



ALLEGANY COLLEGE
— of MARYLAND —

BRAND GUIDELINES

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BRAND PROMISE

ACM is about People. We improve the lives of our students, our community, and each other. Our roots are strong and run deep. We are proud of the college and the work we do.

- We promise that everyday we will strive to support each other, celebrate our successes, keep our students as our primary focus, and endeavor to help them achieve success;
- We will be a cultural hub for our communities;
- We will stand with our business and industry leaders to re-energize the economy in our region;
- We will work hard to communicate across the college so faculty and staff are aware of everything the college is involved with;
- We promise that everyday we will seek to grow and be the best college we can be;
- We will respect the past, but not hold so tight that we are unable to move forward and make a difference in the future;
- We will create a culture of growth and acceptance for everyone who comes on our campuses — our staff, our students and our guests;
- We will embrace our campuses and move forward as One College with One Voice to serve our communities with the stellar education and services they deserve.

THE ALLEGANY COLLEGE OF MARYLAND LOGO

The Allegany College of Maryland logo is the graphic symbol which embodies the brand promise. The green side of the logo represents the growth of the students and the life they bring to the campuses. The blue side of the logo represents the faculty and staff of the college. The two colors (Students and Faculty/Staff) join together with the gray color (the community) and provide the solid foundation for the college (and logo). Where the students, faculty and staff, and community come together at the base of the logo they form the arrow directing the college, the community and the students upwards and forwards to a positive future.

Centered version and primary logo.

This logo is the preferred format and should always be first choice.



ALLEGANY COLLEGE
===== *of* MARYLAND =====



ALLEGANY COLLEGE
===== *of* MARYLAND =====
ENGAGE YOUR FUTURE

LOGO OPTIONS

Horizontal version



Stacked version



Acronym version

WORDMARK LOGO

This page shows how to use the college name without the logo graphic. These wordmark logos would be used on small token items like pencils or pens.

ALLEGANY COLLEGE
===== *of* MARYLAND =====

ALLEGANY COLLEGE
===== *of* MARYLAND =====

**ALLEGANY
COLLEGE**
===== *of* =====
MARYLAND

ACM

The minimum sizes of the wordmark logos are as follows:

ALLEGANY COLLEGE
===== *of* MARYLAND =====



Centered logo
1.5" wide (108 px)

ALLEGANY COLLEGE
===== *of* MARYLAND =====



Horizontal logo
1.5" wide (108 px)

**ALLEGANY
COLLEGE**
===== *of* =====
MARYLAND



Stacked logo
.75" wide (54 px)

ACM



ACM logo
.5" wide (35.4 px)

SUB-BRAND LOGO

The logos on this page are considered the “sub-brand” logo. The sub-brand basically replaces the tagline and includes the different departments and campuses. The sub-brand logos should only be used in the centered or horizontal formats.



The minimum sizes of the sub-brand logos are as follows:



Centered sub-brand logo
2" wide (144 px)

(the sub-brand should never be smaller than 6 pt)



Horizontal sub-brand logo
2.7" wide (193 px)

(the sub-brand should never be smaller than 6 pt)

LOGO COLORS

CMYK

The CMYK logo is the primary and preferred logo and is best used for printed publications.



ALLEGANY COLLEGE Name is 100-73-10-48
of MARYLAND Lines are 21-11-9-22



ALLEGANY COLLEGE Name is 100-73-10-48
of MARYLAND Lines are 21-11-9-22
ENGAGE YOUR FUTURE Tagline is 63-0-97-0

RGB

It is best practice to use the RGB logo for placement on web and digital platforms.



ALLEGANY COLLEGE Name is 0-44-95
of MARYLAND Lines are 165-172-175



ALLEGANY COLLEGE Name is 0-44-95
of MARYLAND Lines are 165-172-175
ENGAGE YOUR FUTURE Tagline is 105-190-40

LOGO COLORS

2 color - PMS

When restricted to two colors, the shaded or solid 2 color PMS logo should be used whenever printing 2 color jobs.



ALLEGANY COLLEGE
 of MARYLAND



ALLEGANY COLLEGE
 of MARYLAND
ENGAGE YOUR FUTURE

Name is 100% PMS 654
 Lines are 35% PMS 654
 Tagline is 100% PMS 368

2 color - PMS (solid)

The solid 2 color PMS logo is the preferred choice for 2 color embroidery jobs or token items.



ALLEGANY COLLEGE
 of MARYLAND



ALLEGANY COLLEGE
 of MARYLAND
ENGAGE YOUR FUTURE

LOGO COLORS

1 color - Grayscale

The shaded grayscale or solid logo should be used when printing 1 color jobs – black ink.



ALLEGANY COLLEGE
 ===== *of* MARYLAND =====



ALLEGANY COLLEGE Name is 100% black
 ===== *of* MARYLAND ===== Lines and tagline are 45% black
ENGAGE YOUR FUTURE

1 color - Solid

The solid 1 color logo is the preferred choice for 1 color embroidery jobs or token items.



ALLEGANY COLLEGE
 ===== *of* MARYLAND =====



ALLEGANY COLLEGE
 ===== *of* MARYLAND =====
ENGAGE YOUR FUTURE

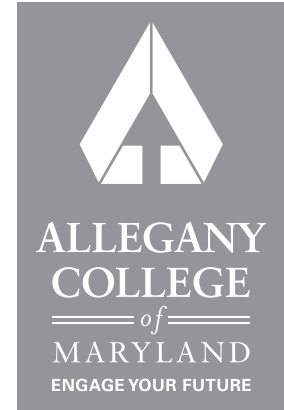
DARK BACKGROUNDS

When using the **CMYK** logo on dark backgrounds, use the “**outlined**” version. The logo mark has been outlined with white to ensure strong contrast to the background. When using the logo on dark backgrounds, normally it is recommended to use the reversed logo shown on the next page.



REVERSED LOGOS

When reversing the logo, make sure there is enough contrast. In gray scale applications, the logo can only be reversed out of a value that is at least 40% black.



This gray is 40% black



MINIMUM SIZE

At certain small sizes, the logo becomes illegible. To prevent legibility issues, keep to the minimum sizes specified here on this page and do not use any of the logo versions at a smaller size than specified.



Centered logo
1.5" wide (108 px)



Centered logo with tagline
2" wide (144 px)
(the tagline should never be smaller than 6 pt)



Stacked logo
.75" wide (54 px)



Stacked logo with tagline
1.14" wide (82 px)
(the tagline should never be smaller than 6 pt)



Horizontal logo
2" wide (145 px)



Horizontal logo with tagline
2.7" wide (193 px)
(the tagline should never be smaller than 6 pt)



ACM logo
.5" wide (35.4 px)

Refer to pages 5 & 6 for minimum sizes pertaining to the wordmark and sub-branded logo.

SMALL LOGO

When using the solid 2 color logo and solid 1 color logo, if you have to use the logo at a small size, be sure to use the “small” version of the logo, so the lines don’t close up.

Centered Logo

If you need to use the logo smaller than 2”W, please use the “small” version.

Horizontal Logo

If you need to use the logo smaller than 3”W, please use the “small” version.

Stacked Logo

If you need to use the logo smaller than 1”W, please use the “small” version.

