

## Logo and Signature Usage

The official St. Louis Community College logos must be reproduced from authorized original illustrations. Altering the relationship between the collogram and logotype, and the signature, are not acceptable. The logo and signature cannot be redrawn, re-proportioned or modified in any way. Please use the art provided on CD or the Intranet, or contact District Graphics. Guidelines for clear space must be adhered to.

These are the only black and white logos and signatures that can be used to represent St. Louis Community College.



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## Minimum Sizes for Publications, Advertisements, Brochures and Flyers

Minimum sizes must be adhered to in order to protect the integrity of the logo and signature.

**Logo with four campuses:** The minimum size is 2". This is the measurement of the rule below the collegram and logotype. The campus names must always appear in a point size greater than 6.



**Logo with campus name:** The minimum size is 2". This is the measurement of the rule below the collegram and logotype.



**Logo with no campus identifiers:** The minimum size is indicated by the size of the collegram, which should be no smaller than 1/4" tall.



## Maximum Sizes for Publications, Advertisements, Brochures and Flyers

General guidelines for the maximum size of the logos are as follows. Keep in mind the clear space rule when placing the logo and determining logo size.

**Tri-fold brochure, front and back panels:** no larger than width of one panel minus the clear space

**Flyer:** 8-1/2" x 11" wide

**Folder:** 4" wide

**1/4 pg. newspaper ad:** designers should use their discretion.

**Full page magazine ad:** designers should use their discretion.

**Forms:** Place in the upper left corner of the form. Use the logo without campuses; size to fit.

**Advertisements:** Place at the bottom of the advertisement, right, left or centered. Size is at the discretion of the designer.

## 7 - INCORRECT USAGE

The logo must be used consistently. Do no rearrange or distort the elements of the logo or substitute other typefaces.



**Do Not:** Position any logo or signature on an angle or plane.



**Do Not:** Distort the proportions of any logo or logotype.



**Do Not:** Re-proportion or resize any part of any logo or logotype.



**Do Not:** Use any color other than what is specified in this manual.



**Do Not:** Place any college logo or signature on a dark background without making the logo or signature white.



**Do Not:** Place any college logo or signature on top of a photo, or artwork that has an image underneath it.



**Do Not:** Create a box around the logo.



**Do Not:** Add elements to the logo.



**Do Not:** Alternate the arrangements of the logo grid.