The official Capitol College logo is a representation for the entire college. It is a graphic identity that is representative of our traditions, strength and excellence in academic achievements. It is a mark that is classic yet powerful. The symbol is incorporated with the customized Capitol College typeface to form the complete logo. Whenever it appears, it conveys the integrity of Capitol College. The official logo and guidelines provide a unified and consistent image for all our communications.
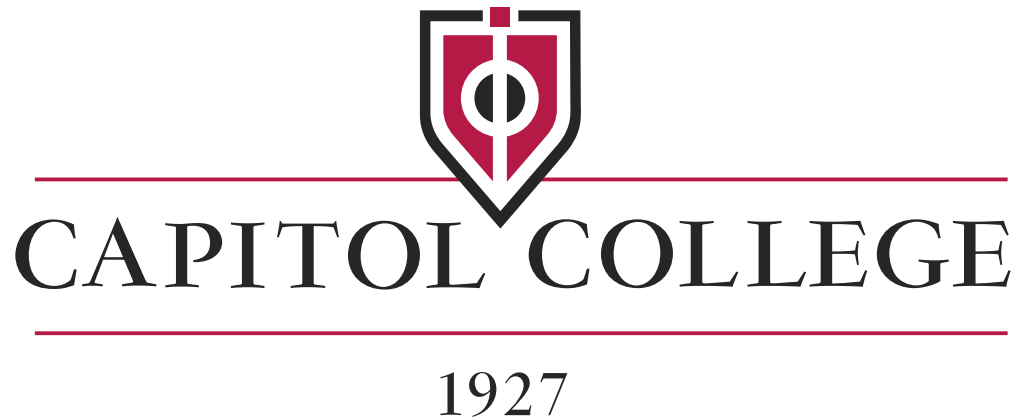
The Logo
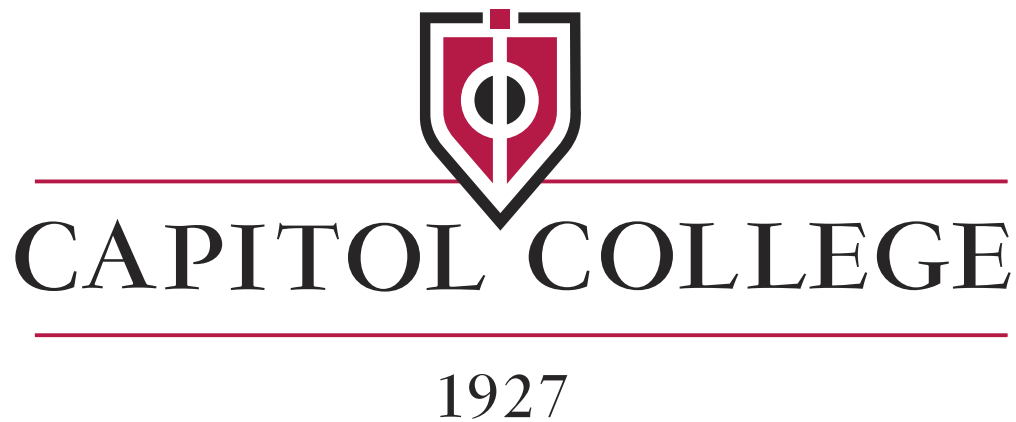
Whenever possible, use the primary logo version, printed in its specified PMS color or in a process color conversion of the PMS color.

Primary Logo

Primary Horizontal Logo Format

CAPITOL COLLEGE

1927

For situations where the primary logo will not suit the application because of spatial limitations, the situation calls for an alternative logo representation. It is acceptable to use the following text-only logo format and vertical logo format. These logos should print only in PMS 200 and Black or Black only.

Secondary Logos

Secondary Vertical Logo Format

CAPITOL COLLEGE

1927

Secondary Text-only Logo Format

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1927

The Seal

The Capitol College seal is used to identify official university business and to lend an air of gravity and formality. It should be reserved for legal documents, official announcements, diplomas and certificates. For most other materials the Capitol College Logo is preferred.

The Capitol College logo and Seal should not be used in conjunction with one another.

Black Seal Format

2–Color Seal Format

Capitol College will no longer use the logos below in any way.

Former Logos

Former Logo Formats

CAPITOL COLLEGE
TEACHING TOMORROW'S TECHNOLOGY

CAPITOL COLLEGE
Engineering ï Computer Sciences ï Information Technologies ï Business

The graphic mark was designed for incorporation with the logo or as a stand-alone graphic. See Logo Variations and Dos and Don'ts for guidelines regarding its usage.

When used as a stand-alone graphic, the mark should appear only in the following specified colors: PMS 200 and black or black only. If the PMS colors are not an option, the process color conversions are always acceptable (see Logo Colors on page 1.9). The mark may also be produced as a watermark or as a white knock out graphic on a solid background of black.

The Graphic Mark

The Graphic Mark

PMS 200 and Black

Black

Reverse on
Black

The logo typeface is Garamond Ludlow Bold.