ACM Logo

If you need to use the logo smaller than .75”W, please use the “small” version.



ALLEGANY COLLEGE
of MARYLAND

Centered logo
1.5” wide



ALLEGANY COLLEGE
of MARYLAND

Centered logo
1.5” wide



ALLEGANY COLLEGE
of MARYLAND
ENGAGE YOUR FUTURE

Centered logo
2” wide

(the sub-brand should never be smaller than 6 pt)



ALLEGANY COLLEGE
of MARYLAND
ENGAGE YOUR FUTURE

Centered logo
2” wide

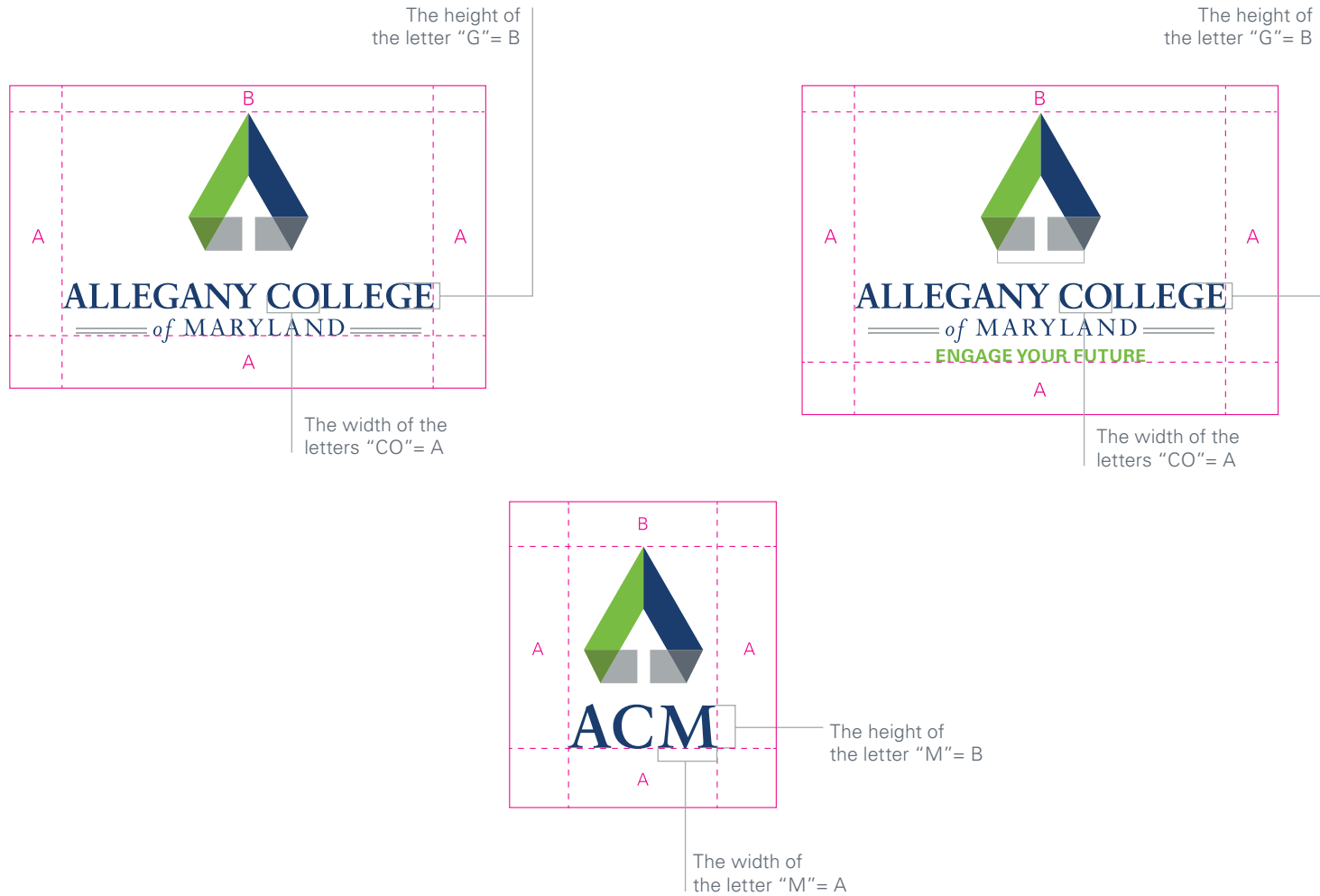
The lines in the logo mark have been adjusted for small usage.

The “small” versions have a larger gap between shapes, ensuring legibility at small sizes.

Refer to page 12 for instructions on minimum sizes.

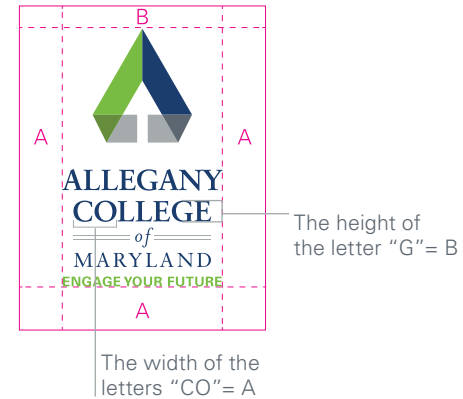
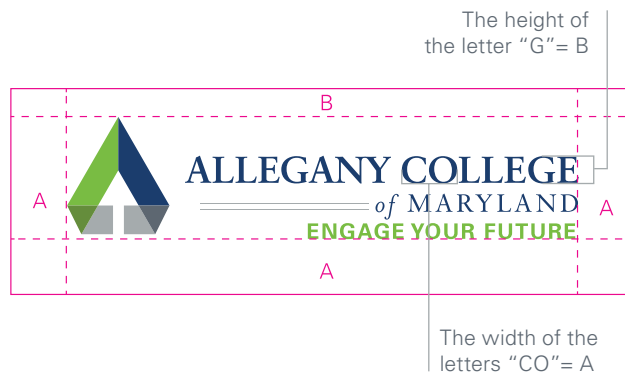
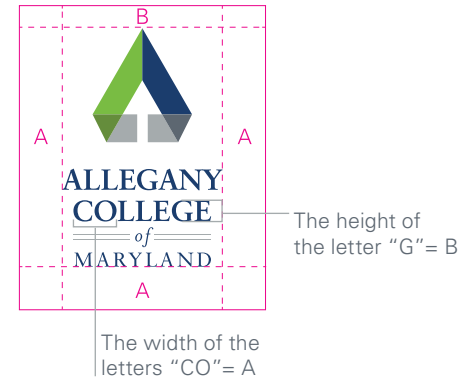
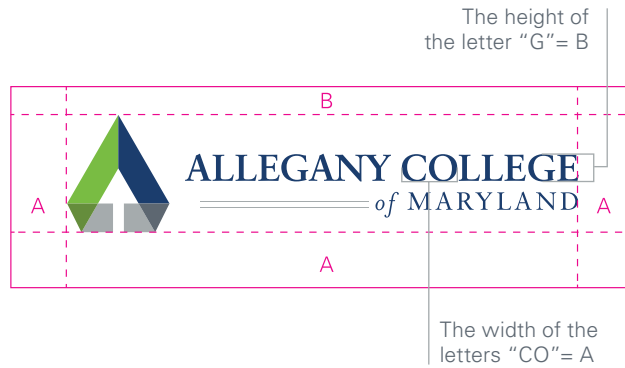
CLEAR SPACE

Clear space is the area surrounding the logo that must be kept free of any text or graphic elements. By leaving ample space around the logo, we make sure the logo stands out.



