NEW Logo Standards Guide

LOGO REQUIREMENTS, STANDARDS & APPLICATIONS
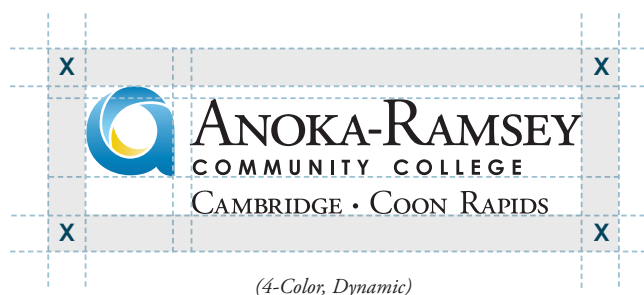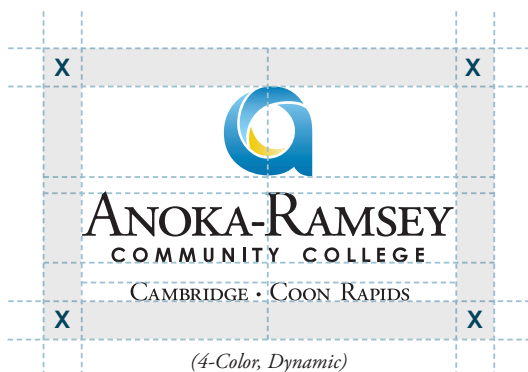
◗ Logo Requirements
- Approved College Logos are available on the campus server at: N:/ARCC Public/logos.
- All promotional materials must display a college logo and be approved by the Office of PR and Marketing.
- **The Anoka-Ramsey Communtity College *Office of Public Relations and Marketing* reserves the right to adjust the logo on any college promotional material as needed.**
- If you have questions on logo usage, please contact the *Office of Public Relations and Marketing* at 763-433-1315 or www.AnokaRamsey.edu/about/Information/MarketingPR.aspx.

◗ Size Requirements
- Size of the logo should be in proportion to the size of the publication you are developing.
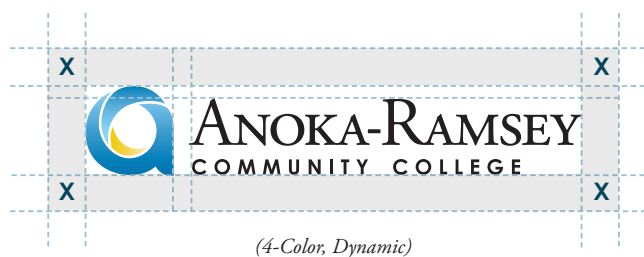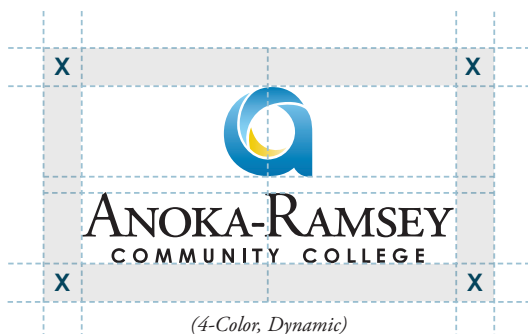
◗ Primary Use
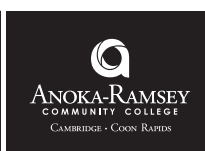- Space surrounding the logo should be at least equal to dimensions of the "X."
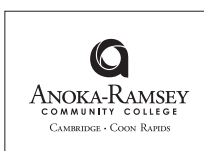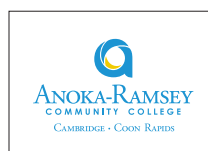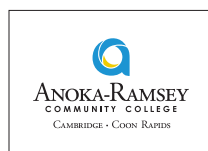

(4-Color, Dynamic)

(4-Color, Dynamic)

◗ By Special Request
- If you feel the logo needs to be adjusted for a specific event/reason, please contact the *Office of Marketing and Public Relations* at 763-433-1315.

(4-Color, Dynamic)

(4-Color, Dynamic)

ALTERNATE VERSIONS OF NEW LOGO (PLEASE USE AT YOUR OWN DISCRETION):

Centered Logo:

(4-Color, Solid)	*(Black, Dynamic)*	*(White, Dynamic)*
(2-Color, Solid)	*(Black, Solid)*	*(White, Solid)*

Horizontal Logo:

(4-Color, Solid)	*(Black, Dynamic)*	*(White, Dynamic)*
(2-Color, Solid)	*(Black, Solid)*	*(White, Solid)*

LOGO COLORS & FONTS

▶ Logo Colors

Pantone 110	Pantone 7461	Pantone White
Print: C7 M17 Y100 K0 Web: F1CB00	Print: C100 M49 Y10 K0 Web: 0099CC	Print: C0 M0 Y0 K0 Web: FFFFF

▶ Logo Fonts

ADOBE GARAMOND PRO *(Bold, Small Caps)*   CENTURY GOTHIC *(Bold, All Caps)*

HOW TO APPLY NEW LOGOS TO DOCUMENTS (FOR PC USERS)

▶ Using *Microsoft* Programs *(Excel, Publisher, and Word)*

- **To insert the logo into a document:** Select the 'Insert' menu from the top > Picture > From File... > Select Logo File from the N: Drive on the campus network.

- **To properly re-size a logo:** While holding down the Shift key, click and drag one of the corner tabs to the desired size. This will constrain the proportions so the logo is not distorted.

- **To use a logo with a transparent background :** Insert a logo from the "png" logo file in the network. (i.e. N:/ARCC Public/logos/Logo Horizontal/4 Color/png/ ARCC_Logo_Dynamic_Campus.4C.png)

  In Publisher: After inserting the logo into your document, select the 'Tools' menu from the top > Customize > Make sure you check the box from the top menu. 'Picture' to bring up the Picture Menu.

  From the Picture Menu, click on the icon 'Set Transparent Color' > then click on the logo, it should now be transparent.

  In Word and Excel: After inserting the logo into your document, select the 'Recolor' button from the top banner bar. Under the drop-down menu, select 'Set Transparent Color' > then click on the logo, it should now be transparent.

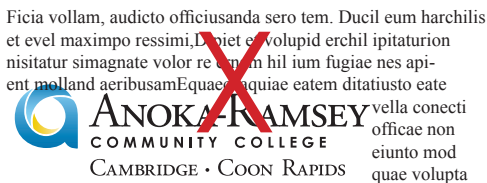## INCORRECT USAGE

Do not change the color.

Do not reverse the colors.

Do not alter the logo from its original form (including text).

Do not place the logo over a heavily patterned background or photo.

Do not surround the logo with text or another object too closely.

Do not distort the shape.

Any questions please contact the *Office of Public Relations and Marketing* at: 763-433-1550 or www.AnokaRamsey.edu/about/Information/MarketingPR.aspx.