Typography

The Capitol College Typography
(Garamond Ludlow Bold)

CAPITOL COLLEGE 1927
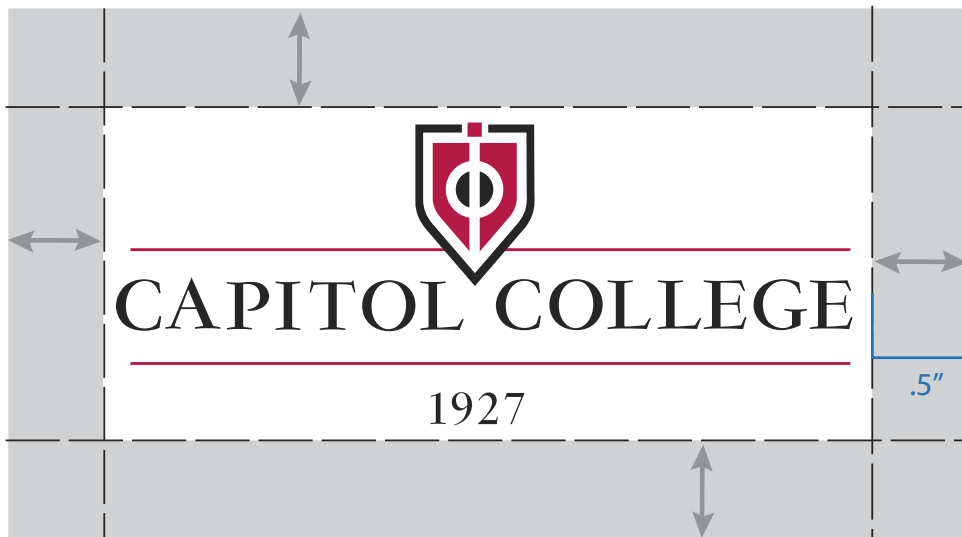
Garamond Ludlow Bold

abcdefghijklmnopqrstuvwxyz
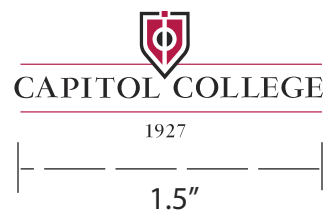ABCDEFGHIJKLMNOPQR
STUVWXYZ 1234567890

When the logo is used in marketing materials together with photography, illustration or other typography, a minimum amount of clear space must surround the logotype.

Size and Spatial Guidelines

Minimum Clear Area

Minimum Reproduction Size

The logo, designed with tradition in mind, continues Capitol College's use of red. The red is PMS 200. When using spot PMS colors is not an option, print the logo as a process-color build.

The representation of color throughout this guide is not an exact match due to the limitations of the digital reproduction process. For this reason, please refer to a Pantone® swatch book, available from either the Office of Marketing and Communications or a commercial printer.

Logo Colors

2-Color Version, PMS 200 and Black

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The process conversion for PMS 200 is 0% Cyan,100% Magenta, 65% Yellow, 15% Black.

1-Color Version on a Background Color
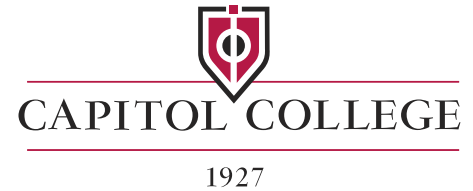
CAPITOL COLLEGE

1927

The following logo variations provide a range of options extending beyond the standard treatment. They may be used in design situations where the standard two-color positive image is not optimal.

For one-color applications, Black can be used. The logo also can appear in reverse on a black background with white text and a shield.

Logo Variations

1-Color Variation, Black

2-Color Variation, PMS 200 and Black

1-Color Variation Reverse

On Solid Black

Using the official logo correctly will maintain consistency and respect for the Capitol College identity. Please follow the guidelines below. These guidelines also apply to the alternate logo.

Logo
Dos and Don'ts

DO use the primary form of the logo whenever possible.

DO maintain the minimum clear space and reproduction size specifications (see page 1.8).

DO print the one-color version of the logo on a white background.

DO consult this graphic standards manual when in question.

DO NOT change the colors of the logo (see logo variations for color options).

DO NOT recreate the logo—digital files are available on the shared drive in the Capitol College Logos folder.

DO NOT place other graphics on or close to the logo.

DO NOT print the color version of the logo on colored paper—this will change the color of the logo. If you must use a colored paper, choose the black version of the logo.

DO NOT print the logo on a patterned or speckled paper.

DO NOT alter the composition of the logo.

DO NOT apply special
graphic effects to the logo,
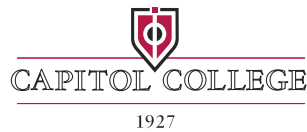including drop shadow.

DO NOT distort the
proportion of the logo.

DO NOT print a
one-color version of the
logo in a color other than
Black.

DO NOT box the logo.

DO NOT convert to outline.

DO NOT fill with patterns.

We encourage creativity and wish to further all artistic ventures. However, in deference to the greater good of Capitol College as a whole, and in an effort to promote one unified and easily identifiable market position, some level of restraint is required. If any communications are intended to target off-campus constituents, the correct guidelines for the official Capitol College logo must be followed.

Internal Logo Guidelines