



**OWENS**  
COMMUNITY COLLEGE

## Introduction

This manual outlines specific standards for use of the Owens Community College logos. Consistent logo use is essential for creating a strong visual image of the College that enables quick and easy identification within our communities. Questions about logo usage should be directed to the Office of Marketing and Communications, (567) 661-7114.

Thank you for your cooperation in this important part of the branding process of Owens Community College.

## The Owens Community College Logo

The logo must always appear in a fixed relationship which may not be altered, adjusted, or modified in any way. The only logos available for use are shown below. A vertical version of the Owens Community College logo is not available and should not be produced.

The two red strokes in front of the “O” of the logo is the identity mark for Owens. This should not be separated or removed from the logo at any time.



No outside individual or entity may use the Owens Community College logo without written permission from Owens Community College. For more information, contact the Office of Public Relations and Marketing, (567) 661-7114.

All logos that are used by the College are legally protected. Owens retains the right to withdraw permission if the logo is not used correctly, or to enforce a cease and desist order if permission is not obtained.

## Corporate Colors

The colors of the Owens logo are a Pantone Matching System red (PMS 200) and black (PMS Black).

Use only these colors for two-color logos, whether printed on coated or uncoated paper. Other shades of red and black or other color combinations may never be used.

When reproducing the Owens logo through four-color process printing, convert the PMS colors according to these formulas.

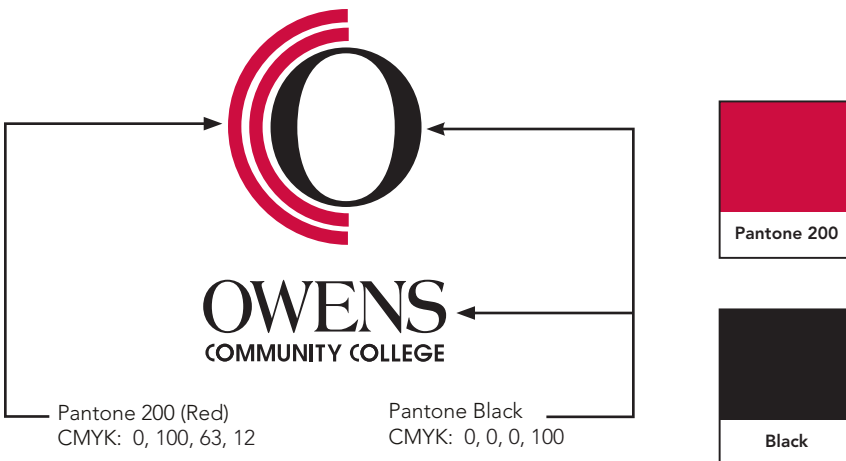
PMS 200 (red) = 0% cyan, 100% magenta, 63% yellow, 12% black

PMS Black = 0% cyan, 0% magenta, 0% yellow, 100% black

Whenever PMS colors or four-color process cannot be used (in the production of signs, banners, or embroidery for instance), choose a red color that approximates PMS 200 as closely as possible. The logo must never be printed as a screen of color.

## Two Color Logo

The two-color positive, solid logo should only be placed on white backgrounds. Do not place the two-color solid logo on colored, patterned or textured backgrounds.



## Minimum Size

The minimum size represents the smallest version in which the logo remains legible. Contact the Office of Marketing and Communications if you need to reproduce the logo smaller than shown on the right.



**Minimum size = 0.625"**

## One Color Logo, Black

The one-color positive, solid logo should only be placed on 100% white to 30% black backgrounds. Always ensure significant contrast between the logo and the background.



## Grayscale

The one-color, black logo must be used in grayscale production.



## Reversed Out, One Color Logo

If the logo is to appear on a dark colored background, the white, reversed-out logo must be used.



## Incorrect and Ineffective Logo Usage



White logo is hard to read on light background



2 Color Logo to be used on white background only



Black logo is hard to read on dark background



Do not use outline form of logo.



Do not distort logo, left to right, up or down.



