

# Identity Guidelines

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## College Seal • College Logo • University Center Logo

- 2** The Role of Identity Guidelines
- 2** Use of the College Name in Text
- 2** The College Seal and Logo
- 3** The University Center Logo
- 3** Minimum Sizes for Print
- 4** Minimum Sizes for the Web
- 4** Minimum Clear Space
- 5** Approved Treatments
- 5** Unauthorized Uses
- 6** Approved Colors
- 6** Approved Typefaces
- 7** Stationery

## The Role of Identity Guidelines

A brand represents a promise to its customers. It presents a standard of quality and a point of comparison with other products or services. While our brand perception is created from the sum of all interactions with Cañada College including the use of our site, advertising, word-of-mouth, and press reports, it is the identity that must verbally and visually represent the brand. Given the importance of the brand, we have created usage standards that must be followed when using our identity, whether on-line or off-line, in any use. Please refer to the guidelines that follow for the proper standards.

The style guidelines of the Cañada College seal and logos must be adhered to strictly. Approved artwork must be used and the design cannot be altered in any way. No variations, adaptations, or new logo units should be created without prior consultation with Cañada's Marketing Director.

We believe the positive attributes of the Cañada College identity—smart, dynamic, thought-provoking, and objective—will truly add value to your marketing and business efforts. Thank you for your cooperation.

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## Use of the College Name in Text

Always be sure to use a tilde over the “n” or “N”.

Do not:

- use the name in plural form
- hyphenate or dissect the name.
- combine the name with other words to form new names

The URL is a single word, and in keeping with current online standards, should appear in all lower case letters: [www.canadacollege.net](http://www.canadacollege.net). The “http://” prefix need only be included when there is no “www” in a URL.

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## The College Seal and Logo

The Cañada College seal consists of a custom tree illustration in the middle of a set of three concentric circles, the college name and the words “Established 1968”, all in upper case letters. The typeface used is ITC Garamond. The logo consists of the same custom tree illustration, a set of lines in two weights and the name of the college in upper and lower case letters, also ITC Garamond.



SEAL



LOGO



Only the logo and seal treatments shown in this guide may be used to represent Cañada College, unless express permission is given by Cañada College Marketing Department.

**Which to Use Where**

The Cañada seal should be used on all official documents such as transcripts, diplomas, and the President's communications such as the newsletter.

The College logo and the University Center logo should be used on all outdoor and indoor signage, marketing collateral such as brochures, the website, advertising, training materials, events and event-related materials.

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**The University Center Logo**

The University Center logo is an adaptation of the College logo. It incorporates the entire proper name, "University Center at Cañada College". Remember that the college logo is the overall brand and must be used somewhere in every piece of collateral for the University Center. The most likely place would be the back of a brochure or direct mail piece.



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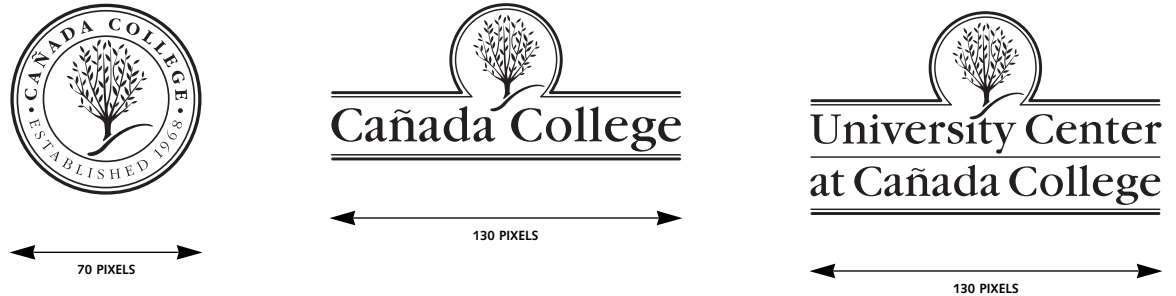
**Minimum Sizes for Print**

Never print the seal smaller than one-half inch across and never print the logos smaller than three-quarters of an inch across.