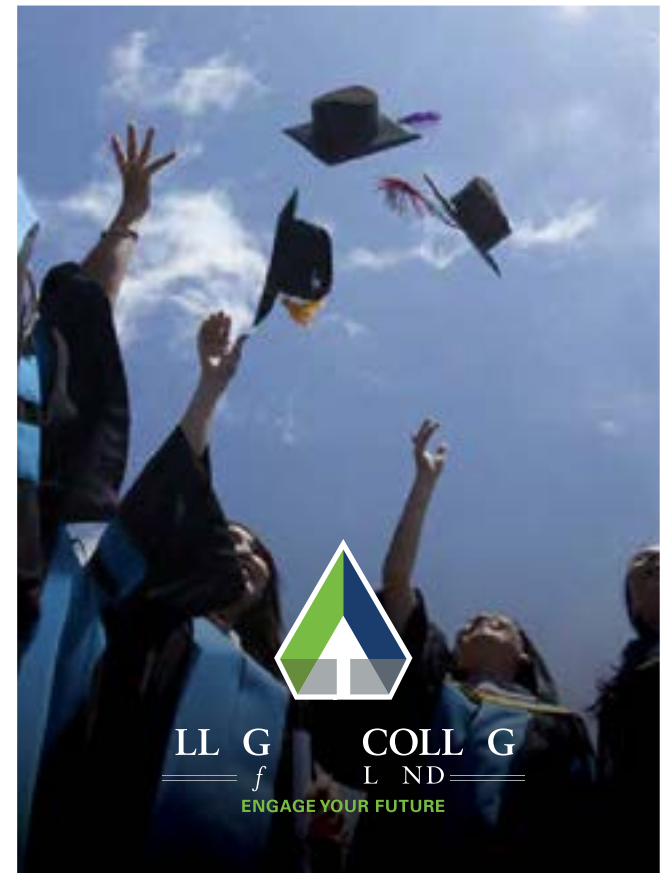
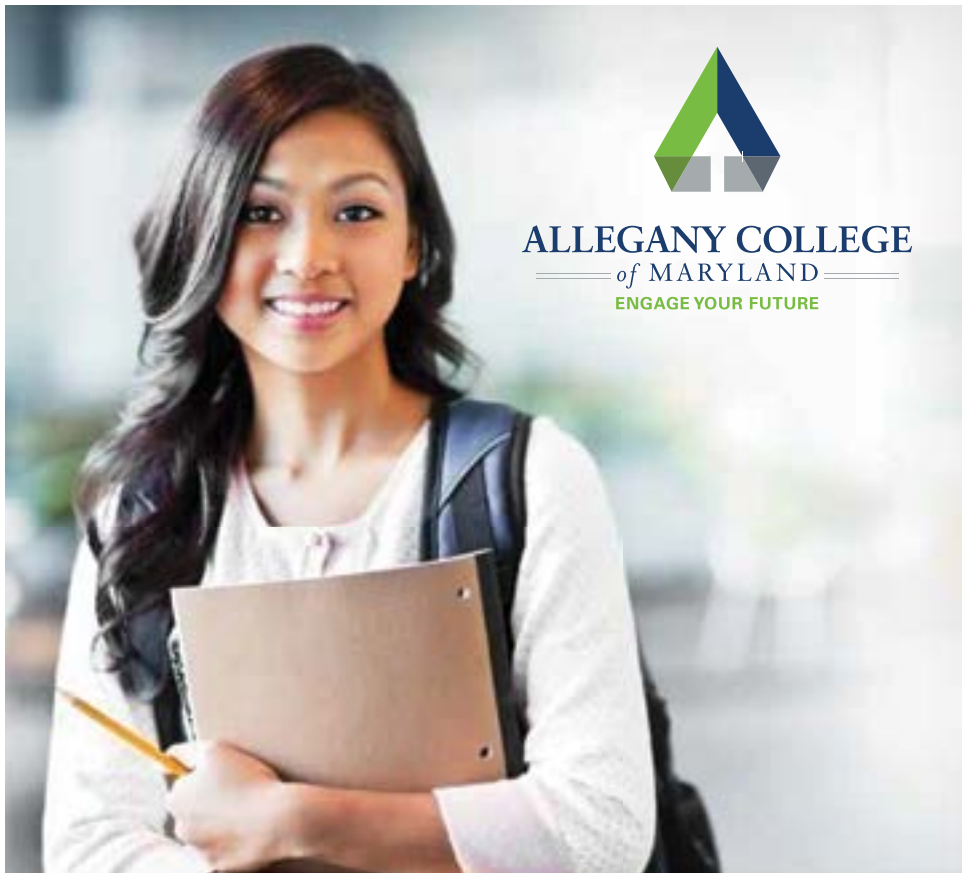
CLEAR SPACE

Clear space is the area surrounding the logo that must be kept free of any text or graphic elements. By leaving ample space around the logo, we make sure the logo stands out.



