



GROSSMONT-CUYAMACA

COMMUNITY COLLEGE DISTRICT

LOGO USAGE MANUAL

Standards, guidelines and rules for
using the logo and related materials



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using the logo and related materials

2020

OVERVIEW

This *Logo Usage Manual* has been developed to aid those involved in producing communications materials for the Grossmont-Cuyamaca Community College District. This includes, but is not limited to, printed materials, Web pages and other promotional and outreach items. The manual should be regarded as a valuable reference tool to enable adherence to the standards as presented.

Adhering to an identity system provides many benefits:

- A comprehensive, well-managed identity confers stability and professionalism to our faculty, staff, students, and community.
- A strong visual identity system is a fundamental component of an overall image strategy.
- It is confusing for an institution to support more than one identity.
- The identity system outlines consistent methods of presenting information, thereby improving quality control.
- Consistent and widespread use of our identity materials will help ensure we are easily remembered and valued as a premier resource of higher education.

The identity elements (the logo, its layout, and font style) and their organization are the foundation of our image. Altering them diffuses our image and integrity. This manual will specify what can and cannot be done with identity elements.

The manual starts with a presentation of the logo, rules for its use, and typeface samples. It continues with the layout of stationery and primary communications items, other printed items and color and Web guidelines.

Digital versions of the District logos are available at
<https://www.gcccd.edu/marketing-communications/logos.html>

Grossmont College logos:
<https://www.grossmont.edu/faculty-staff/administrative-services/printing-department/grossmont-college-logo.php>

Cuyamaca College logos:
<https://www.cuyamaca.edu/faculty-staff-resources/cuyamaca-college-logos.php>

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1 | LOGO USAGE AT A GLANCE

A. PRIMARY LOGO- VERTICAL

The Grossmont-Cuyamaca Community College District logo has two basic components: the icon and the “Grossmont-Cuyamaca Community College District” logo text. The components are centered above each other. *(Figure A and Page 7)*

A



B. SECONDARY VERSION- HORIZONTAL

The horizontal version with the icon on the left can be used as a secondary version of the logo when space or design is a factor. *(Figure B and Page 7)*

B



C. ICON

While the primary version is the vertical format logo, the icon may also be used alone as long as the name of the District is also prominently displayed. *(Figure C and Page 8)*

C



D. TYPE ATTACHMENTS

Type attachments, such as “Support Organization,” should be rare for print and never used below the logo on the Web. Use one of the approved Scala Sans LF typeface families. *(Figure D and Page 18)*

D



E. ONE COLOR VERSION

The less formal, one-color version uses Blue (Pantone 295) or black. *(Figure E and Page 9)*

E



F. COLORS

Hex and RGB colors are used with the Web.

PMS is used when only 2 colors are going to be printed, such as for silkscreening.

CMYK is for full-color printing presses.

Digital printers (inkjet and laser printers) can use all of the colors.

Duplicating logos from various sources will often distort the colors. Please download an original logo from www.gcccd.edu/intergov/logos/ whenever possible. EPS or .AI are generally preferred. (Figure F and Page 9)

F

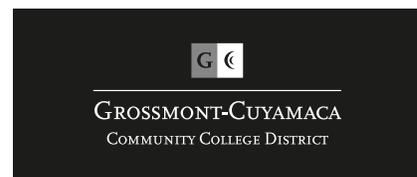
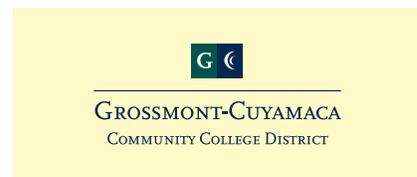
	GREEN	BLUE
PMS	329	295
CMYK	100% Cyan 8% Magenta 50% Yellow 40% Black	100% Cyan 68% Magenta 8% Yellow 52% Black
RGB	R0, G103, B90	R0, G47, B95
WEB	#00675A	#002F5F

G. BACKGROUND FIELDS

All logos may be placed on a light background. (Figure G and Page 11)

If the logo is going on a dark background use a single, reversed color logo. If the logo is placed on a photo background be sure that it is placed over an uncluttered area in the photo and that it shows up well.

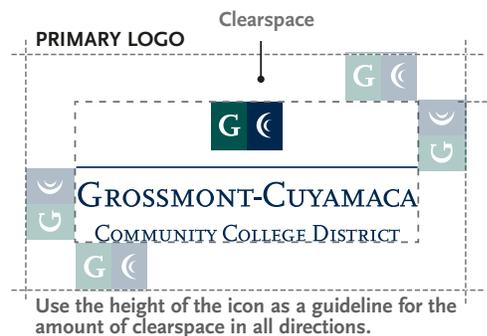
G



H. CLEARSPACE FOR THE PRIMARY LOGO

Use the height of the icon as the size of clearspace around the all sides of the vertical logo. (Figure H and Page 17)

H



I. CLEARSPACE FOR THE SECONDARY LOGO

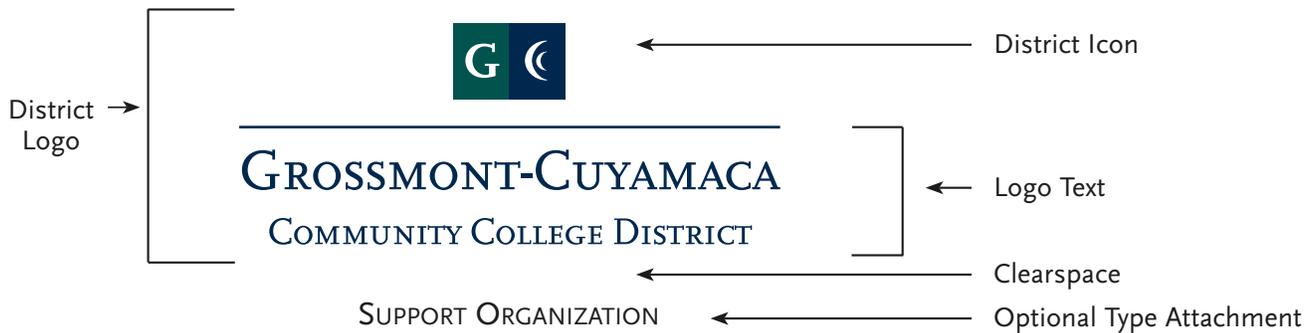
Use the height of the "G" in "Grossmont" as the size of the clearspace on all sides for the horizontal logo. **This is the version used for Web applications.** (Figure I and Page 17)

I



Under no circumstances should the components of the logo be distorted or altered. When enlarging or reducing the logo, all components should be re-sized proportionally as a group.

