required edits. *Send your pdf proof via email with the subject line BRAND APPROVAL REQUEST to [BrandApprovals@clackamas.edu](mailto:BrandApprovals@clackamas.edu) or [kevin.anspach@clackamas.edu](mailto:kevin.anspach@clackamas.edu).*

## Clearspace

The unit of minimum clearspace, shown as 1x, is measured from the baseline of “Clackamas” to the top of the lowercase letters (x-height). Preserve this unit of clearspace on all four sides of our logo. The same clearspace formula should be used with the vertically formatted logo.



## Acceptable logo usage

The basic principle here is to be true to the brand, the colors, the fonts.

CCC Scarlet Red= PMS 200C CCC Navy Blue= PMS 280C



4C/2C



Grayscale



Black



1C/PMS 280

# Logo usage cont.



Reversed out of Navy Blue



Reversed out of Scarlet Red

## Don't

In the same manner, there are things that should not be done to the icon or logo.

**IMPORTANT:** Never “re-create” the logo — only use approved logo files in all logo applications.



Don't screen logo



Don't use dropshadows



Don't alter established color



Don't distort



Don't Use icon as a stand alone graphic or for bulleted lists



Don't alter proportions between icon and type



Don't transpose color



**DO NOT** place the color logo in a white box in order to impose it on a dark background or photo. Use the white logo as shown in the “reversed out” samples at the top of this page (.eps or .png file formats)