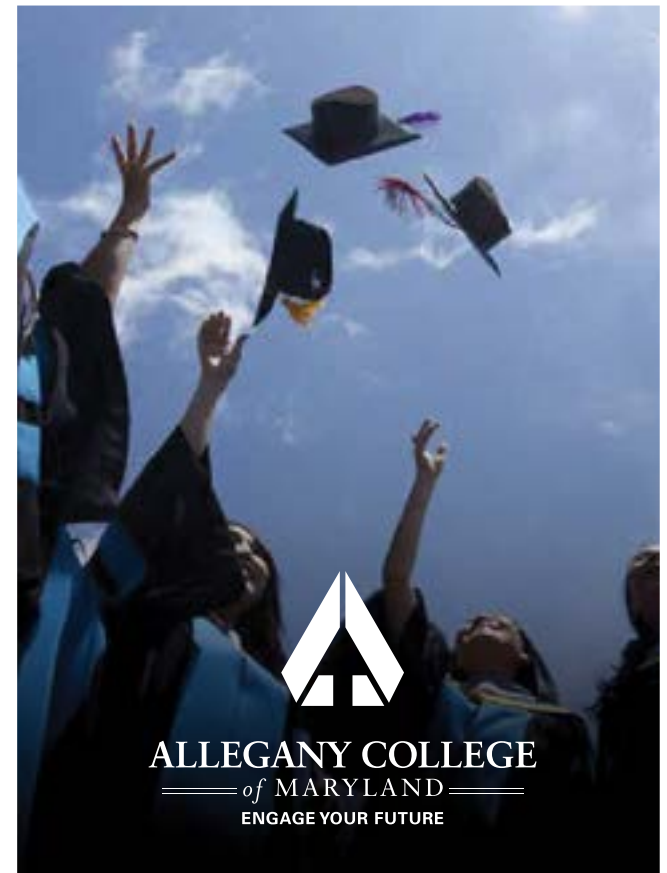
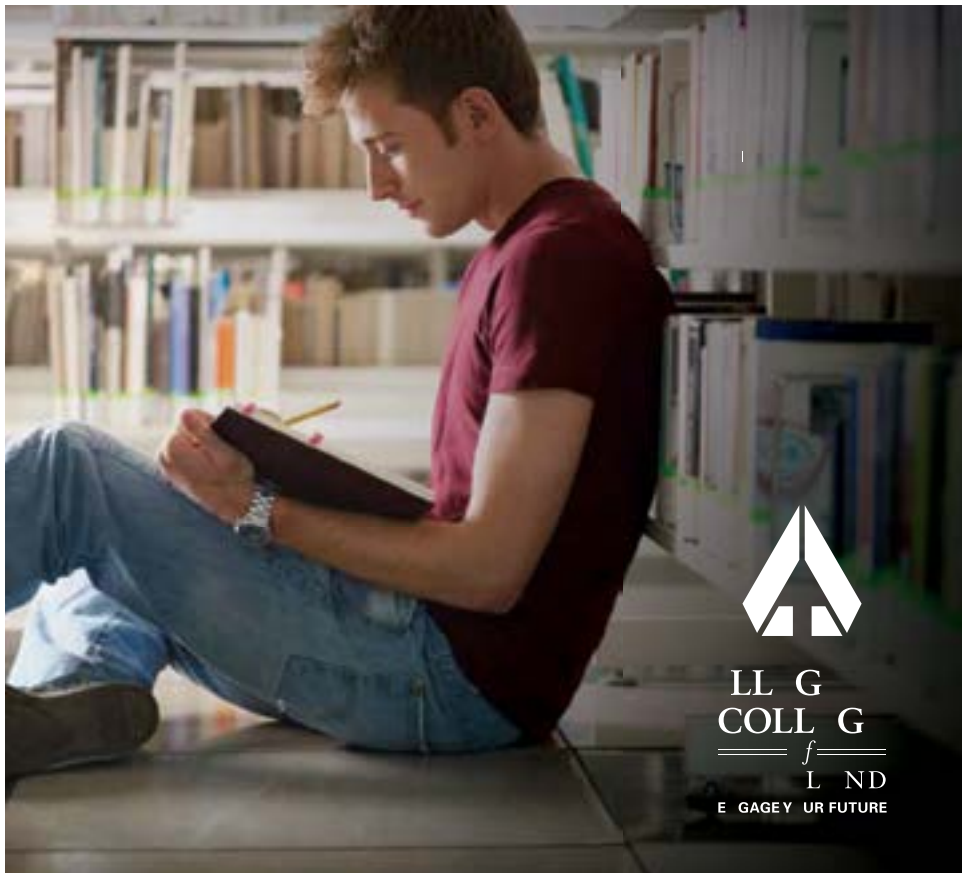
LOGO IMAGE USE

When using the **CMYK** logo on an photographic background ensure there is enough contrast to clearly see the logo. If contrast is low or the logo is on a dark photo, be sure to use the “outline” logo.



LOGO IMAGE USE

When using the reversed logo on a photographic background make sure there is enough contrast to clearly see the logo. To help increase the contrast you can add a dark transparent gradient on top of the image as shown below.



INCORRECT USAGE

The ACM logo should never be altered in any way. These guidelines apply to all versions of the logo (Centered, Horizontal, Stacked and ACM Acronym). Some examples of incorrect usage are shown below and continue on the next page.

❌ Do not adjust the colors of the logo



❌ Do not adjust the spacing of the logo



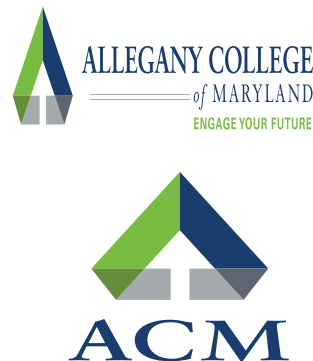
❌ Do not use drop shadows on the logo



❌ Do not recreate logo or use a different font for college name or tagline



❌ Do not distort, stretch or squish the logo



❌ Do not use the logo mark as bullets or other graphic marker

- Bulleted copy goes here, aldsfhgalk lkadhg osgeh o
- Bulleted copy goes here, aldsfhgalk lkadhg osgeh o
- Bulleted copy goes here, aldsfhgalk lkadhg osgeh o

INCORRECT USAGE

❌ Do not adjust the size of the tagline



ALLEGANY COLLEGE
of MARYLAND
ENGAGE YOUR FUTURE

❌ Do not use gradients



ALLEGANY COLLEGE
of MARYLAND
ENGAGE YOUR FUTURE

❌ Do not remove the lines from the logo



ALLEGANY COLLEGE
of MARYLAND
ENGAGE YOUR FUTURE

❌ Do not create a mask from the logo to hold imagery



ALLEGANY COLLEGE
of MARYLAND

❌ Do not use the logo on a busy photographic background



❌ Do not use the logo on a background with insufficient contrast



PRIMARY COLOR PALETTE

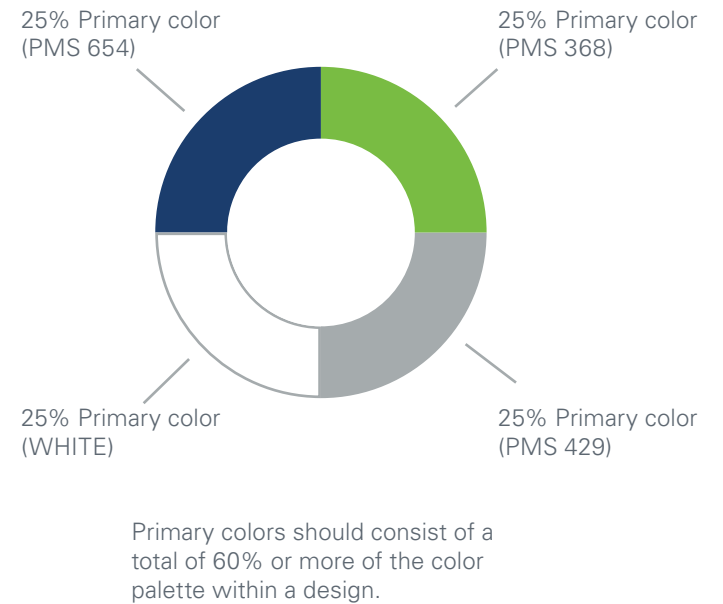
The colors shown on this page are the primary colors of the logo and should never be altered. They are the core of the Allegany College of Maryland color palette and should be dominant in all communications. The required percentage for primary colors in all marketing publications and important communications is a minimum total of 60-percent.