2 | LOGO ELEMENTS



LOGO:

The entire identity mark.

ICON:

The two symbol boxes next to each other.

LOGO TEXT:

TYPEFACE (FONT): The name assigned to a particular character design, i.e., Scala Bold.

LINE SPACING:

The gap between two lines of type.

POINTS:

Units used to specify type size and line spacing. One inch = 72 points.

(For typeface details [see page 16](#))

CLEARSPACE:

The area around the logo that isolates it from competing graphic elements, including text and photographs. ([See page 17](#))

TYPE ATTACHMENT:

An optional line of text added underneath the logo to identify specific departments, people, or groups. Type attachments also refer to the motto or catchphrase which can be added as a secondary element to the logo.

(For full glossary [see page 26](#))

PRIMARY VERSION:

The Grossmont-Cuyamaca Community College District logo has two basic components: the icon and the “Grossmont-Cuyamaca Community College District” logo text. The components are centered above each other. The centered vertical alignment is the formal or primary logo of the District and should be used whenever possible. *(Figure A)*

As a general rule, the primary logo, as a universal identifier, should be applied to all District materials.

Under no circumstances should the components of the logo be distorted or altered *(see pages 14-15 for example of incorrect use)*. **When enlarging or reducing the logo, all components should be resized proportionally as a group.**



SECONDARY VERSION:

The horizontal version presents the logo with the icon to the left. The horizontal version provides an alternative use of the logo when the primary vertical version is not an effective application due to design or size restrictions. *(Figure B)*

The elements of these horizontal applications are in specific proportion and orientation to each other and must not be distorted or altered in any way.



WEB: The secondary horizontal version is used in Web applications. *(See page 20)*

CLEARSPACE GUIDELINES *(See page 17)*

2 | LOGO ICON

DISTRICT ICON:

While the primary version is the vertical format logo (*page 9*), the icon may also be used alone when appropriate as long as the name of the District is prominently displayed as a separate element.

The icon symbolizes the District through the initials of the two colleges that comprise the District.

The District logo icon is comprised of the "G" from the Grossmont College logo, and the "CC" or crescent shapes from the Cuyamaca College logo. The District logo icon colors are the green from the Grossmont College logo and the Blue from the Cuyamaca College logo. (*Figure A*)



MINIMUM SIZE:

The Grossmont-Cuyamaca Community College District icon when printed on paper must never be smaller than the icon's minimum reproduction size of 1/4" wide. (*Figure B*)



Under no circumstances should the icon's components be distorted or altered.

Digital versions of the District logos are available online at <https://www.gcccd.edu/marketing-communications/logos.html>



TWO COLORS:

The standard use of the Grossmont-Cuyamaca Community College District logo is two colors.

The Grossmont-Cuyamaca Community College District logo consists of green and Blue. The "G" and the "CC" are white or match a light background color.

Use PMS (Pantone) colors when the item will be printed on a 2-color press or will be silkscreened. (Figure A)

Use CMYK colors for items that will be printed on a full-color offset printing press. (Figure B)

RGB is primarily used for Web pages and digital printing.

Some Web development software designates colors with hexadecimal values. (See "Web" in the chart.)

The colors as they appear on this page or on your computer may not be precisely correct, due to variations in printers and monitors.

Designate colors using exact numbers. Your software may show slightly different numbers for CMYK equivalents, but using the suggested numbers will result in consistent color output.

ONE COLOR:

The one-color application of the logo employs Pantone PMS 295. The solid color block behind the Grossmont College 'G' changes to a 50% screen tint of Pantone PMS 295. (Figure C)

BLACK ONLY:

The solid color block behind the 'G' changes to a 50% screen tint of black. The rest of the logo is black. The "G" and "CC" are white. (Figure D)

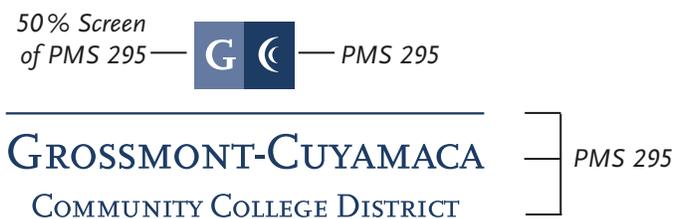
A Standard two color usage



B

	GREEN	BLUE
PMS	329	295
CMYK	100% Cyan 8% Magenta 50% Yellow 40% Black	100% Cyan 68% Magenta 8% Yellow 52% Black
RGB	R0, G103, B90	R0, G47, B95
WEB	#00675A	#002F5F

C One color usage



D Black only



2 | LOGO BACKGROUND COLORS

COMPATIBLE BACKGROUND COLORS:

This palette shows examples of background colors compatible with the logo colors.

Use PMS (Pantone) colors when the item will be printed on a 2-color press or will be silkscreened.

If you are using a PMS version of the logo, also indicate the PMS color for the background color.

Use CMYK colors for items that will be printed on a full-color offset printing press.

RGB is primarily used for Web pages and digital printing.

Some Web software designates colors with hexadecimal values.

Designate colors using exact numbers.

Colors may vary depending on output device. Use the designated numbers to be as accurate as possible.

Your software may show slightly different numbers for CMYK equivalents, but using the designated numbers will help produce consistent color output.

Contact a college graphics office for guidance.

(Refer to [page 11](#) for guidelines on the proper use of background fields.)

See the glossary on [page 26](#) for notes on pixel resolution.)

The logo colors show up well on these suggested background colors:



Pantone 134
C0, M11, Y56, K0
HEX #FBD476
R251, G212, B118



Pantone 2716
C42, M27, Y0, K0
HEX #9DABE2
R157, G171, B226



Pantone 442
C23, M7, Y12, K18
HEX #A9B2B1
R169, G178, B177



Pantone 4535
C5, M7, Y32, K10
HEX #D1C99D
R209, G201, B157



Pantone 466
C5, M17, Y42, K14
HEX #C7B37F
R199, G179, B127



Pantone 468
C2, M7, Y26, K5
HEX #DDD3AF
R221, G211, B175



Pantone 544
C27, M4, Y1, K1
HEX #B7D2E3
R183, G210, B227



Pantone 5455
C18, M3, Y3, K5
HEX #C6D3D7
R198, G211, B215



Pantone 559
C23, M1, Y18, K3
HEX #BCD4C3
R188, G212, B195



Pantone 5665
C12, M3, Y13, K8
HEX #C7D1C5
R199, G209, B197



Pantone 614
C3, M2, Y29, K3
HEX #E1DEAE
R225, G222, B174



Pantone 7527
C3, M4, Y14, K8
HEX #DAD7CB
R218, G215, B203

The Pantone numbers above were chosen from the "COLOR BRIDGE/coated" selection ©2005. Software programs interpret colors using a variety of algorithms. The CMYK conversion numbers will not always match these examples.

