

Logo

The Valencia College primary logo is the main graphic identity for the institution, and it should not be altered or modified. Our logo should be used correctly and applied with great care.

Primary Logo



Secondary Logo



TO BE USED ON SOLID BLACK OR WHITE BACKGROUNDS ONLY

Secondary Logo – Black or White



File Names

| | |
|------------------|--|
| Print | VC-Primary-Coated-4c.eps VC-Primary-Coated-4c.jpg VC-Primary-Coated-4c.png |
| Web | VC-Primary-Web.eps VC-Primary-Web.jpg VC-Primary-Web.png |
| Print | VC-Secondary-Coated-4c.eps VC-Secondary-Coated-4c.jpg VC-Secondary-Coated-4c.png |
| Web | VC-Secondary-Web.eps VC-Secondary-Web.jpg VC-Secondary-Web.png |
| One Color | VC-Secondary-1c-black.eps VC-Secondary-1c-white.eps VC-Secondary-1c-white.png |

Clear Space

To preserve the integrity of the Valencia College logo, always maintain the minimum clear space around the logo. This clear space isolates the logo from competing elements, such as text and graphics.

The minimum clear space for the logo is defined as a space equal in size to twice the cap height of the “E”.



Logo Sizing

The primary logo and secondary logo, can be sized down to a minimum of 1-1/4" in width.

Width Measurement – from end to end



Proper Use

Place all logos on contrasting values, preferably white, and avoid busy background photography and color.

Always use approved, official artwork provided by Public Affairs and Marketing. Do not typeset, revise or recreate the logo in any manner. Incorrect usage compromises the integrity of the mark and the college's brand.



Use primary logo on white background



When our logo needs to be placed on a colored background, use our secondary one color white logo

Print: VC-Secondary-1c-white.eps

Web: VC-Secondary-1c-white.png

Don't typeset the logo. The logo is a custom drawn graphic that cannot be recreated by typing letters.

Don't violate the clear space of the primary logo.

Don't change the color of the logo.

Don't stretch or distort the logo.

Don't tilt the logo on an angle.