









## Standard and Button icons

High resolution png files with transparent backgrounds, plus scalable vector eps files for use in most design layout programs including Quark XPress and Adobe InDesign and Illustrator.

**Note:** For placement on top of dark colored backgrounds and photos, please use the White/Reversed .eps file.

All items using the CCC paw must be approved prior to being printed, published or distributed to confirm brand compliance. 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)

Always scale proportionately to avoid distorting the paw icons.

HOW IT LOOKS (standard)	FILE NAME AND FORMATS	HOW IT LOOKS (button)	FILE NAME AND FORMATS
	<u>4 color CMYK (process)</u> CCC_Paw_Red_cmyk.eps  <u>RGB</u> CCC_Paw_Red.png		<u>4 color CMYK (process)</u> CCC_PawBtn_Red_cmyk.eps  <u>RGB</u> CCC_PawBtn_Red.png
	<u>4 color CMYK (process)</u> CCC_Paw_Blue_cmyk.eps  <u>RGB</u> CCC_Paw_Blue.png		<u>4 color CMYK (process)</u> CCC_PawBtn_Blue_cmyk.eps  <u>RGB</u> CCC_PawBtn_Blue.png
	<u>Black</u> CCC_Paw_Black.eps  <u>RGB</u> CCC_Paw_Black.png		<u>Black</u> CCC_PawBtn_Black.eps  <u>RGB</u> CCC_PawBtn_Black.png
	<u>Grayscale</u> CCC_Paw_Gray.eps  <u>RGB</u> CCC_Paw_Gray.png		<u>Grayscale</u> CCC_PawBtn_Gray.eps  <u>RGB</u> CCC_PawBtn_Gray.png
	<u>White / Reversed</u> CCC_Paw_White.eps  <u>RGB</u> CCC_Paw_White.png		<u>White / Reversed</u> CCC_PawBtn_White.eps  <u>RGB</u> CCC_PawBtn_White.png

**Note:** When placed, the white logo allows the color of the background automatically fills the paw with the same color

# PAW FOR MERCHANDISE











## Standard and Button icons

Vector based and scalable without loss of quality, ideal for clothing and swag items.

These .eps formatted files set up for vendors for spot color screens. Scarlet Red= PMS 200 Navy Blue= PMS 280

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HOW IT LOOKS (standard)	FILE NAME AND FORMATS	HOW IT LOOKS (button)	FILE NAME AND FORMATS
	<u>Spot color</u> CCC_Paw_Red_spot.eps		<u>Spot color</u> CCC_PawBtn_Red_spot.eps
	<u>Spot color</u> CCC_Paw_Blue_spot.eps		<u>Spot color</u> CCC_PawBtn_Blue_spot.eps
	<u>Black</u> CCC_Paw_Black.eps		<u>Black</u> CCC_PawBtn_Black.eps
	<u>Grayscale</u> CCC_Paw_Gray.eps		<u>Grayscale</u> CCC_PawBtn_Gray.eps
	<u>For white ink on dark backgrounds, provide vendor with CCC_Paw_Black.eps, and specify that black=white ink</u>		<u>For white ink on dark backgrounds, provide vendor with CCC_PawBtn_Black.eps, and specify that black=white ink</u>

**Note:** Navy Blue (PMS 280) is the preferred background color for use with the white logo











## Standard and Button icons

300dpi print quality icons in png formats for use in Microsoft Office software.

Using .png formatted instead of .jpeg files helps to avoid a "white box" effect with placed on colored backgrounds or photos. **Note:** When the background color is light in color, use the color or blue .png files. For placement on top of dark colored backgrounds and photos, please use the White/Reversed png file.

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HOW IT LOOKS (standard)	FILE NAME AND FORMATS	HOW IT LOOKS (button)	FILE NAME AND FORMATS
	<u>RGB</u> CCC_Paw_Red.png		<u>RGB</u> CCC_PawBtn_Red.png
	<u>RGB</u> CCC_Paw_Blue.png		<u>RGB</u> CCC_PawBtn_Blue.png
	<u>Black</u> CCC_Paw_Black.png		<u>Black</u> CCC_PawBtn_Black.png
	<u>Grayscale</u> CCC_Paw_Gray.png		<u>Grayscale</u> CCC_PawBtn_Gray.png
	<u>White</u> CCC_Paw_White.png		<u>White</u> CCC_PawBtn_White.png

**Note:** When placed, the white logo allows the color of the background automatically fills the paw with the same color











## Standard and Button icons

72dpi rgb logos in .png format for web.

Using .png formatted instead of .jpeg files helps to avoid a "white box" effect with placed on colored backgrounds or photos. **Note:** When the background color is light in color, use the color or black .png files. For placement on top of dark colored backgrounds and photos, please use the White/Reversed .png file.

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HOW IT LOOKS (standard)	FILE NAME AND FORMATS	HOW IT LOOKS (button)	FILE NAME AND FORMATS
	<u>RGB</u> CCC_Paw_web_Red.png		<u>RGB</u> CCC_PawBtn_web_Red.png
	<u>RGB</u> CCC_Paw_web_Blue.png		<u>RGB</u> CCC_PawBtn_web_Blue.png
	<u>Black</u> CCC_Paw_web_Black.png		<u>Black</u> CCC_PawBtn_web_Black.png
	<u>Grayscale</u> CCC_Paw_web_Gray.png		<u>Grayscale</u> CCC_PawBtn_web_Gray.png
	<u>White</u> CCC_Paw_web_White.png		<u>White</u> CCC_PawBtn_web_White.png

**Note:** Navy Blue (#212C65) is the preferred background web color for use with the white logo