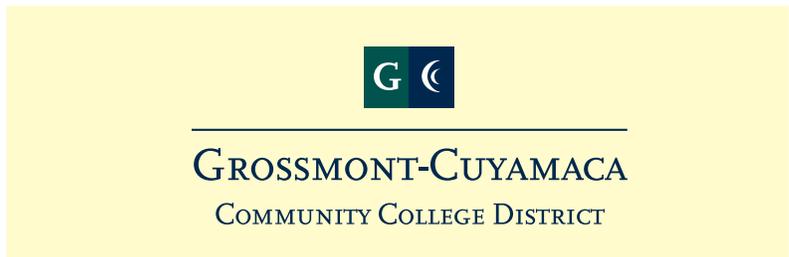
BACKGROUND FIELDS:

The Grossmont-Cuyamaca Community College District logo or the icon alone may be placed in a background field. *(Figure A)*.

Use an .EPS or .AI version of the logo.

Avoid .TIF or .JPG. They will produce a white background box that covers up the background color.

A *Reversed from Light Background*



CONTRAST:

If the background color is light enough to provide sufficient contrast to the logo colors, use the positive logo. *(Figure B)* The contrast ratio should be no darker than 4:1.

(This means the logo can be on a background color that is equivalent to 25% of the Blue or lighter.)

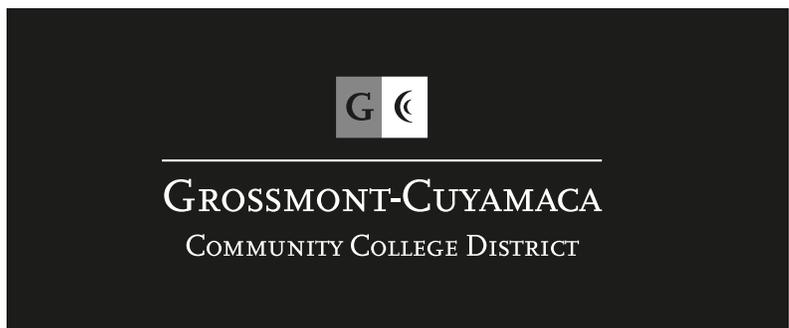
B *This background is 25% tint of the Blue and is an acceptable contrast. Do not choose any color that has less contrast than this.*



BLACK BACKGROUND:

When used against a black field *(Figure C)*, the logo appears in reverse, where most elements appear as white. The solid color block behind the Grossmont College 'G' changes to a 30% screen tint of the background field color. The solid color block behind the crescent changes to white. The G and the crescents are black.

C *Reversed from Black*



2 | LOGO BACKGROUND FIELDS

DARK COLOR BACKGROUND:

When printed against a dark one-color field (*Figure D*), the logo appears in reverse, where most elements appear as white. The solid color block behind the 'G' changes to a 30% screen tint of the background field color. The solid color block behind the crescent changes to white. The G and the crescents are the background field color.

This version of the logo should be used very rarely. All rules apply regarding surrounding space and correct usage.

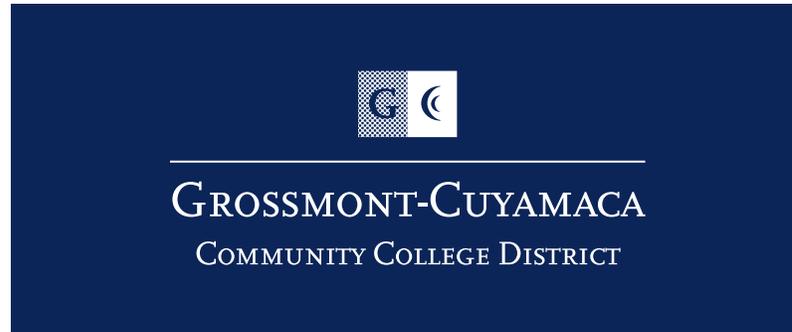
LIGHT PHOTO BACKGROUND:

If it is necessary to place the logo or separate icon on top of a photographic background, it should not be positioned in a busy part of the photo, and there should be enough contrast so that the logo is easily recognizable. (*Figure E*)

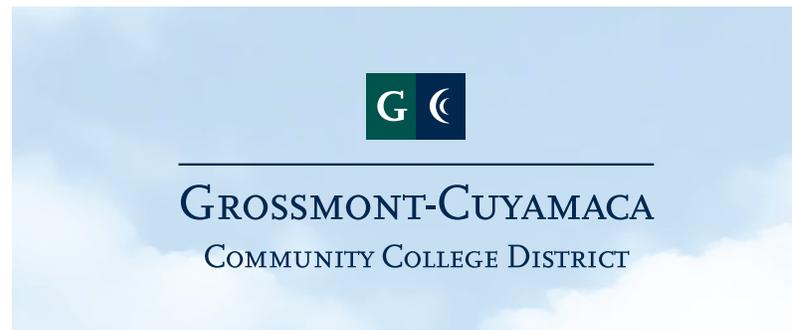
DARK PHOTO BACKGROUND:

Use a reversed single color logo (black and white or Blue and white). There should be enough contrast so that the logo is easily recognizable. It must be over an uncluttered area. The screen behind the G is 30%. (*Figure F*)

D *Reversed from color*



E *Reversed from Light Photo Background*



F *Reversed from Dark Photo Background*



**ONE COLOR-
NO SCREEN TINT:**

Some printing techniques such as foil stamping and engraving do not allow a screen tint. In that case convert the left rectangle to an outline. (Figure G)

G Solid color with no screen tint

Tint area converted to outline —  — Solid black

GROSSMONT-CUYAMACA
COMMUNITY COLLEGE DISTRICT

solid black

Troubleshooting:

To avoid an unwanted white box when placing the logo on a background:

In your page layout program remember to import a version which has a transparent background- such as .EPS (for Word) or .AI. You may also need to set the background color of the picture box to "nothing" rather than white. (Figure H)

H To avoid a white box, place an .EPS or .AI version (not .TIF or .JPG).



Logo placement on top of a photo should be considered an exception, rather than the rule.

Prior to using background fields, consult one of the college graphics offices for guidance.

2 | LOGO – INCORRECT USAGE

INCORRECT USAGE:

Correct and consistent use strengthens the Grossmont-Cuyamaca Community College District logo. This page displays examples of incorrect versions of the logo. Use these examples as a guide for avoiding incorrect variations which would weaken recognition of the District logo.