NAVY
PANTONE 654
CMYK = 100 73 10 48
RGB = 0 44 95
HEX = 002C5F

GREEN
PANTONE 368
CMYK = 63 0 97 0
RGB = 105 190 40
HEX = 69BE28

LIGHT GRAY
PANTONE 429
CMYK = 21 11 9 22
RGB = 165 172 175
HEX = A5ACAF

WHITE
CMYK = 0-0-0-0
RGB = 255-255-255
HEX = FFFFFFFF

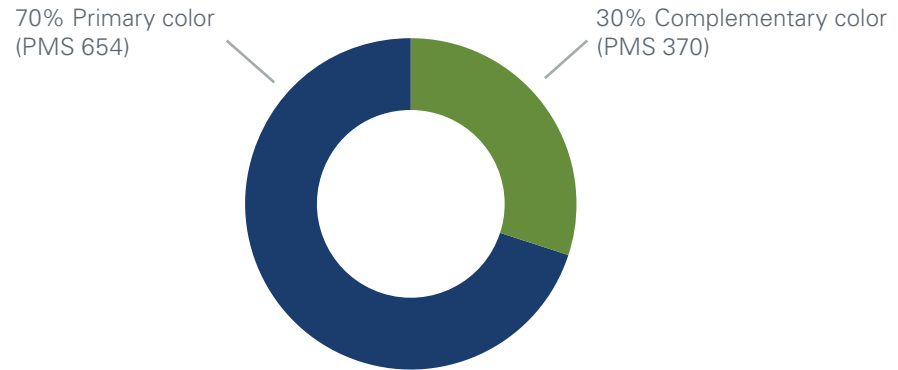


COMPLEMENTARY COLOR PALETTE

When combined with the primary color palette, these two complementary colors make up the six colors of the ACM logo. They should make up no more than 30-percent of the color palette within a design, but inclusion of these colors is not required.

DARK GREEN
PANTONE 370
CMYK = 64 5 100 24
RGB = 91 143 34
HEX = 5B8F22

DARK GRAY
PANTONE = 431
CMYK 45 27-17-51
RGB 94-106-113
HEX 5E6A71



This chart is a visual example of how much of a complementary color should be used.

ACCENT COLOR PALETTE

These tertiary colors have been carefully selected to enhance the primary and complementary colors. Tertiary colors are designed to act as accent colors, adding richness and vibrancy to the brand when used in marketing and important communications. They should be used minimally to enhance the primary and complementary colors. Accent colors are to never compete with ACM’s primary colors.

CAROLINA BLUE
 PANTONE 2915
 CMYK = 61-7 0 0
 RGB = 94 182 228
 HEX = 5EB6E4

DARK TEAL
 PANTONE 3282
 CMYK = 100 0 45 12
 RGB = 0 135 124
 HEX = 00877C

DARK WINE
 PANTONE 512
 CMYK = 55 99 3 16
 RGB = 119 33 111
 HEX = 77216F

PASTEL BLUE
 PANTONE 2707
 CMYK = 22-8-1-0
 RGB = 194-216-237
 HEX = C2D8ED

MID TEAL
 PANTONE 338
 CMYK = 49 0 28 0
 RGB = 118 210 182
 HEX = 76D2B6

MID WINE
 PANTONE 5145
 CMYK = 27 46 6 18
 RGB = 159 127 154
 HEX = 9F7F9A

PASTEL GREEN
 PANTONE 382
 CMYK = 29-1-100-0
 RGB = 193-213-47
 HEX = C1D52F

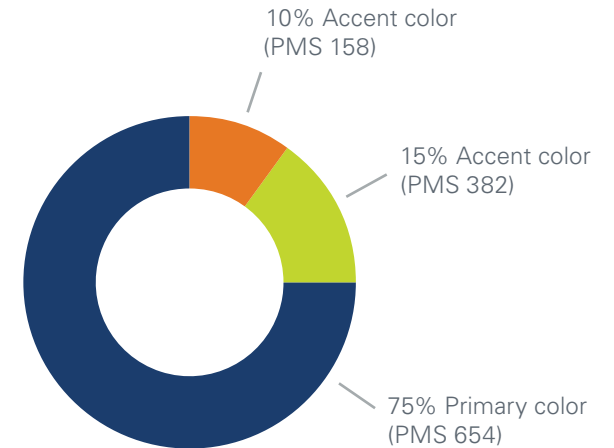
PASTEL TEAL
 PANTONE 324
 CMYK = 37-0-17-0
 RGB = 157-216-215
 HEX = 9DD8D7

LIGHT WINE
 PANTONE 503
 CMYK = 8-30-14-0
 RGB = 229-185-192
 HEX = E5B9BF

*No more than 25-percent of the color palette within a design.

ORANGE
 PANTONE 158
 CMYK = 0 69 98 0
 RGB = 243 113 33
 HEX = F37121

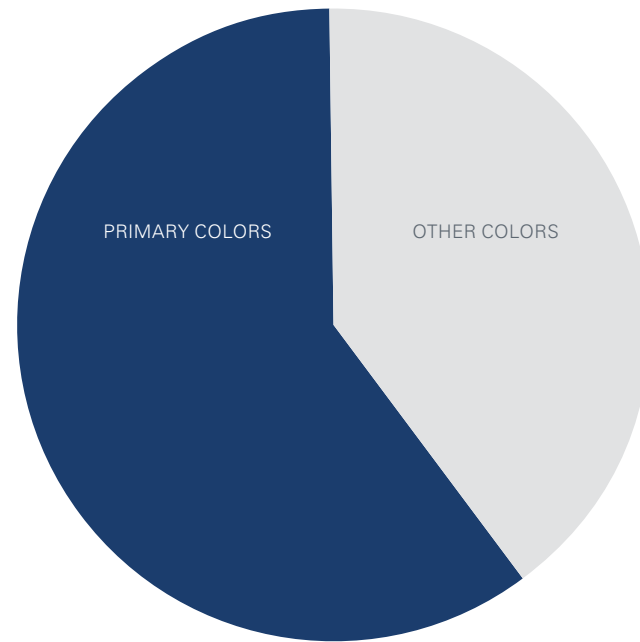
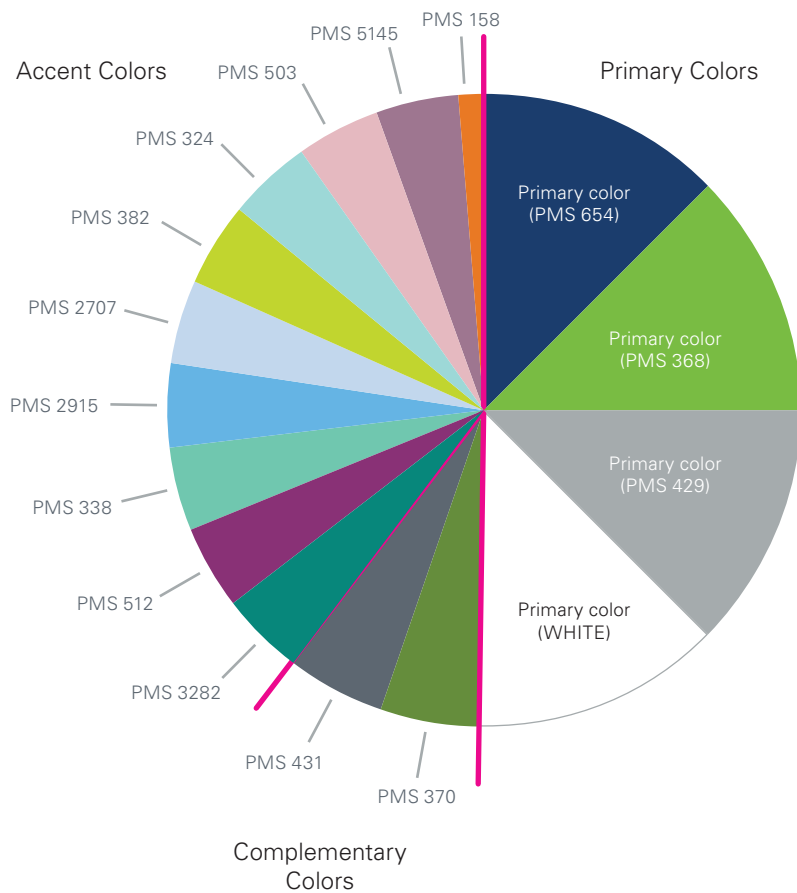
*No more than 10-percent of the color palette within a design.