Do not use the logo as a screen of any color, including black.

## Incorrect and Ineffective Logo Usage



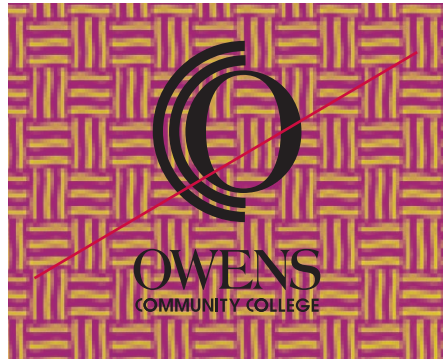
Do not change the color of the "C" Stokes.



Do not use the "C" Stokes in red when using the white version of the logo.



Do not use the type from the logo unless using the entire logo.



Background is too busy for logo placement



Do not use the logo as a different color, other than approved 2 color logo.

## Logo Clearspace

The Owens logo must be surrounded by a minimum amount of clear space. This space isolates the logo from distracting graphic elements such as copy, photography, or background patterns, giving the logo the prominence and impact it deserves. Always be sure to maintain at least the minimum amount of clear space– indicated as ‘X’ below. **The logo should be placed in the bottom right hand corner of a layout.** For any other exceptions, please contact the Office of Marketing and Communications at (567) 661-7114 for approval.

*The clearspace consists of the immediate area surrounding the entire logo and trademark.*



Clear space around logo = X  
(Square height of the type Owens and Community College.)



Location and width of the Owens 800 number and website when used in unison with the Owens logo.



Location and width of the Owens website when used in unison with the Owens logo.