The color, typeface and proportions should not vary from the guidelines. (*Pages 7-9*)

The logo must not be

- Rotated
- Outlined
- Distorted
- Or have additional effects added

The background should not distract from the logo.

See the glossary on [page 26](#) for pixel resolution guidelines.



Switched the Icon Colors



Wrong Typeface



Wrong Typeface



Type Alone



Shadow



Missing Second Line



Colors



Patterned or Busy Background



Wrong Icon Art



Outlined



Icon too Large



Spacing Between Elements



Spacing Between Elements



Icon on the Bottom



Condensed Proportions



Stretched Proportions



Angled



Insufficient color contrast



Low Resolution
For printing from an inkjet printer, it should be 120 pixels per inch or more at full size. (See page 26)



.JPG or .TIF on a background
Use .AI or .EPS to allow a transparent background. (See page 26)

TYPEFACES:

The Scala Sans **LF** typeface families are to be used whenever creating documents, signage, or other related visual communication systems for the Grossmont-Cuyamaca Community College District.

Scala Sans **LF** (lining figures) include numbers that have an even baseline:

Example: 34567

Note: The Scala Sans family (with no LF in the name) comes with "Oldstyle" numbers where the baseline varies.

Example: 34567

The Scala Sans LF families are the preferred typeface for the Grossmont-Cuyamaca Community College District identity system.

TYPE ATTACHMENTS

Use any of the approved Scala Sans LF typeface families for type attachments— the line of type sometimes appearing below the primary logo.
(For positioning of type attachments see page 18.)

These typefaces are available districtwide on all office computers.

Scala Capitals LF is embedded in the District logo text.

Other Scala Sans fonts are also available, but not part of the District identity standard.

Scala Sans LF

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Scala Sans Italic LF

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Scala Sans Bold LF

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Scala Sans Bold Italic LF

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

SCALA SANS CAPITALS LF

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

SCALA SANS CAPITALS LF

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

Embedded in the logo:

SCALA CAPITALS LF

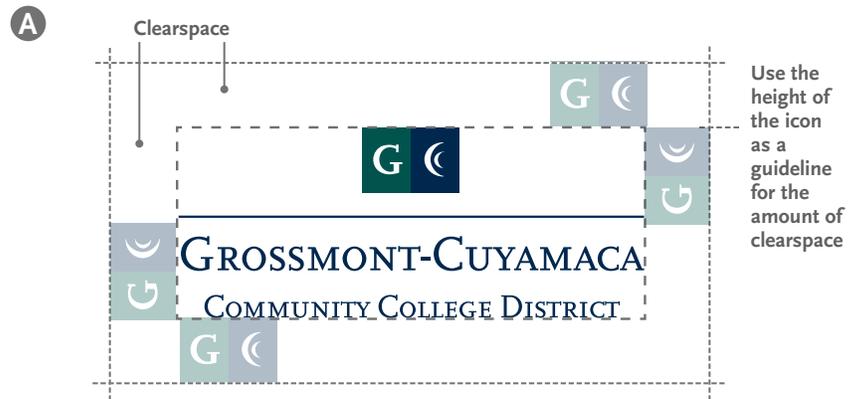
ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

CLEARSPACE:

Clearspace is defined as the area in all directions around the icon or logo that is free of other elements. This includes the page edge.

CLEARSPACE FOR THE PRIMARY VERSION:

Use the height of the icon as the size of clearspace around the all sides of the vertical logo. (Figure A)

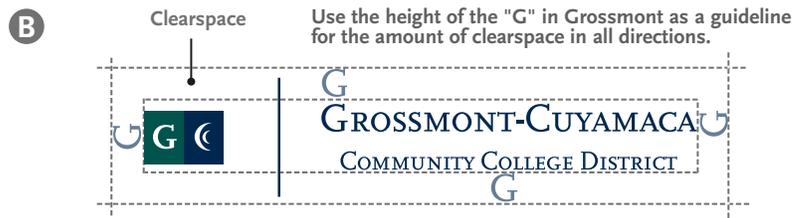


CLEARSPACE FOR THE SECONDARY VERSION:

The height of the "G" in Grossmont is the recommended size for the clearspace for Web logos. (Figure B)

The horizontal version of the logo is always used in the masthead for the Web.

Type attachments are not used with the masthead version of the logo.



ICON CLEARSPACE:

A clearspace of 1/3 of the icon's height is recommended in all directions around the icon. (Figure C)



TYPE ATTACHMENTS

A line of text added underneath the logo to identify specific departments, people, or groups.

Type attachment also refers to the motto or catchphrase which can be added with discretion as a secondary element to the logo. The message should relate to the entire District.

The type attachment should be centered under "Community College District". Spacing needs to conform to the clearspace guidelines. *(Page 17)*

Use any of the approved Scala Sans LF typeface families for type attachments. *(Page 16)*

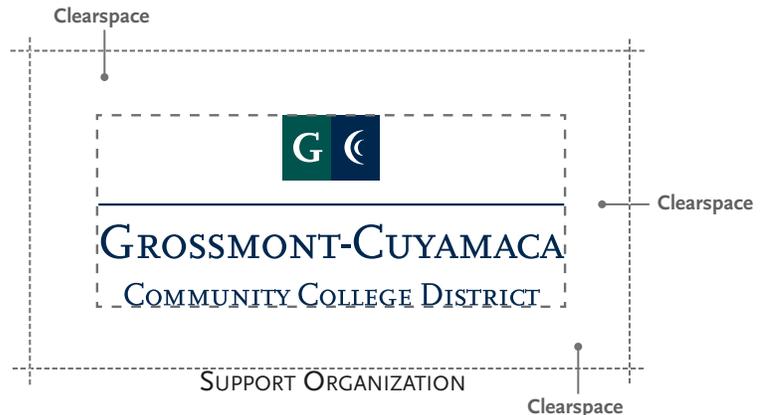
Color is black, Blue or green. *(Page 9)*

Typeface size for the attachment should never be larger than "Community College District".

Use the versions below as a guide for avoiding incorrect variations which would weaken recognition of the District logo. *(Figure C)*

A

Optional type attachments are positioned outside the clearspace area.



B



C



Too close



Too large



Off-center



Unauthorized font



On top



Wrong color

LOGO POSITIONING ON DOCUMENTS AND PRINTED ITEMS:

The Grossmont-Cuyamaca Community College District logo is required on all materials that bear the District's name.

The logo should be clearly visible in an area that does not compete with the specific marketing or promotional message.

The logo should always stand alone and have adequate clearspace.

Color and background guidelines should always apply.

