



# SOUTHWESTERN

AN OREGON COMMUNITY COLLEGE

## LOGO GUIDELINES

Last Revised: 11.24.15



Minimum logo size = 1.7" wide x 0.75" tall



The standard logo has a required clear zone all around that must be equal to the height of the lighthouse icon, as it appears in the logo placement. The clear zone must be free of text, graphics and imagery that may interfere with the readability of the logo.



PANTONE®:

■ : PANTONE® 7545 C

CMYK:

■ : 76 / 60 / 44 / 25

RGB:

■ : 69 / 84 / 101

# VARIATIONS • HORIZONTAL LOGO



Minimum logo size = 1.92" wide x 0.35" tall



The horizontal logo has a required clear zone all around that must be equal to the height of the lighthouse icon, as it appears in the logo placement. The clear zone must be free of text, graphics and imagery that may interfere with the readability of the logo.



PANTONE®:

■ : PANTONE® 7545 C

CMYK:

■ : 76 / 60 / 44 / 25

RGB:

■ : 69 / 84 / 101

**SOUTHWESTERN**  
AN OREGON COMMUNITY COLLEGE

Minimum logo size = 1.53" wide x 0.234" tall



**SOUTHWESTERN**  
*For The Independent Mind*

The logotype has a required clear zone all around that must be equal to the height of the capital letter "O", as it appears in the word "SOUTHWESTERN". The clear zone must be free of text, graphics and imagery that may interfere with the readability of the logo.



**SOUTHWESTERN**  
CURRY CAMPUS

PANTONE®:

CMYK:

RGB:

■ : PANTONE® 7545 C

■ : 76 / 60 / 44 / 25

■ : 69 / 84 / 101

**SOUTHWESTERN**  
FOUNDATION



The reverse logos must follow the specified minimum size and clear zone requirements on pages 2-4 of this document.

Logos must also be placed on a dark, solid color that offers enough contrast to allow readability.

# USAGE GUIDELINES • LOGOS

Do not distort logo



Do not change colors of logo



Do not place the logo over a busy image



Do not rotate logo



Do not resize individual elements



Do not add any text

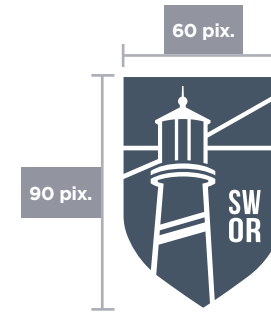


# VARIATIONS • SOCIAL MEDIA ICONS

The social media icon is a situational logo that should be used on social media posts, online ads, and in cases where there is not enough space to use the standard logo.



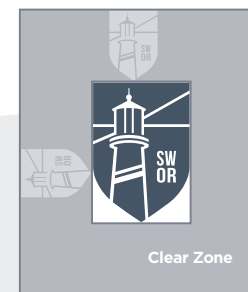
Minimum icon size = 60 pixels wide x 90 pixels tall



The provided square thumbnail icon should only be used as a profile image for all social media channels. The correct social media thumbnail image sizes can be found online.



The social media icon has a required clear zone all around that must be equal to the half of the height of the logo bug, at the size of its placement. The clear zone must be free of text, graphics and imagery that may interfere with the readability of the logo bug.



RGB:

 : 69 / 84 / 101

# USAGE GUIDELINES • SOCIAL MEDIA ICONS

Do not distort icon



Do not change colors of the icon



Do not place the icon on any print or promotional materials



Do not rotate icon



Do not manipulate the icon



Do not add any text on or near the icon







# SOUTHWESTERN

AN OREGON COMMUNITY COLLEGE

## THANK YOU

For any questions regarding brand guidelines please  
contact the Southwestern Oregon Community College  
marketing department at: [marketing@socc.edu](mailto:marketing@socc.edu)