



College of the Mainland®

The 50th Anniversary Logo Guidelines



The 50th Anniversary Logo



The COM 50th anniversary logo is the visual representation of our anniversary celebration. It's a valuable asset that must be used consistently in the approved forms.

The logotype is comprised of the number of years the college has existed, the year college was established and the College of the Mainland name united by the three graphic elements: an open circle, stars and the ribbon.

None of the elements should be altered, separated or used individually without approval from COM marketing department.

Logo Formats

The tagline can be used near the 50th anniversary logo as long as existing clear-space guidelines are applied.



Tagline is centered with logotype

CELEBRATING THE PAST.
CHANGING THE FUTURE.



1.3"

Tagline is centered beneath logotype

12pt/14

CELEBRATING THE PAST.
CHANGING THE FUTURE.

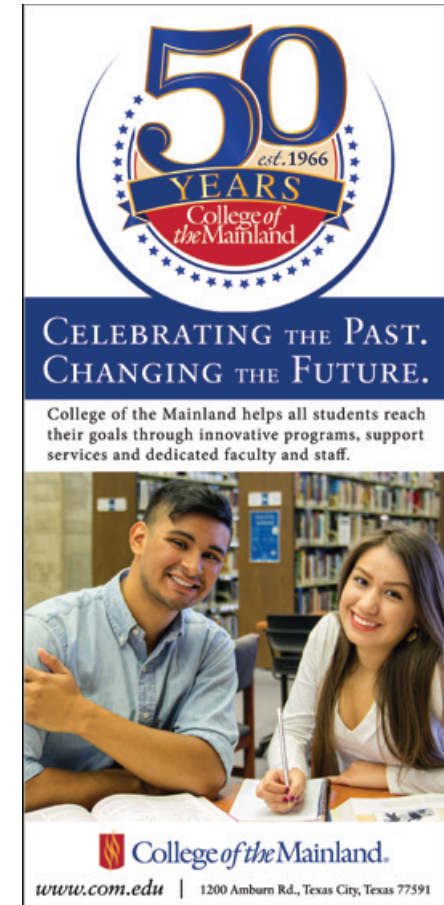
Typeface

CELEBRATING THE PAST.
tracking: 11

CHANGING THE FUTURE.

Sabon
Small Caps

Example



Color Specification

Color Standards

The colors below are the only approved colors for the logo. If used in a full-color representation, the logo must always be shown in its official colors.

Primary Colors



Pantone 287

C: 100
M: 83
Y: 19
K: 9
Hex #003798



Pantone 200

C: 20
M: 100
Y: 81
K: 10
Hex #C10435

Secondary Colors



Pantone 143

C: 9
M: 37
Y: 94
K: 0
Hex #EFAA23



Pantone 7506

C: 6
M: 11
Y: 28
K: 0
Hex #EEDEBB

Primary Format

The 50th anniversary logo may be used in black and white or used as white on one of the logo's official colors.



Secondary Format

The following version can be chosen when white lines around the ribbon and text “years” and “College of the Mainland” may fill in during the production.



Solid Background Color



Correct



Correct



Correct



Incorrect



Incorrect

Logo Dimensions

Minimum Clear Space

Clear space must always exist around the logo. No graphic elements such as text, photographs, illustrations or even background textures should be within this zone.

Logo Without Tagline



The measurement represented by "A" is equal to the width of the letter A in the word "YEARS."

The measurement represented by "College of the Mainland" is equal to the height of the College of the Mainland logo in the 50th anniversary logotype.

Logo With Tagline



Minimum Size

A minimum usage size has been determined so that the 50th anniversary logotype is always legible.

The logotype should never be reproduced smaller than 1" high (from top of the "5" to bottom of the "stars"). If reproduced any smaller, details are lost.

Print



Web



Improper Uses

Do not

- Alter the color
- Skew, shear or stretch
- Remove any elements
- Rearrange the logo
- Change the ratio of the elements
- Add graphics or words to the logo



Incorrect



Incorrect



Incorrect



Incorrect



Incorrect



Incorrect

Applications

Print



Web



Web Banner



Web Banner

Merchandise



Collapsible Foam Kan Cooler



Coaster