All marketing and promotional applications should follow the guidelines, including but not limited to:

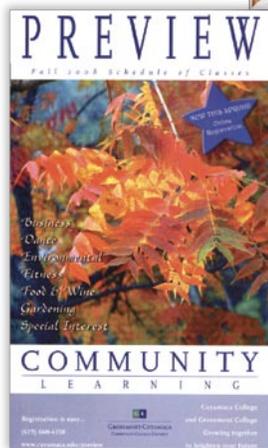
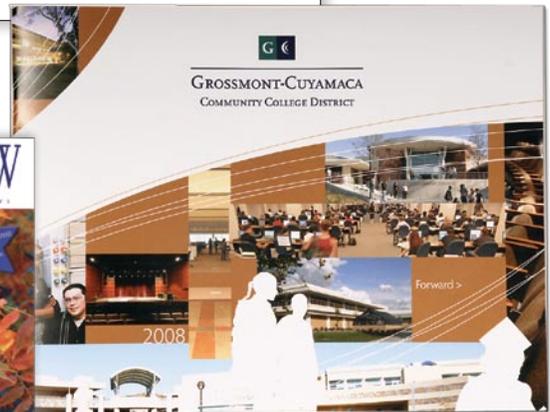
- | | |
|-----------------|------------|
| Annual reports | Forms |
| Brochures | Postcards |
| Billboards | Posters |
| Catalogs | Signs |
| Class schedules | Stationery |
| Fliers | |

Outreach items include:

- | | |
|-------------|---------|
| Bags | Jackets |
| Caps | Pens |
| Coffee cups | Shirts |

Media promotions such as:

- Billboards
- TV ads
- Print ads



2 | LOGO POSITIONING

LOGO POSITIONING ON THE WEB:

Grossmont-Cuyamaca Community College District's logo in a Web masthead is always represented visually through the horizontal version of the logo. (Figure A)

The elements of this horizontal version are in specific proportion and orientation and must not be distorted or altered in any way.

To provide a consistent look in a Web masthead, the logo should always be presented in a positive format— never reversed out of a background. (Figure B)

The horizontal version of the District logo should always appear at the top left of any Web page (home or secondary) with the proper clearspace around the logo. (Figure C) It should be in an area free and clear of other Web messages.

In a Web masthead, do not add any type attachments to the logo.

The logo may be applied over a light color background image, provided there is sufficient contrast and the logo is clearly visible against the background. Adhere to clearspace guidelines to ensure that no details in the photo conflict with the logo. (Figure D)

The above guidelines also apply to the use of the logo in digital newsletters.

A

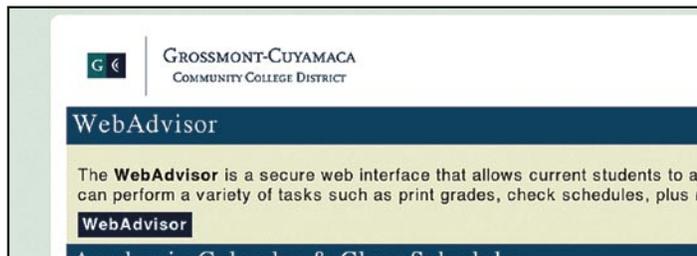


GROSSMONT-CUYAMACA
COMMUNITY COLLEGE DISTRICT

B



C



D



INTRODUCTION:

Section 3 specifies formatting for these items:

- Business cards
- Letterhead
- Envelopes
- Mailing labels

The items above are created in the Graphics Office.

This section also includes

- Fax form
- Memo form

Digital versions of the memo and fax forms are available in the forms depot under "District Forms."

BUSINESS CARD:

Production of business cards is coordinated through:

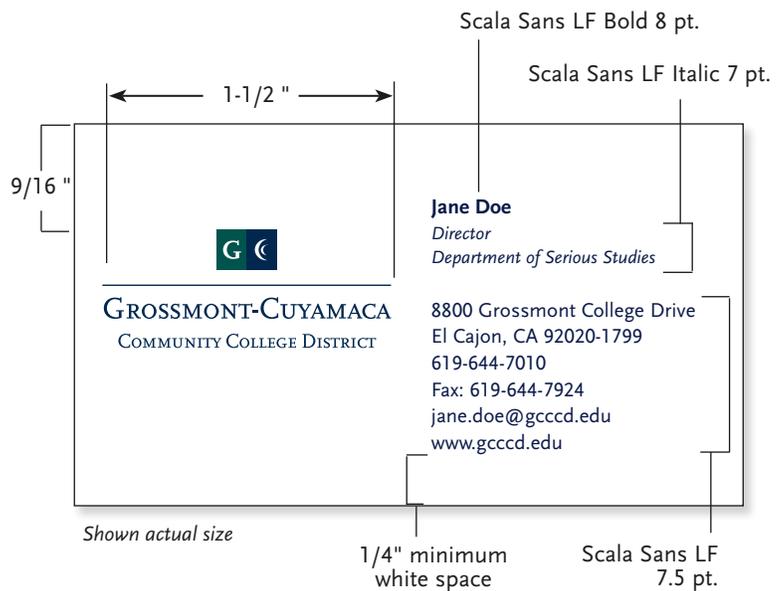
Creative Services at Grossmont College:
 (619) 644-7379
 Email: grossmont.graphics@gcccd.edu

Graphics office at Cuyamaca College:
 (619) 660-4413
 Email: cuyamaca.graphics@gcccd.edu

The GCCCD general business card includes the District logo and a field for the individual's name and title, standardized address, phone and Internet information.

Type size and line spacing must follow the specifications shown. This information is shown as type size expressed in points.

Paper stock: Classic Crest, Solar White
 80 lb. cover stock



3 | DISTRICT IDENTITY STATIONERY

DEPARTMENT LETTERHEAD:

