HOW TO USE THIS LOGO GUIDE: The following is the Butte College Logo Guide for the use of the official Butte College and Dash mascot logos. All brochures, signage, programs, posters, print ads, and printed materials need prior approval by the Office of Institutional Advancement. If you have questions about this guide, please email **marketing@butte.edu** or call **895-2959**.

FILE FORMATS

Depending on your printing needs, logos are available in the following formats:

EPS Files
Designed For: Printing High Quality Logos and 2 color logos. Can print on CMYK (four color) or PMS (spot color) types of high quality pieces.

JPEG/JPG RGB Files
RGB Designed For: Screen display (TV and/or computer screen), especially for use on Web Sites. **NOT** for printing because files are low resolution and RGB formatted.

JPEG/JPG CMYK Files
CMYK Designed For: Printing High Quality work on printing press or color toner printers. Only for printing CMYK (four color) and high quality pieces. Use CMYK JPG Files in your MS Word files, not the RGB low res files.

TIFF/TIF Files
Designed For: Printing High Quality work on printing press or color toner printers. Only for printing CMYK (four color) and high quality pieces.

THE BRAND

Below are the approved Butte College logo variations.
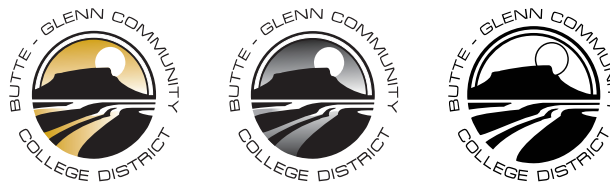
VARIATIONS

The "Bald Logo" (circle logo without the text ring) is an approved use of the Butte College logo, **only** when accompanied by the words "Butte College" to the right. The bald logo can **never** stand alone.

COLORS

The College logo should only be reproduced in the approved gold and black colors. The logo should never be reproduced in colors that differ from those specified.

COLORS / INKS

RICH BLACK
CMYK: 40/40/40/100
RGB: 40/40/21

GOLD
CMYK: 0/26/100/20
RGB: 209/159/14
PMS: 110u and 125c

COLORS / PAINT

VALSPAR:
BsC-432981
8900-13, 8913-20.5,
8935-0.5, 8988-2

COLORS / VINYL

GOLD
MANUFACTURER:
GERBER EDGE READY
PMS: 872 C

COLORS / EMBROIDERY

OLD GOLD:
2201 / 6701
MANUFACTURER:
ROBISON-ANTON

FONTS

Butte College uses two main typefaces, Micro Extended and Adobe Garamond Pro.

ADDING A DEPARTMENT OR PROGRAM NAME

Use upper and lower when adding a department/program name.

Butte College
Health Occupations

- BUTTE COLLEGE MICRO EXTENDED BOLD
- WHEN BUTTE COLLEGE IS LOWERCASED THEN DEPARTMENT SHOULD BE TOO
- DEPARTMENT NAME IS ALWAYS SET IN MICRO EXTENDED REGULAR AT 50% OF THE BUTTE COLLEGE HEADLINE, LEFT JUSTIFIED

Butte College
Safe Place and
Wellness Program

IF A DEPARTMENT NAME EXTENDS BEYOND THE BUTTE COLLEGE TEXT SPLIT INTO TWO LINES

BUTTE COLLEGE
STUDENT LIFE
SUSTAINABILITY RESOURCE CENTER

IN THE CASE OF DEPARTMENTS WITH SUBSIDIARY PROGRAMS USE THIS FORMAT. SET DEPARTMENT NAME IN ALL CAPS ONLY IF BUTTE COLLEGE IS IN ALL CAPS

The dominant brand, **Butte College should always be shown on the left or on top**, the partner logo is always on the right or on the bottom. Maintain the proper clear space around each logo. To maintain consistency of the Butte College brand, departments and organizations must follow the guidelines below.

- Always display the Butte College logo <u>larger</u> than your own mark.

- When logos are stacked vertically separate them by a minimum distance of .25".
  When the logos are placed horizontally seperate them by .5".

- Do not use any visual divider between the logos or any extraneous design elements.

These examples illustrate the proper way to co-brand with the Butte College logo.

VERTICAL ARRANGEMENT   HORIZONTAL ARRANGEMENT

Sponsorships

When the Butte College logo is featured with multiple sponsors:

• It is preferred to use the full color horizontal logo on a white background whenever possible.

All use of logos require prior approval by the Office of Institutional Advancement, 895-2959.

VARIATIONS

COLORS

Dash the Mascot logo should only be reproduced in the approved gold, black and greys. The mascot logo should never be reproduced in colors that differ from those specified.

RICH BLACK
CMYK: 40/40/40/100
RGB: 40/40/21

GOLD
CMYK: 0/26/100/20
RGB: 209/159/14
PMS: 110u and 125c

DARK GREY
CMYK: 59/51/50/20
RGB: 102/103/102
PMS: Cool Gray 10 C, Cool Gray 10 U

LIGHT GREY
CMYK: 24/19/19/0
RGB: 193/193/193
PMS: Cool Gray 6 C, Cool Gray 4 U