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</tr>
</tbody>
</table>
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.
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.

The minimum sizes of the wordmark logos are as follows:

<table>
<thead>
<tr>
<th>Logo Type</th>
<th>Minimum Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>Centered logo</td>
<td>1.5” wide (108 px)</td>
</tr>
<tr>
<td>Horizontal logo</td>
<td>1.5” wide (108 px)</td>
</tr>
<tr>
<td>Stacked logo</td>
<td>.75” wide (54 px)</td>
</tr>
<tr>
<td>ACM logo</td>
<td>.5” wide (35.4 px)</td>
</tr>
</tbody>
</table>
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.

RGB

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

2 color - PMS (solid)

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

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

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

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.
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.

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.

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 a 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
- Do not use gradients
- Do not remove the lines 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
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

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

Primary colors should consist of a total of 60% or more of the color palette within a design.
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 0 7 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 = 9DDBD7

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

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

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

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

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

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

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.

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.

The standalone logo may only be used on campus or where the College’s name or ACM Acronym is portrayed.
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 stacked logo
1.1375” wide

ACM acronym logo
1.75” 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.
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.
# TROJAN WORDMARK (Vertical)

<table>
<thead>
<tr>
<th>PMS (Vertical)</th>
<th>CMYK (Vertical)</th>
<th>RGB (Vertical)</th>
<th>BLACK (Vertical)</th>
<th>1 Color PMS 654 (Vertical)</th>
<th>1 Color PMS 368 (Vertical)</th>
<th>2 Color - PMS 654 &amp; WHITE (Vertical)</th>
<th>2 Color - PMS 368 &amp; WHITE (Vertical)</th>
</tr>
</thead>
<tbody>
<tr>
<td>ALLEGANY</td>
<td>ALLEGANY</td>
<td>ALLEGANY</td>
<td>ALLEGANY</td>
<td>ALLEGANY</td>
<td>ALLEGANY</td>
<td>ALLEGANY</td>
<td>ALLEGANY</td>
</tr>
<tr>
<td>PMS 654</td>
<td>PMS 654</td>
<td>PMS 654</td>
<td>0-44-95</td>
<td>105-190-40</td>
<td>0-44-95</td>
<td>0-44-95</td>
<td>0-44-95</td>
</tr>
<tr>
<td>PMS 368</td>
<td>PMS 368</td>
<td>PMS 368</td>
<td>63-0-97-0</td>
<td>105-170-40</td>
<td>105-190-40</td>
<td>105-190-40</td>
<td>105-190-40</td>
</tr>
<tr>
<td>PMS 429</td>
<td>PMS 429</td>
<td>PMS 429</td>
<td>21-11-9-22</td>
<td>165-172-175</td>
<td>165-172-175</td>
<td>165-172-175</td>
<td>165-172-175</td>
</tr>
</tbody>
</table>
TROJAN WORDMARK (Acronym)

PMS
- PMS 368
- PMS 429
- PMS 654
- WHITE

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

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

2 Color - PMS 654 & WHITE
on light background

1 Color - PMS 654 on WHITE

2 Color - PMS 368 & WHITE
on dark background

1 Color - PMS 368 on WHITE

Black
(Acronym)
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.
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 logo 1.5” wide (108 px)
Trojan acronym logo 1.5” wide (108 px)
Trojan shield logo 4.75” wide (342 px)
Vertical logo 7.2” tall (518 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.
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)
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.