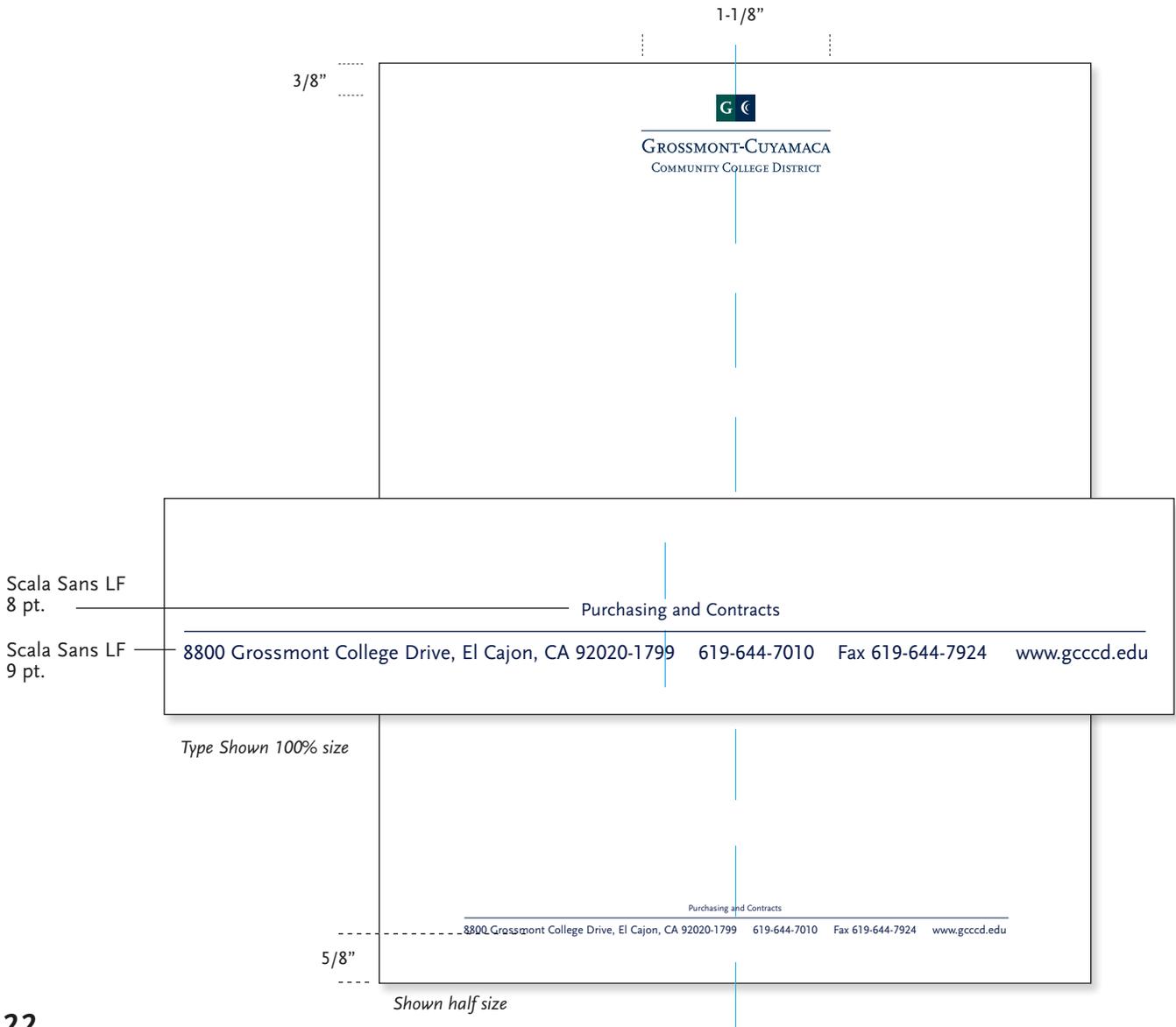
The creation of individual department letterhead follows the letterhead's established center axis rule.

The department names are above the division line at the bottom and typeset in Scala Sans LF.

The department listing prints in PMS 295.

District information goes below the line.

Paper stock: Classic Crest, Solar White 24 lb.



DEPARTMENT ENVELOPE:

The example below shows the Grossmont-Cuyamaca Community College District standard envelope.

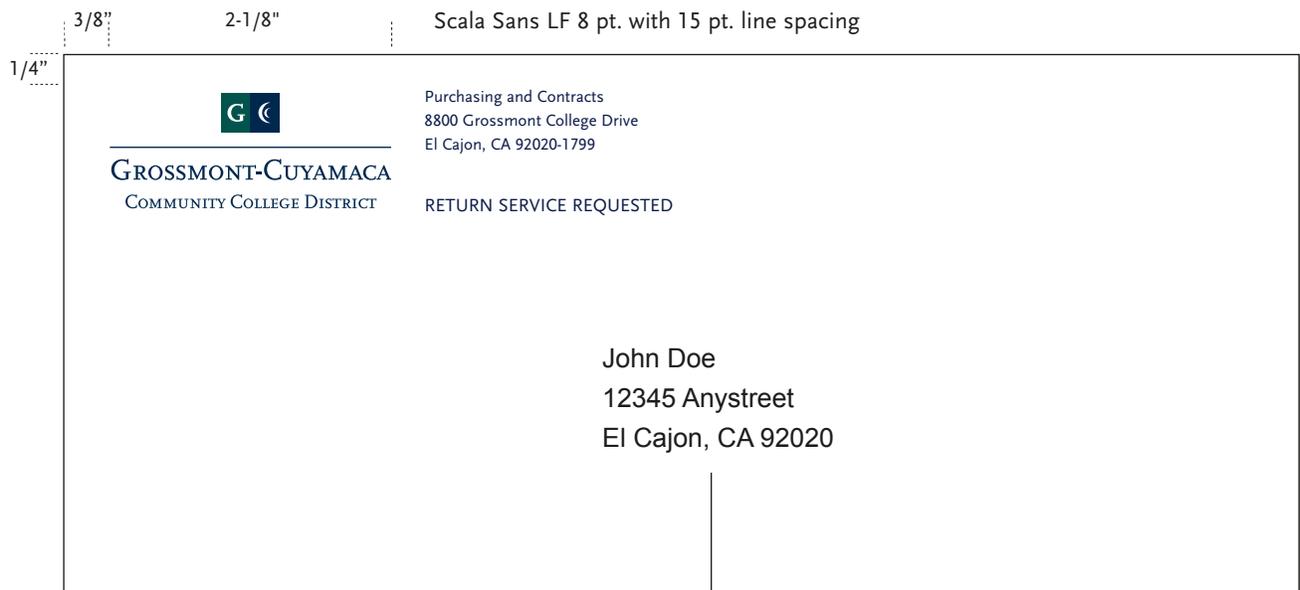
- The logo is in the upper left corner.
- The address text is in Scala Sans LF 8 pt. with 15 pt. line spacing.
- The return address starts with the department name on the first line.
- The second line is the street address.
- Line 3 lists the city, state and zip+4 code.

The return service request is required for all return addresses for mailings with quantities less than 200 pieces, or any mailing that must be sent First Class.

The "Return Service Requested" line should be typeset in Scala Sans LF (all caps) in 8 pt. and should be the lowest line of the return address information block.

In the case of long department names, the street address and city, state and zip+4 code may be combined on the second line.

Paper stock: Classic Crest, Solar White, 24 lb.



Shown two-thirds size

Scala Sans LF 12 pt. or Arial 12 pt. with 16 pt. line spacing

3 | DISTRICT IDENTITY STATIONERY

MAILING LABELS:

All Grossmont-Cuyamaca Community College District mailing labels utilize the logo in the upper left corner with the return address information.

