COMPTON COLLEGE: Logo Style Guide

This guide provides all the information necessary to ensure accuracy and consistency in all applications of the Compton College logo.

All persons affiliated with Compton College who wish to use the logo must follow this style guide. Outside agencies or publishers are also required to follow the guidelines when using the artwork.

Our goal is to reinforce consistent application of the Compton College logo as we continue to build upon the strength of the Compton College brand. By providing the logo, colors, fonts, and other detailed information, we hope to make it more accessible and valuable to our internal and external audiences.

PRIMARY LOGO (2-Colors on White Background)

Protected Area
A minimum of 0.25" of clear space around all sides of the logo is required.

Usage Restrictions
No text or illustrations should merge with the logo.

Do not stretch, skew, or distort the logo in any way.

Do not alter the logo or its individual pieces in any manner.

0.70"

1"

Minimum Size
The logo may not be reproduced smaller than 1" high x 0.70" wide.

COLOR PALETTE:

PMS:	7426 - C	
CMYK:	5 | 99 | 44 | 22	
RGB:	164 | 18 | 63	
WEB:	#A4123F	

PMS:	421 - C	
CMYK:	13 | 8 | 11 | 26	
RGB:	178 | 180 | 178	
WEB:	#B2B4B2	

USE OF COMPTON COLLEGE LOGO:

All logos must be requested from the **Director of Community Relations**, Heather Parnock: hparnock@compton.edu, 310-900-1600, ext. 2968.

REVIEW PROCESS:

All digital and print materials that represent Compton College are required to be reviewed prior to production by the Public Relations & Marketing Department to ensure that Compton College standards are met. This review process may take up to two weeks to complete, depending on the complexity of the project. For more information on the review process, please refer to the **Communications Guide and Publications Standards Manual**. (www.elcamino.edu/administration/publicrelations/docs/Communication-Guide.pdf)

BLACK & WHITE PRINT-ONLY LOGO OPTIONS:

HOW TO OBTAIN LOGO FILES:

Electronic files for all logo versions are available in various formats (eps, ai, jpg).

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To ensure that the logo is always represented in the correct format and highest quality resolution possible, please do not attempt to copy the logo off web pages or scan from printed material.