**Wearables - T-shirts**



**Wearables - Polos**

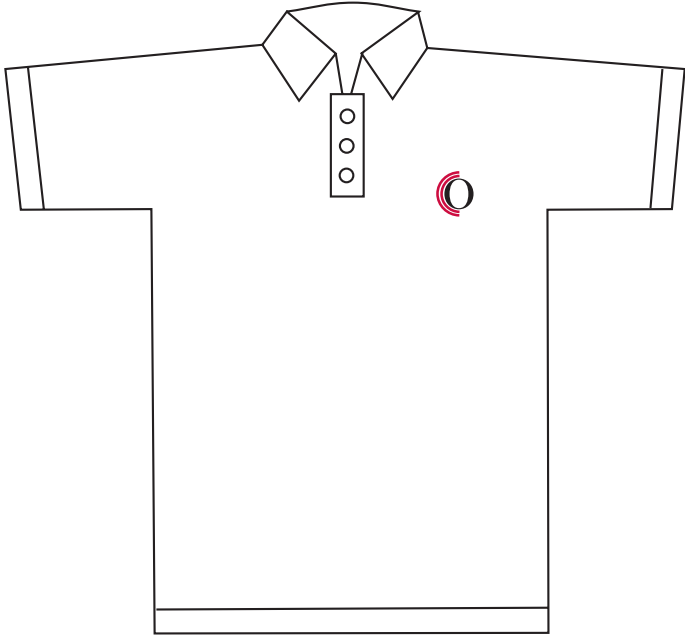


**2 Color Logo**



**1 Color logo**

**Wearables - Polos**



**2 Color Logo**

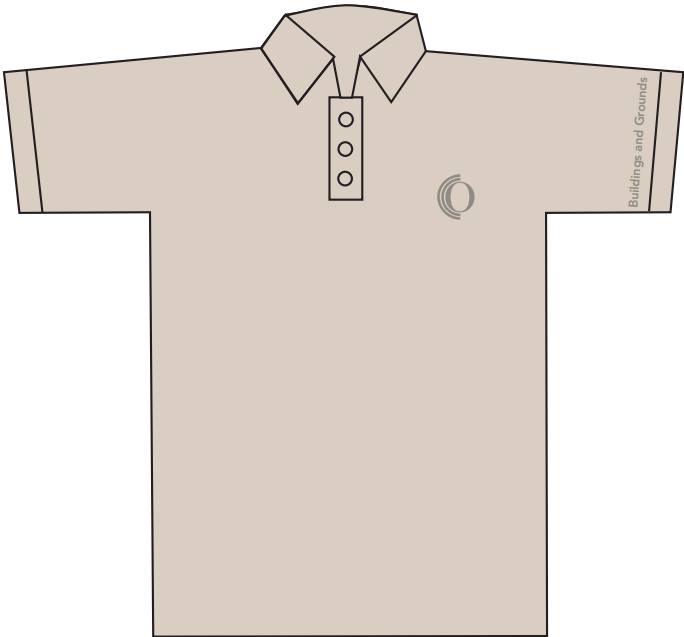


**1 Color logo**

**Wearables - Polos**

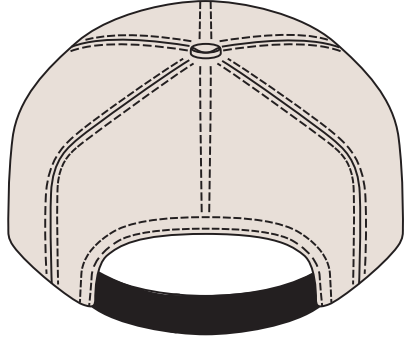


**Tone on Tone Logo**



**Tone on Tone Logo with Office Representation**

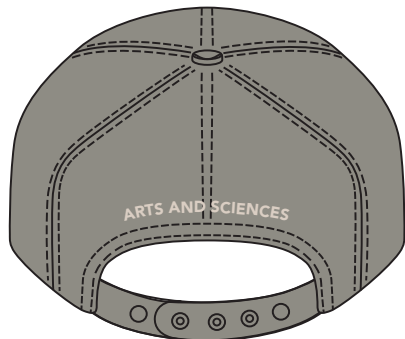
**Wearables - Caps**



2 Color Logo

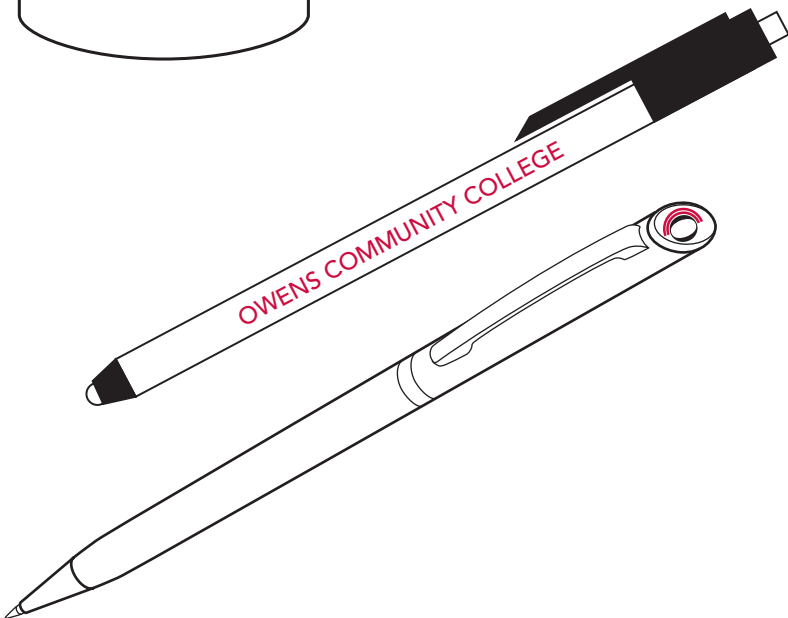


1 Color Logo



Tone on Tone Logo with Office Representation

Promotional Products - Pens, Mugs, Lapel Pins, Name Badges



Promotional Products - Pens, Mugs, Lapel Pins, Name Badges



	<b>GARY CORRIGAN</b>
<b>OWENS</b> COMMUNITY COLLEGE	Director of Marketing and Communications

Vehicle Signage