Standard Mailing Label

This label includes:

- Department name
- Return address
- Return Service Request
(Figure A)

Individuals

This label includes:

- Return address
- Return Service Request

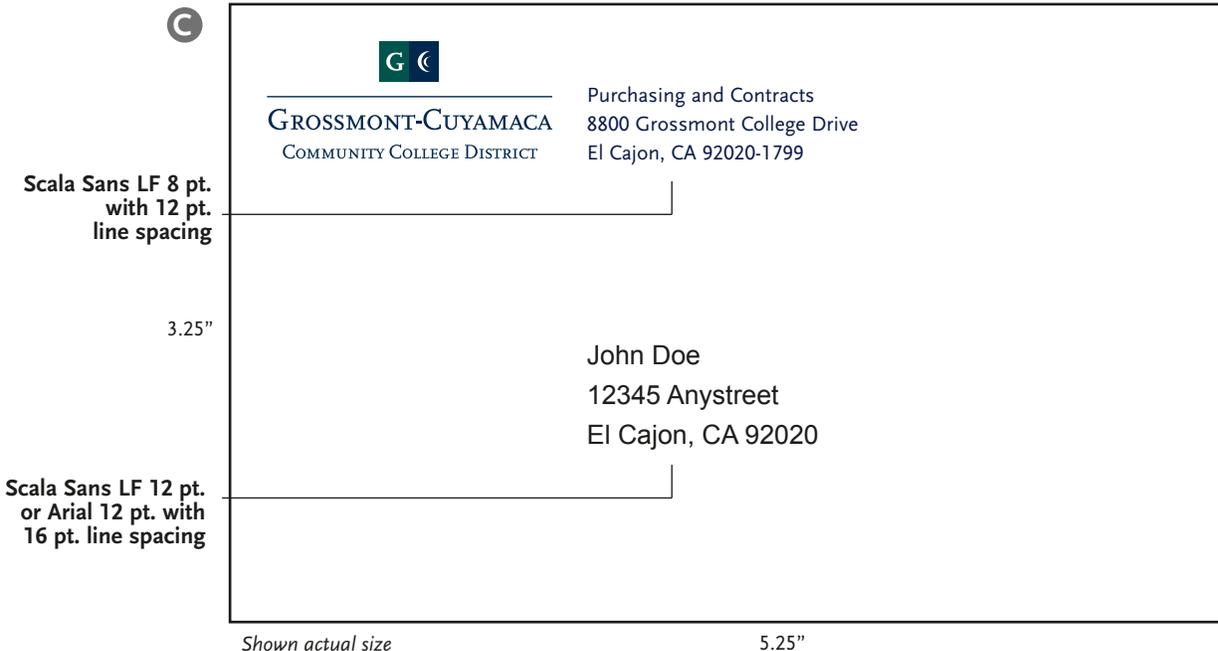
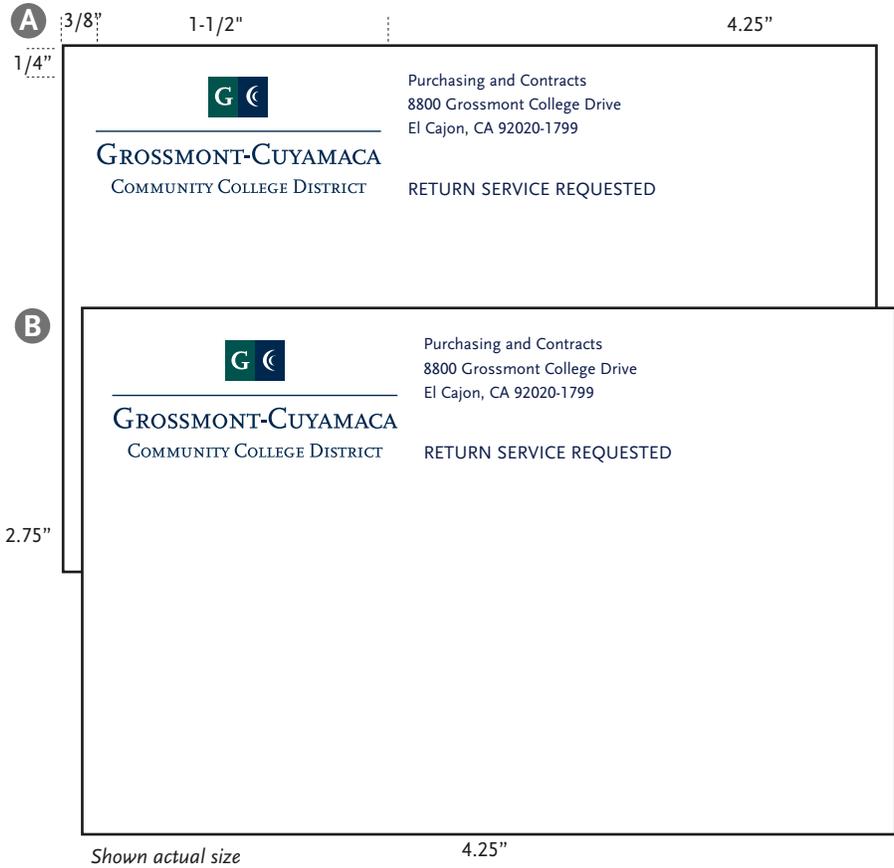
An individual's name and department may be added as a line above the address. (Figure B)

Bulk Mailing

This label includes:

- Department name
- Return address

The Return Service Request is not required for bulk mailings. (Figure C)



MEMO/FAX:

The memo and fax forms are based on a center axis upon which the logo and address line are centered. A left and right margin of 1" and a top margin of 2.25" have been established. The logo should have a 3/8" margin above it.

"Memo" (Figure A) and "Fax Message" (Figure B) are Scala Sans Bold LF 18 pt.

