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.

Typeface

Sabon
Small Caps

Example

Celebrating the Past. Changing the Future.
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

<table>
<thead>
<tr>
<th>Color Code</th>
<th>Color</th>
<th>C</th>
<th>M</th>
<th>Y</th>
<th>K</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pantone 287</td>
<td>Red</td>
<td>100</td>
<td>83</td>
<td>19</td>
<td>9</td>
</tr>
<tr>
<td>Pantone 200</td>
<td>Blue</td>
<td>20</td>
<td>100</td>
<td>81</td>
<td>10</td>
</tr>
</tbody>
</table>

Hex #003798

Secondary Colors

<table>
<thead>
<tr>
<th>Color Code</th>
<th>Color</th>
<th>C</th>
<th>M</th>
<th>Y</th>
<th>K</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pantone 143</td>
<td>Orange</td>
<td>9</td>
<td>37</td>
<td>94</td>
<td>0</td>
</tr>
<tr>
<td>Pantone 7506</td>
<td>Green</td>
<td>6</td>
<td>11</td>
<td>28</td>
<td>0</td>
</tr>
</tbody>
</table>

Hex #EFAA23

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.

Solid Background Color

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.

Correct

Incorrect

Correct

Incorrect

Correct

Incorrect

Correct

Incorrect

April 2016
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

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
1 inch

Web
72 px

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.
Im proper 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
Incorrect
Incorrect
Incorrect
An Achieving the Dream Leader College, College of the Mainland has served the community for nearly 50 years. Preparing students to transfer to a university or enter the workforce, College of the Mainland has helped over 90,000 students reach their goals.

Celebrating the Past. Changing the Future.

1966
2016

A HISPANIC-SERVING INSTITUTION, College of the Mainland helps all students reach their goals through innovative programs, support services and dedicated faculty and staff.