This chart is a visual example of how much of an accent color should be used.

COLOR PROPORTIONS

A color proportion wheel is a great way to demonstrate how much each color should be used. To consistently achieve the right balance of color throughout our communications and promotional pieces, refer to the color wheel below for proper proportions. This chart is not a precise mathematical system, but should provide an idea of relative use.



The primary colors should consist of a total of 60% or more of the color palette within a design.

ADA COMPLIANCE

ACM is committed to meeting WCAG 2.1 accessibility guidelines. Please use the guide below to identify type color and background combinations that are compliant. A contrast ratio score of 4.5:1 or higher is an acceptable requirement equating with an AA or AAA compliance rating.

TEXT SAMPLE	PRIMARY PANTONE COLOR	PAIRED PANTONE COLOR	CONTRAST RATIO SCORE	PASS/ FAIL	COMPLIANCE RATING
SAMPLE	654	W	13.76:1	PASS	AAA
SAMPLE	654	2707	9.39:1	PASS	AAA
SAMPLE	654	324	8.67:1	PASS	AAA
SAMPLE	654	382	8.4:1	PASS	AAA
SAMPLE	654	503	7.88:1	PASS	AAA
SAMPLE	654	338	7.64:1	PASS	AAA
SAMPLE	654	2915	6.08:1	PASS	AA
SAMPLE	654	158	4.71:1	PASS	AA
SAMPLE	654	5145	3.91:1	PASS	A
SAMPLE	654	370	3.53:1	PASS	A
SAMPLE	654	3282	3.11:1	PASS	A
SAMPLE	654	431	2.47:1	FAIL	FAIL
SAMPLE	654	B	1.52:1	FAIL	FAIL
SAMPLE	654	512	1.46:1	FAIL	FAIL

TEXT SAMPLE	PRIMARY PANTONE COLOR	PAIRED PANTONE COLOR	CONTRAST RATIO SCORE	PASS/ FAIL	COMPLIANCE RATING
SAMPLE	368	B	8.99:1	PASS	AAA
SAMPLE	368	512	4.03:1	PASS	A
SAMPLE	368	431	2.38:1	FAIL	FAIL
SAMPLE	368	W	2.33:1	FAIL	FAIL
SAMPLE	368	3282	1.89:1	FAIL	FAIL
SAMPLE	368	370	1.66:1	FAIL	FAIL
SAMPLE	368	2707	1.59:1	FAIL	FAIL
SAMPLE	368	5145	1.5:1	FAIL	FAIL
SAMPLE	368	382	1.42:1	FAIL	FAIL
SAMPLE	368	503	1.33:1	FAIL	FAIL
SAMPLE	368	324	1.29:1	FAIL	FAIL
SAMPLE	368	338	1.29:1	FAIL	FAIL
SAMPLE	368	158	1.25:1	FAIL	FAIL
SAMPLE	368	2915	1.03:1	FAIL	FAIL

A = Minimal requirement AA = Acceptable requirement AAA = Gold standard

To check additional color pairings and their contrast ratios, please visit: <https://www.siegemedia.com/contrast-ratio>.

PRIMARY TYPOGRAPHY

Sabon is the font used in the logo, and Univers is the font used in the tagline.

Sabon Family

Sabon Roman
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Sabon Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Sabon Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Sabon Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Univers® Family

Univers® Std 45 Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Univers® Std 45 Light Oblique
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Univers® Std 55 Roman
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Univers® Std 55 Oblique
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Univers® Std 65 Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Univers® Std 65 Bold Oblique
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Univers® Std 75 Black
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Univers® Std 75 Black Oblique
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Univers® Std 85 Extra Black
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Univers® Std 85 Extra Black Oblique
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Univers® Condensed Family

Univers® Std 47 Light Condensed
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Univers® Std 47 Light Condensed Oblique
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Univers® Std 57 Condensed
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Univers® Std 57 Condensed Oblique
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Univers® Std 67 Bold Condensed
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Univers® Std 67 Bold Condensed Oblique
ABCDEFGHIJKLMNOPQRSTUVWXYZ

ALTERNATIVE FONTS

If Sabon or Univers is not available, please use the following secondary fonts.

Times New Roman Family

Times New Roman Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Times New Roman Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Times New Roman Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Times New Roman Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Arial Family

Arial Roman
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Arial Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Arial Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Arial Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ

STANDALONE LOGO & TOKEN LOGO USE

When ordering token merchandise to represent the college, it is always preferred that official ACM logos and wordmarks be used. However, instances can occur where a token manufacturer has size requirements that are smaller than our minimums for a logo or wordmark. In this case, a type-based solution is recommended. Potential solutions when working with a manufacturer:

- Ask the vendor to use the College’s primary fonts (Sabon or Univers) for type-based solutions.
- If the primary fonts are not an option, then request use of one of the secondary fonts (Times-News Roman or Arial) since they are widely available.
- Always request a digital proof or manufactured mock-up with either logos or type-based solution before final production begins.

NOTE: The ACM Desktop Publishing staff is available to assist you with designing your token artwork to meet the requirements of ACM’s brand guidelines.



The standalone logo may only be used on campus or where the College’s name or ACM Acronym is portrayed.

Example: The logo meets our minimum size requirements but is unrecognizable on the token item.



Example: The imprint area is too small and cannot meet our minimum logo requirements.

Example: A type-based solution using Univers® Bold.

Example: A type-based solution using Univers® Condensed Bold.

LOGO EMBROIDERY

In the event that the embroider cannot match ACM’s primary color palette, please select a thread color that closely matches the primary colors. To prevent legibility issues, keep to the minimum sizes specified below and on page 12 in this guide. Please also refer to page 13 for requirements on when to utilize the “small” version of the logo.



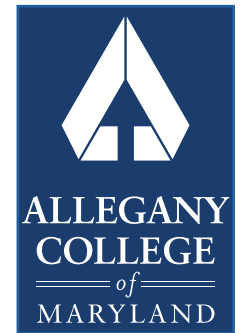
ACM centered logo
2.1375" wide



ACM horizontal logo
2.75" wide



ACM acronym logo
1.75" wide

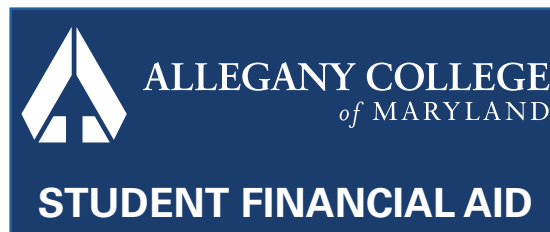


ACM stacked logo
1.1375" wide



ACM full embroidery logo
with sub-brand in PMS 368
2.75" wide

The sub-brand logo shown here has been altered for embroider purposes only.



