

# LOGO USE STANDARDS



# LOGO ELEMENTS

The elements of the College Success Arizona logo are defined below. To help create a strong brand, consistent use of the logo is critical. The size, shape, colors and location of the logo elements **shall not be altered, adjusted or distorted in any way**. All fonts and the Pathway Star are in vector format so scaling to logo is not limited.



The College Success Arizona master colors shall be followed as defined in the color chart below. When creating any document best practice is to get a physical proof that can be compared to the color master for approval. Do not rely on PDF or JPG screen proofs to approve CMYK or other spot colors. Monitors color profiles vary and what you see on your screen may not match the finished product.



Color Description	PMS	RGB	CMYK	HEX
<b>AZ DARK BLUE</b>	<b>301C 301U</b>	<b>26/106/167</b>	<b>85/49/2/12</b>	<b>1a6aa7</b>
<b>AZ LIGHT BLUE</b>	<b>542C 542U</b>	<b>112/165/212</b>	<b>56/25/2/0</b>	<b>70a5d4</b>
<b>BLACK</b>	<b>Pantone Black</b>	<b>0, 0, 0</b>	<b>75, 68, 67, 90</b>	<b>00000</b>

# PREFERRED LOGO USE

The College Success Arizona logo with the two color Pathway star, College Success in black and Arizona, the separator line and the tag line in AZ Dark Blue is the preferred use of the logo.



# ALTERNATE LOGO USE

Where format dictates, the College Success Arizona logo can be used in one color or black and white. When used in one color blue the AZ Dark Blue shall be used.



# CLEAR SPACE

To assure that the logo stands out from other surrounding graphics a blank clear space around the logo must be preserved. A square “X” block defined by the height of the lowercase “i” in Arizona is the base measurement as shown below.



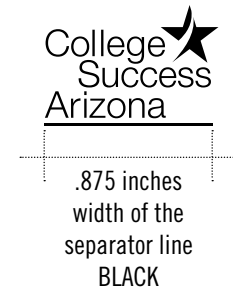
# REVERSE LOGO USE

When the format dictates, the College Success Arizona logo can be displayed in white on a field color. The AZ Dark Blue is the approved field color.



# USE OF THE TAGLINE

Whenever practical the the tag line should be used with College Success Arizona logo to reinforce the organizations mission. There are instance when the logo will be used very small or the means of reproduction require removal of the tag line. Examples of reproduction methods where not using the tagline might be considered could include; embroidery on a textured fabric, screen printing on a small 3-D object, using the logo very small in a low resolution print process like a newspaper. When using the logo without the tag line the separator line is used as show below with the minimum size defined as .875" wide as determined by the width of the separator line.





# HOW NOT TO USE THE LOGO

To retain a strong brand and reinforce the legibility of the logo some graphic choices are not approved and shall be avoided.



Do not introduce non-approved colors into the brand.



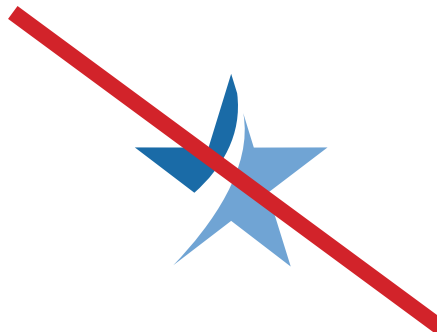
Do not change the approved color scheme of logo elements



Do not change elements within the logo, in this case a larger star.



Do not eliminate any of the logo elements, in this case the star and the separator line.



The star shall always be used with the wordmark elements of the logo and not as a freestanding graphic element.



Do not replace the signature Pathways Star with a generic star.

# HOW NOT TO USE THE LOGO

To retain a strong brand and reinforce the legibility of the logo some graphic choices are not approved and shall be avoided.



With very few exceptions, do not eliminate the tagline



Do not substitute or alter any fonts



The logo is design to read with a strong horizontal axis, do not angle the logo.



Do not change the approved proportions of the logo by compressing the logo to fit in a space.



Do not change the approved proportions of the logo by expanding the logo to fit in a space.

# PHOTOGRAPHY & THE LOGO

Photography can help tell the great story that is College Success Arizona. An important part of the brand is the consistent use of both the logo and colors teamed with photography and direct headlines that engages the viewer. Below are some example of using the brand elements with photography and a simple headline.