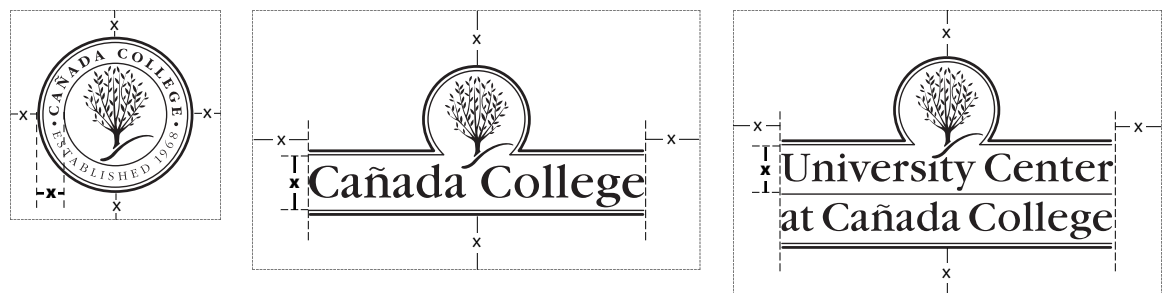
### Minimum Sizes for the Web

On the Web, never use the seal smaller than 70 pixels across and never use the logos less than 130 pixels across.



### Minimum Clear Space

The logo or seal must stand apart from other words and graphics. For the seal, the clear space on all sides should be no less than the space from the outside edge to the innermost circle. For the college logo, the clear space on all sides should be no less than the distance between the two lines closest to and above and below "Cañada College". For the University Center logo, the clear space on all sides should be no less than the distance between the two lines closest to and above and below "University Center".





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## Approved Treatments

To ensure maximum legibility, the seal and logos should always be placed to create maximum contrast with the background. For light colored backgrounds, use the black or dark green versions. For dark backgrounds, reverse the logo out in white.



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## Unauthorized Uses

The seal and logos should never be altered in any way.

- Do not print in a repeat pattern
- Do not alter or stretch
- Do not change the authorized colors
- Do not use patterned backgrounds that interfere with legibility



## Approved Colors

The logos and seal may only be reproduced in black, white, and a specific Pantone dark green:

- PMS 342 on uncoated paper
- PMS 554 on coated paper

For four-color process printing, use the Pantone formulas for converting the appropriate PMS color for coated or uncoated paper to CMYK values.

For the Web, the logos and seal may only be used in black, white or the following Web-safe dark green:

- Red=0 Green=102 Blue= 51
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## Approved Typefaces

Do not attempt to recreate the logos or seal—use only the approved artwork. The typeface used in the seal and logos is ITC Garamond, which you may use for text and headlines. When a sans serif typeface is desired, use Syntax.

ITC Garamond:

Garamond Light

*Garamond Light Italic*

Garamond Book

*Garamond Book Italic*

**Garamond Bold**

***Garamond Bold Italic***

Syntax:

Syntax

*Syntax Italic*

**Syntax Bold**

**Syntax Black**

**Syntax Ultra Black**

## Stationery

Always use the stationery with the appropriate logo or seal as described on page 3. Align the letter and address as shown below and optically center the address side-to-side on the envelope.



The diagram illustrates the layout of stationery on an envelope. It shows a 2 INCH wide area for the logo and address, with 1.25 INCH margins on either side. The logo is centered at the top. Below it, the address is written in a standard font. The text is aligned to the left, with the return address on the right side of the envelope. The diagram also shows the placement of the return address and the recipient's address on the envelope flap.

1.25 INCH      2 INCHES      1.25 INCH

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## Questions

Should you have any questions after consulting these guidelines, please contact the Marketing Director of Cañada College.