

The logo and corresponding artwork for Vancouver Community College have been carefully designed and produced. Therefore, it is important only the official Vancouver Community College identity mark be used in media applications.

Any attempts to re-create art by scanning, tracing, etc., will result in inconsistencies that compromise the look, thus weakening effectiveness. Rescanning art from a printed piece is not permitted.



NAME

The school should be referred to as VANCOUVER COMMUNITY COLLEGE or by its acronym VCC.

- Do not refer to the institution as Van City College, Van Community or by any other convention.
- Set the name in a font consistent with the surrounding text.
- Do not bold, enlarge, italicise, or underline the name Vancouver Community College for emphasis.
- When possible, keep the college name on one line.

LOGO

We have one unique logo, which may not be modified or adapted. Variations for an internal organization, promotion, concept, event, or project are not permitted.

GRAPHICS SOFTWARE STANDARD

To maintain consistency, we have specific methods and software in use. Adobe Creative Suite is the graphics software standard. As a rule, files for print are built in InDesign. Illustrator is also used when suitable.

The VCC logo must always be rendered from a high-quality sharp image (technically, a vector file). Logos copied from VCC or other websites are not acceptable.



IDENTITY MARK AND SAFE AREAS

Elements, such as typography, other logos should not intrude upon the logo's safe area. The safe area is to be 1/4" all the way around the logo. In addition, do not place the logo too close to a folded, bound or cut edge in any design application. Maintain at least 1/4" from the fold, gutter or cut edge.

- The location of the logo on the page depends on the medium.
- In most print applications, position the logo in the bottom right corner.
- On the Web, the logo is placed in the top left corner.

TYPEFACES

Logo font is Signa Column Bold
Font has been angled 7% to match angle of logo.

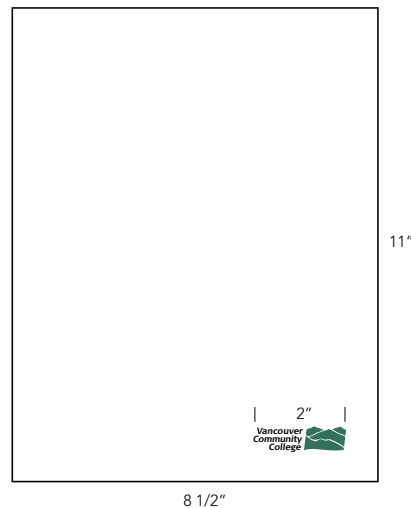
Do not alter the identity mark typefaces.



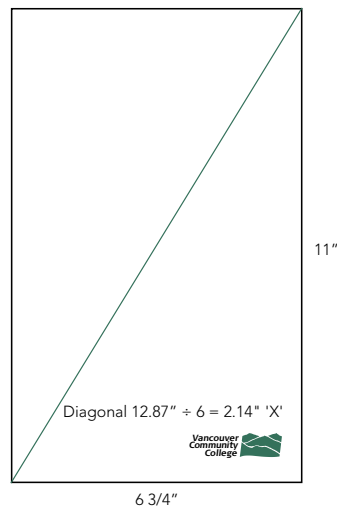
Note: The logo should never appear boxed in a grey area. In the illustration shown, the grey box is used only to show the required safe area. The safe areas should always be free from any elements.

LOGO: SIZE

- The logo size is determined by the layout grid.
- For 8 1/2" x 11" portrait layout, the logo width is 2".



- For non-standard page sizes (e.g. 6 3/4" x 11"), the logo size is calculated by dividing the page's diagonal measurement by 6. This will yield the value of 'X'.



BEST PRACTICES

The minimum logo size should not be less than 1 1/2".

LOGO COLOURS

Whenever possible, the identity mark should be used in the 2-colour form. The preferred colours are PMS 5545 green and PMS black. If the logo must be used in one colour, the Vancouver Community College letters and mark should be produced as 100% black or white/reversed.

Note: PANTONE® is a trademark of Pantone, Inc. The colours shown on this page and throughout this guide are not intended to match the PANTONE Colour Standard. Please refer to the PANTONE Colour Matching Swatch Book for accurate colour representation.



LOGO PRIMARY COLOUR PALETTE

Two Colour Logo

PMS 5545		PMS Black	
C 59		C 0	
M 0		M 0	
Y 50		Y 0	
K 52		K 100	

LOGO PRIMARY COLOUR PALETTE



LOGO PRIMARY COLOUR PALETTE: colour equivalency chart

NAME	PREVIEW	PANTONE	PERCENTAGE				1 COLOUR	SCREEN			ONLINE
			C	M	Y	K		R	G	B	
Green		5545	59	0	50	52	-	52	113	91	#34715B
Black		Process Black	0	0	0	100	100	35	31	32	#231F20



To maintain the integrity of the visual identity, the logo must never be altered, cropped or reconfigured in any way. The graphic composition is fixed to remain true to authorized users. Here are some examples of prohibited modifications.

EXAMPLES

Do not add additional identifiers that would give the impression of a campus, department or division logo



Do not modify the proportions of the elements or the logo itself



Do not distort by compressing or stretching logo



Do not isolate logo elements



Do not rotate the image



Avoid backgrounds that obstruct or do not allow the visual identity to stand out well. As a rule, drop shadows behind logo are not encouraged.

PHOTOS



Approved usage



Unacceptable usage



Approved usage



Unacceptable usage

BACKGROUND COLOURS



Approved usage



Unacceptable usage



Approved usage



Unacceptable usage