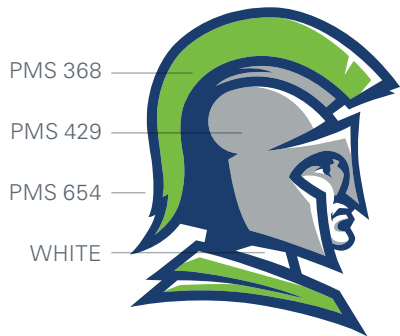
ACM full embroidery logo
with sub-brand in white
2.75" wide

NOTE: Examples shown above use the 1 color solid logo. However, the 2 color solid logo (see page 8) can be used for embroidery purposes. Please work with your manufacturer to ensure the highest quality result and contact the Desktop Publishing Office for assistance in creating a logo design that meets the requirements of ACM’s brand guidelines.

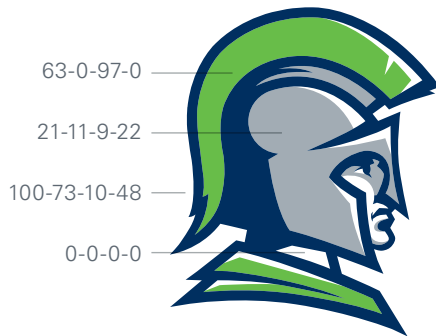
TROJAN LOGO

The Allegany College of Maryland mascot is the Trojan. It is visually represented by a series of closely related logos; the sum of these marks comprises the Trojan mascot brand identity. The colors are the same as those of the College's main logo and may not be altered.

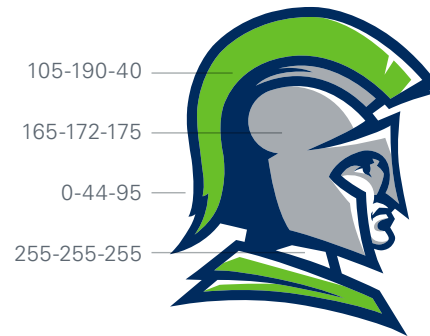
PMS



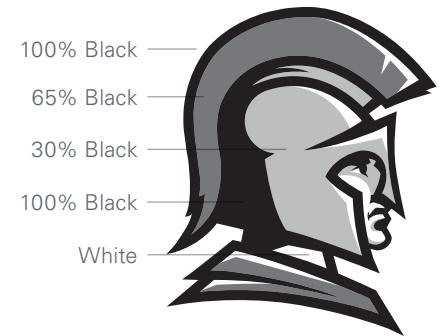
CMYK
(white fill areas)



RGB
(white fill areas)



Grayscale



1 color
PMS 654



1 color
PMS 368



2 color on light background
PMS 654/368



2 color on dark background
PMS 368/White



TROJAN WORDMARK (Vertical)

PMS
(Vertical)
ALLEGANY



PMS 654
PMS 368
PMS 429
WHITE

EST. 1961

CMYK
(Vertical)
ALLEGANY



100-73-10-48
63-0-97-0
21-11-9-22
0-0-0-0

EST. 1961

RGB
(Vertical)
ALLEGANY



0-44-95
105-190-40
165-172-175
255-255-255

EST. 1961

BLACK
(Vertical)
ALLEGANY



EST. 1961

1 Color
PMS 654
(Vertical)
ALLEGANY



EST. 1961

1 Color
PMS 368
(Vertical)
ALLEGANY



EST. 1961

2 Color - PMS 654
& WHITE
(Vertical)



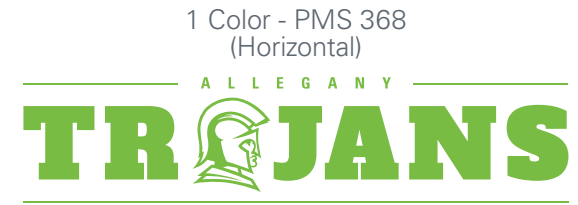
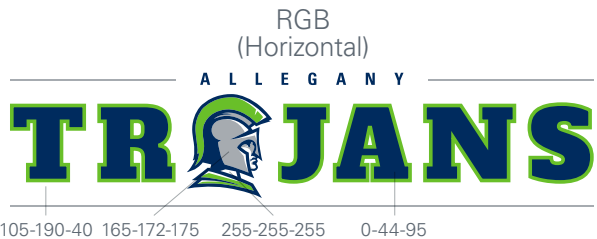
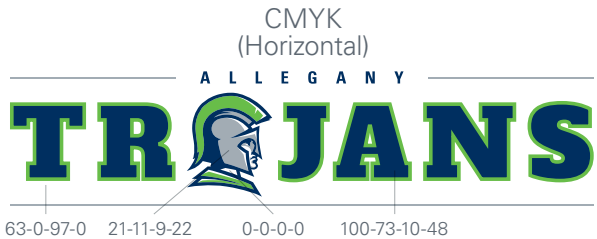
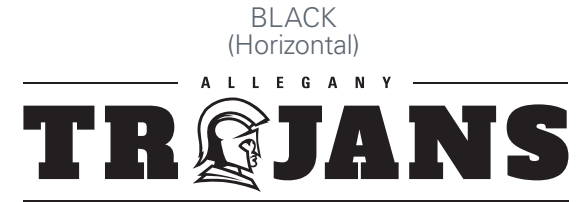
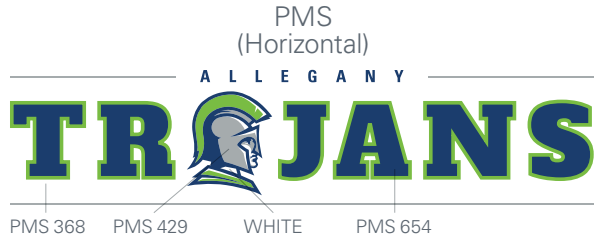
EST. 1961

2 Color - PMS 368
& WHITE
(Vertical)



EST. 1961

TROJAN WORDMARK (Horizontal)

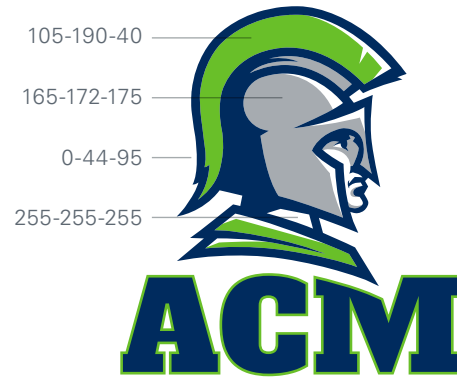


TROJAN WORDMARK (Acronym)

PMS



RGB



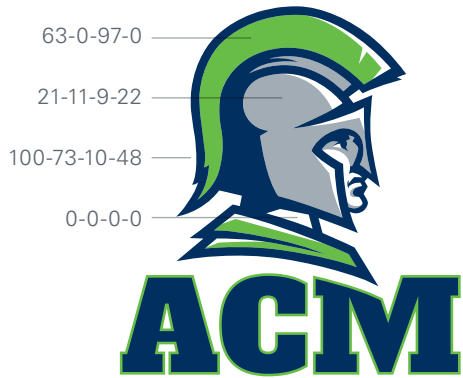
2 Color - PMS 654 & WHITE
on light background



1 Color - PMS 654 on WHITE



CMYK



Black
(Acronym)



2 Color - PMS 368 & WHITE
on dark background



1 Color - PMS 368 on WHITE



TROJAN WORDMARK (Dark Backgrounds & Reversed)

When using the Trojan logo or wordmark on dark backgrounds or as a reverse image, use the “outlined” version. The Trojan logo and lettering have been outlined with white to ensure strong contrast to the background.