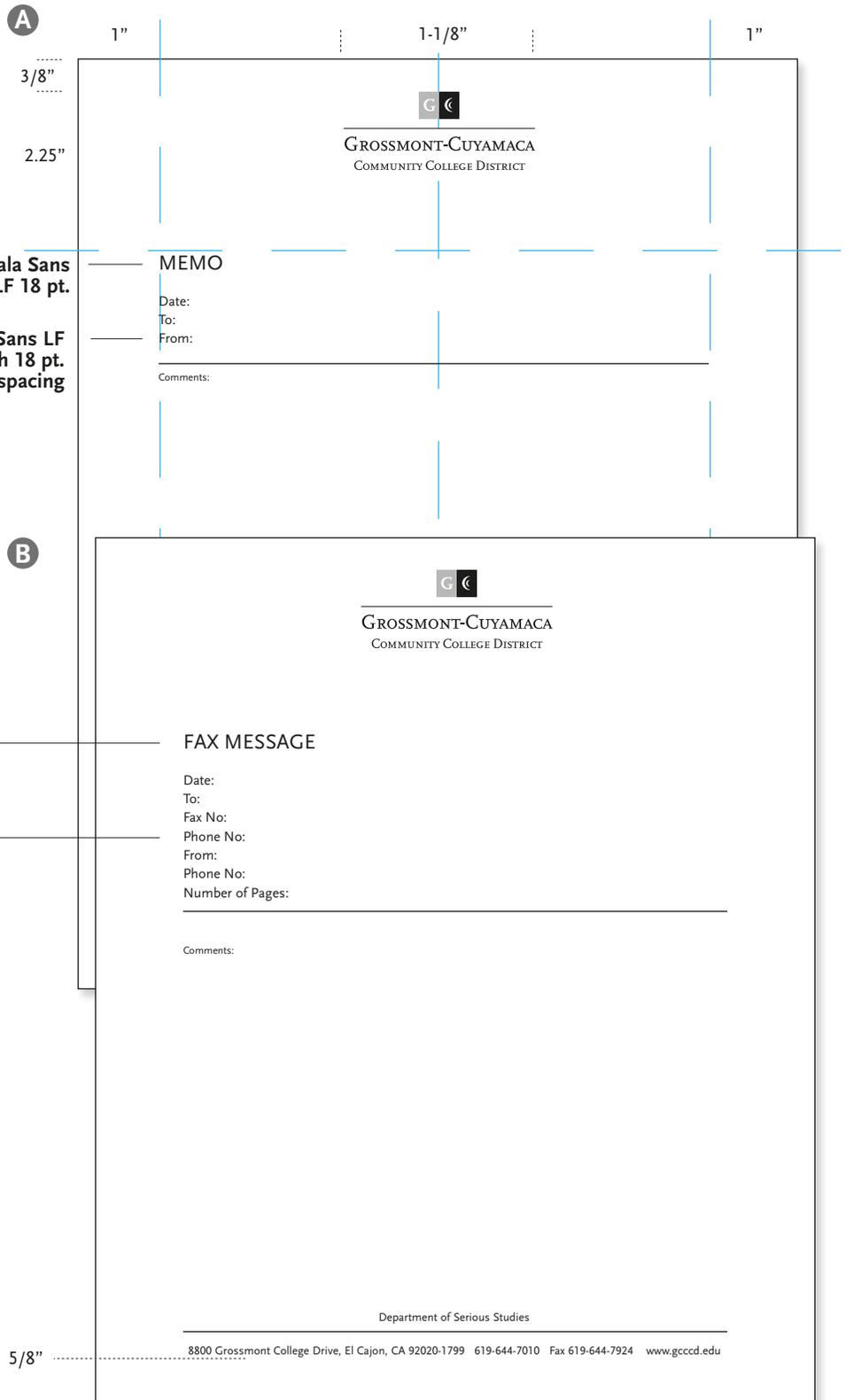
The field lines that follow are Scala Sans LF 12 pt. with 18 pt. line spacing.

Scala Sans Bold LF 18 pt.
 Scala Sans LF 12 pt. with 18 pt. line spacing
 Same margins as the memo page.

An optional department name is above the line. (Figure B) If used, the name is Scala Sans LF 10 pt.

The District information at the bottom is Scala Sans LF 10 pt. with a 5/8" margin below it.

Digital versions of the memo and fax forms are available in the forms depot under "District Forms."



Shown half size

.AI FORMAT FILES:

Contain vector information that will produce a sharp image at any size, so pixel resolution is not a consideration. Created by applications that have "pen tools".

BITMAP:

Bitmap images (also known as raster images) are comprised of pixels in a grid. Each pixel or "bit" in the image contains information about color. Bitmap images have a fixed resolution and cannot be enlarged without losing image quality. Common bitmap-based formats are .JPG, .GIF, .TIF, .PNG, .PICT, and .BMP.

CLEARSPACE:

The area around the logo that isolates it from competing graphic elements, including text and photographs. (*See page 17*)

CMYK:

Abbreviation for Cyan, Magenta, Yellow, Black. CMYK is the color system used in offset printing for full-color documents. This system can also be used for digital printing. It is designated with percentages, for example: 60% cyan, 40% magenta, 10% black.

.EPS FILES:

The .EPS logo files provided by the District contain vector information and can therefore be used at any size.

HEXIDECIMAL NUMBERS:

Used to designate colors for some Web applications. It is an alternate to the RGB numbering system.

ICON:

The two symbol boxes next to each other. One contains a "G". The other contains "CC". (*See page 8*)

LF:

Lining Figures. Where the baseline of a series of numbers is at an even level. (*See page 16*)

LINE SPACING:

The gap between two lines of type.

LOGO:

The entire identity mark. (*See page 6*)

PMS:

Pantone Matching System. An industry standard color ink system, frequently used for matching exact colors.

POINTS:

Units used to specify type size and line spacing. One inch = 72 points.

PIXEL RESOLUTION:

The size for bit map (raster) art files such as .TIF or .JPG are expressed in pixels.

Minimum size guidelines for an image shown at 100% size:

- Web: 72 pixels per inch
- Digital and inkjet printers: 120 pixels per inch
- Traditional printing press: 300 pixels per inch

Reducing the image: The size of a file can be reduced without losing detail.

Enlarging the image: Avoid enlarging more than 15 to 20% to maintain image quality.

REVERSED:

When the logo appears white on a dark background.

RGB:

Abbreviation for Red, Green, Blue. RGB is the color system used for computer screens, Web sites and TVs and some digital printing.

TYPE ATTACHMENTS:

A line of text added underneath the logo to identify specific departments, people, or groups. Type attachment may also be a motto or catchphrase which can be added as a secondary element to the logo. (*See page 18*)

TYPEFACE (FONT):

The name assigned to a particular character design, i.e., Scala, Arial, Times New Roman. (*See page 16*)

VECTOR:

Vector objects are defined by mathematical statements that define color, fill, and outline. Vector graphics tend to have much smaller file sizes than raster-based bitmaps and can be output at any size without loss of quality.

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For questions about logo usage, consult the District Marketing and Communications Office or the College and Community Directors at each college.

Grossmont-Cuyamaca Community College District

Chancellor: Lynn Ceresino Neault

Governing Board: Elena Adams, Linda Cartwright,
Debbie Justeson, Brad Monroe, Julie Schorr

