



LOGO USAGE GUIDELINES

June 2017

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The North Orange Continuing Education logo is the centerpiece of the institution's visual identity. Consistent usage of the logo and its supporting elements across all marketing and communications materials is extremely important. When done properly, adherence to these guidelines will improve brand recognition, and strengthen the overall perception of the institution.

LOGO VARIATIONS

PRIMARY LOGO

The logo treatment to the right is the default, primary logo treatment for North Orange Continuing Education. Use this logo treatment whenever possible. Only under certain circumstances should one stray from this treatment. Alternate treatments for these circumstances are provided below.



SECONDARY LOGO - GRAY

The logo treatment to the right is one of several secondary logo treatments for NOCE.



ALTERNATE LOGOS

The North Orange Continuing Education preferred logo is the primary blue. However, there are certain instances when an alternate logo is necessary. These instances are described in the section to the right.

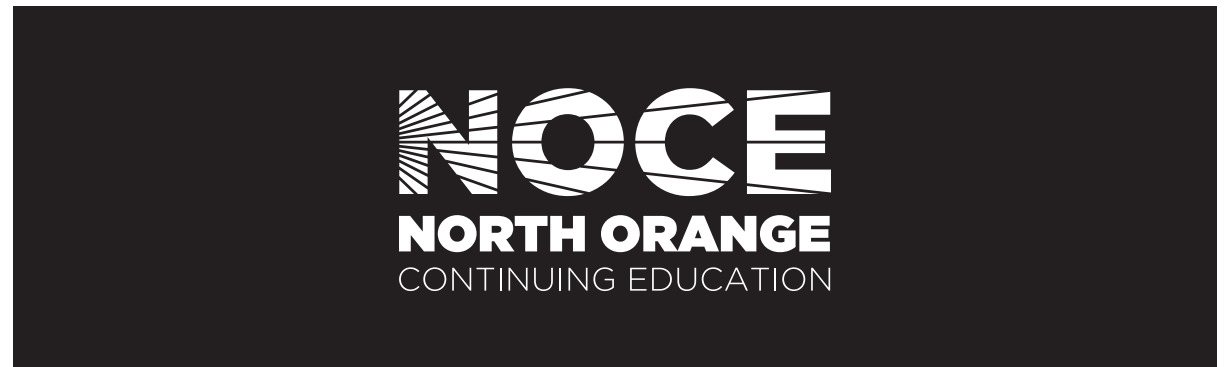
BLACK

Should only be used for black and white documents.



WHITE

Should only be used on top of a solid color that contrasts well with white, including NOCE's dark blue or gray, page 18-19. For over-photo usage, see page 16.



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PLACEMENT

The North Orange Continuing Education logo is central to the institution's visual identity and should be used on all communications and branding materials within the organization, including official documents, branding collateral, marketing materials, stationery, business cards and on the website. Using the logo in a consistent manner will enhance the recognition of the logo within the community. Do not alter the logo in any way, including changing the type, the spacing, the size of the mark or adding outlines or embellishments.

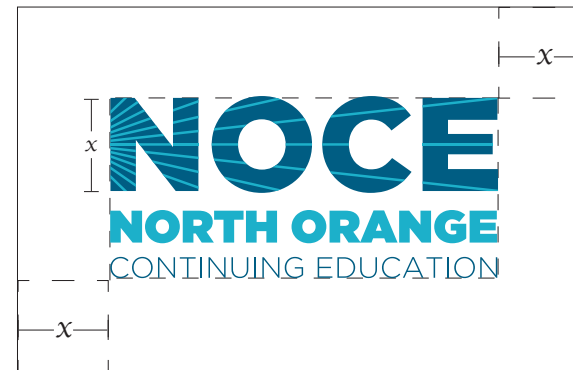
SIZE AND PROPORTION

The NOCE logo must always be scaled proportionally, so that it does not stretch either vertically or horizontally. The primary logo must also always be at least 1 inch wide in any printed material.



CLEAR SPACE REQUIREMENTS

To ensure the impact and integrity of the mark, a certain amount of white space is required around the logo on all sides. A space of 'x' (marked in the example provided), which is measured from the height of the logotype, should be given on all sides of the logo.



UNACCEPTABLE LOGO TREATMENTS

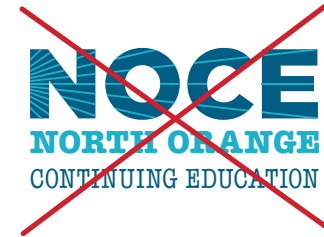
DO NOT REARRANGE



DO NOT DISTORT (HOLD "SHIFT" WHILE RESIZING TO REMAIN PROPORTIONATE.)



DO NOT CHANGE THE TYPEFACE



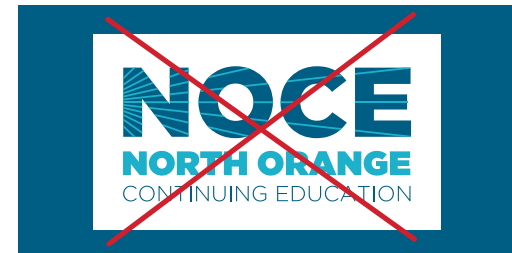
DO NOT ADD A STROKE



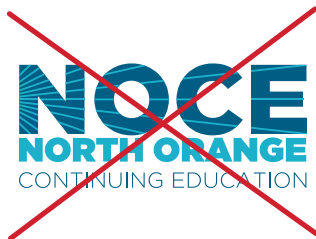
DO NOT ADD A DROP SHADOW



DO NOT PLACE A JPEG ON A COLOR BACKGROUND (USE WHITE PNG INSTEAD)



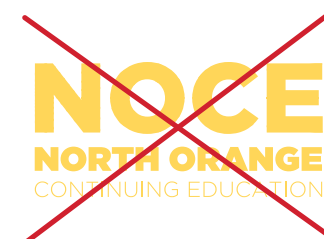
DO NOT ALTER SPACING



DO NOT USE WORD MARK WITHOUT THE LOGO MARK



DO NOT CHANGE THE COLOR



LOGO TREATMENT ON PHOTOGRAPHY

When using the logo on top of a photograph, the area of the photo behind the logo should remain relatively simple in pattern and color. Busy backgrounds render the logo illegible.

There must also be ample contrast between the logo and the background. The black and gray logos may only appear on a background with a value lighter than 25% black (as determined by the accessibility standards.) The white logo may only appear on a background darker than 40% black.

When the white logo is placed on a photo, the photo should be softly burned behind the logo. This is different than adding a drop shadow or solid black box, neither of which are acceptable. Burning should look natural and diffused, not manufactured or forced.

PROPER LOGO TREATMENT



IMPROPER LOGO TREATMENT