Full Color



Reversed

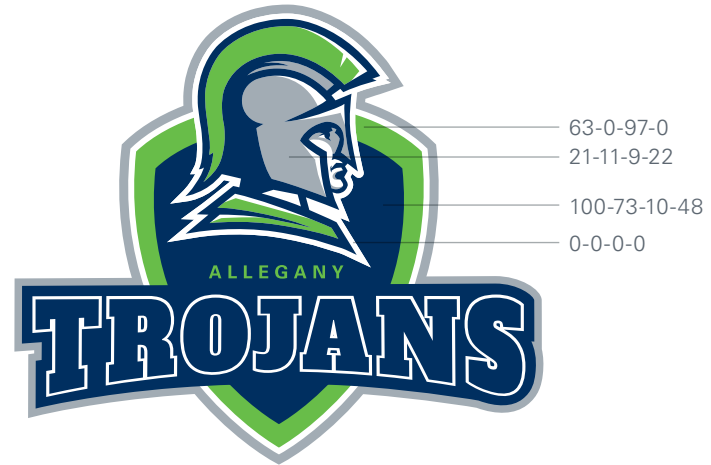


TROJAN SHIELD LOGO

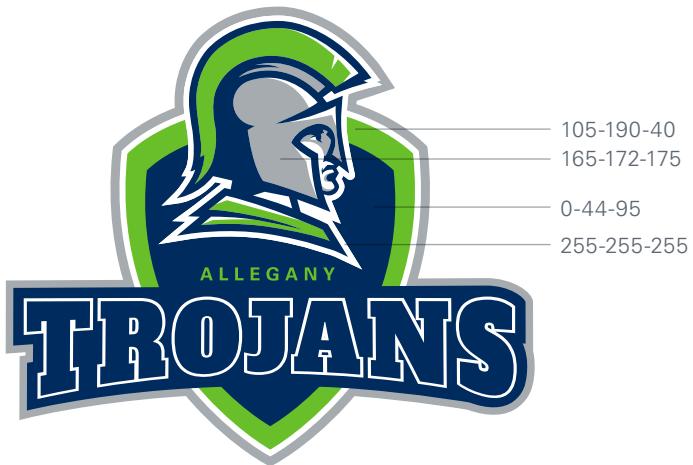
PMS



CMYK



RGB



NOTE: The Trojan Shield logo should always be in full color using the codes as shown on this page.

TROJAN LOGO & WORDMARK MINIMUM SIZE

At certain small sizes, the logo becomes illegible. To prevent legibility issues, keep to the minimum sizes specified here on this page and do not use any of the logo versions at a smaller size than specified.



Trojan shield logo
4.75" wide (342 px)



Trojan logo
1.5" wide (108 px)



Trojan acronym logo
1.5" wide (108 px)

ALLEGANY

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1.25" wide (90 px)

Vertical logo
7.2" tall (518 px)



Trojan small logo
1" wide (72 px)



Trojan small logo
1" wide (72 px)

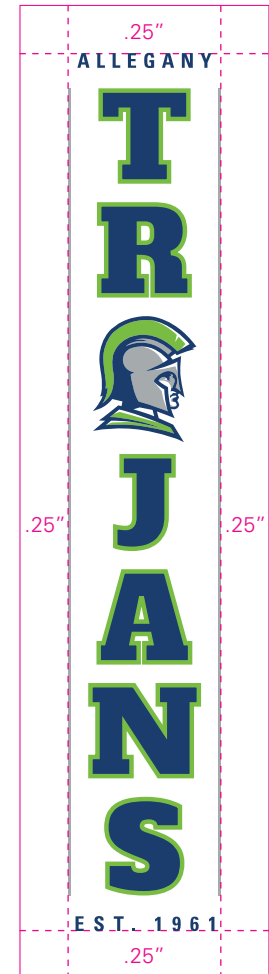
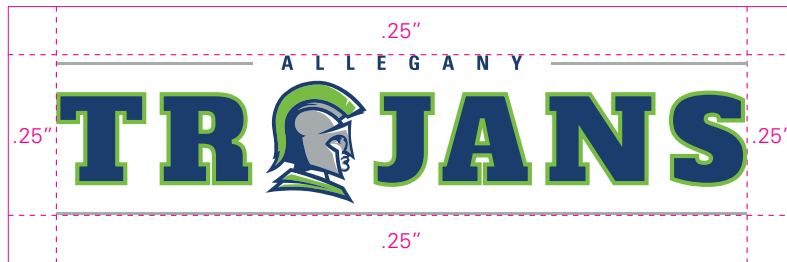
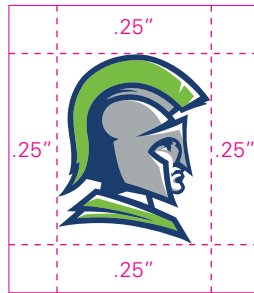


Horizontal logo
5.3" wide (382 px)

If you need to use the Trojan logo smaller than 1.25" W, please use the "small" version. The "small" version uses a slightly different eye than the regular version.

TROJAN LOGO & WORDMARK CLEAR SPACE

Clear space is the area surrounding the logo that must be kept free of any text or graphic elements. By leaving ample space around the logo, we make sure the logo stands out.



TROJAN LOGO & WORDMARK INCORRECT USAGE

The Trojan logo should never be altered in any way. These guidelines apply to all versions of the logo (Vertical, Horizontal, Acronym, and Shield). Some examples of incorrect usage are shown below and continue on the next page.

❌ Do not adjust the colors of the logo



❌ Do not adjust the spacing of the logo



❌ Do not use drop shadows on the logo






❌ Do not recreate logo or use a different font for college name or tagline



❌ Do not distort, stretch or squish the logo



❌ Do not use the logo mark as bullets or other graphic marker

-  Bulleted copy goes here, aldsfhgalk lkadhg osgeh o
-  Bulleted copy goes here, aldsfhgalk lkadhg osgeh o
-  Bulleted copy goes here, aldsfhgalk lkadhg osgeh o

TROJAN LOGO & WORDMARK INCORRECT USAGE

❌ Do not use gradients



❌ Do not remove elements from the logo



❌ Do not create a mask from the logo to hold imagery



❌ Do not use the logo on a **busy** photographic background



❌ Do not use the logo on a background with insufficient contrast



❌ Do not change or reduce the colors of the Trojan Shield (always full color)



SCREEN PRINTING

When using the Trojan logo in screen printing, it is best practice to use a 1 color transparency logo. The color and version of the transparency will be determined by the color of the apparel fabric. Some examples of transparency versions are shown below.



NOTE: Fabric colors are not limited to examples provided on this page. Please contact the Desktop Publishing Office for assistance in determining the appropriate transparency file for your screen printing project.