Logo Standards Manual
November 2015

EASTERN
West Virginia Community & Technical College

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Introduction

About This
Logo Standards Manual

Most of the files referenced in this Logo Standards Manual are meant to be given to a commercial printer and printed professionally. All files are clearly labeled on the site provided with this manual. Please remember that you will not be able to open most of these files unless you have Adobe Illustrator, Adobe Photoshop or Adobe InDesign applications version 6.0 or higher The files provided are for our records and print vendor's use. We have, however, provided all logos in PDF format for use on your color printer and for you to view.

Any variations you wish to make to the non-PDF files can be made by Eastern's communications department. If you have additional questions regarding logo usage, please contact the communications department.

Introduction

About Commercial Printing

If you do print locally, please make sure your printer can accept Adobe Illustrator CS6 and InDesign CS6 or Adobe Photoshop CS6 files on a PC platform. Please note that Eastern WVCTC will not be responsible for mistakes caught after final files are sent to press, so please review your final proofs carefully. The marketing department are always available to assist with your printing needs, and can shop printing locally with one of our vendors to deliver competitive pricing and quality materials. If you choose to use our vendors, shipping costs may apply.

Color and Commercial Printing

Printing costs are determined by a number of things, one being the number of colors that are used. A separate printing "plate" must be used for each color up to three colors (spot colors). Any additional colors used will require the print job to use additional plates and possibly print runs, or most likely will be built and printed in four-color process.

In four-color process printing, four specific ink colors are used to print full color. These ink colors are: cyan (C), magenta (M), yellow (Y) and black (K). The perception of millions of colors is achieved, not by mixing

these colors of ink, but by printing thousands of tiny dots in each color in different sizes and patterns. The viewer's eye "mixes" the colors and sees more than the four colors of CMYK — or the complete color picture.

For example, let's say you have a brochure and you need to use only three colors. In this case, your best choice is to use spot colors. The Pantone® Matching System (PMS) is the dominant spot color printing system in the United States. Most printers use a standardized mix of ink to achieve the color needed. Each spot color in the Pantone® system is assigned a name or number.

Many print customers don't realize that black ink is considered a color, but it is. So if you have a graphic or print job that just uses blue and black, for instance, it's considered a two-color job.

You can create the illusion of more colors in a job by using shades of your PMS colors: these are known as screens, shades or tints. For instance, the same spot color green can look like two different greens by making one item 20% lighter and another 40% lighter. This allows versatility and creativity with color in your design, while keeping in mind the lower cost of printing with fewer colors.

Color Quality

Many factors influence color on a printed product. The opacity and brightness of paper you use, the density of ink, the humidity of the press room and the calibration of the press, all influence the hue, saturation and value of the color you are seeking. Therefore, different print orders, or the same job from different printers, can have different shades of what is supposed to be the "same" color. If you need to ensure a match to a specific color, please bring a sample of the color to your printer.

Software

Your files were developed using the most recent design software on the market, including Adobe Illustrator CS6, Photoshop CS6 and InDesign CS6. If you or your printer do not have this software, please feel to call us to save files to the needed software version before printing. Your Logo Standards Manual CD contains all the files you should need. You may not be able to open most of them, but this doesn't mean you can't attach them to an email and send them to your vendor! If your vendor requests Vector format, it simply means an Illustrator .AI, .EPS or .PDF file. You will find several versions in Vector format, including a one-color (B&W), four-color process and reverse of your logo on your Logo Standards Manual CD.

The Eastern WVCTC Logo

The following pages outline best practices for use of our logo, including correct and incorrect versions and usage, color and font guidelines, as well as size and placement recommendations.

(a) Rising Crescent

Logo Design

The Eastern WVCTC logo was designed to function as a complete unit with or without the department lines and to be used interchangeably as appropriate in design situations. The logotype should not appear without its accompanying 'E Gem' graphic, double crescent, or CTC tag line. Version (a) "Rising Crescent" is the primary version and should appear on most Eastern affiliated promotional items. Sometimes space is limited, especially vertical space, so Version (b) "Horiontal Crescent" has been created for use in such instances. Please use version (a) if at all possible within the guidelines established. If you're unable to use version (a), use version (b). The colors in the logo should appear as designated on page 8, except in cases described on the following pages.

Department Designation is permitted. There must be no variation or substitution in color, form or typography. Colors used for the color bar or department text must conform to PMS colors designated for use on page 8.

(b) Horizontal Crescent

Department Designation

(c)

(d)

(e)

(f)

Logo Size Recommendations

It is recommended that the primary logo (a) never be used smaller than 2" wide in print or web applications because the CTC tagline will become unreadable. There is no maximum size for enlarging the logo.

2 Inches Wide

1.25 Inches Tall

Logo Usage with Other Elements

Graphic elements of typography used with the logo should be positioned to give the logo breathing room. An area of isolation the distance of the height of the 5 Gems in the logo should be kept clear around the logo unit.

Incorrect Logo Usage

The logo should never be distorted in size and shape, nor rotated as shown in the examples shown.

The full color logo should never print on a color background, nor should colors be substituted.

The logo type and graphic should never be substituted, rearranged, separated or altered.

Do Not Shrink Height

Do Not Shorten Length

Do Not Change Colors

Do Not Rotate

Do Not Remove Gems or Crescents of Logo

Do Not Put Full Color Logo on ANY color background

Your Logo's PANTONE® Colors
The colors illustrated to the left are the only approved logo colors when printing the logo as a full color (5-spot or process) job. Any variation from these pre-determined and pre-approved colors should never occur.

The color swatches shown here are for reference only — computer monitors and printers may vary in depiction. Always refer to the PMS (Pantone Matching System®) swatch number or four-color process formulas when applying color to the logo and working with outside vendors.

Primary Eastern WVCTC Logo — Color

Illustrated below are the only acceptable versions of the logo. There must be no variations or substitutions in color, form or typography. The logo uses the five spot colors shown above, but it is more cost effective to print it with process color.

CMYK Usage
When using the logo in four-color process applications, such as full-color print jobs where no spot colors are used, only use the CMYK files provided, as they will correctly convert to process color.

RGB Usage
When using the logo for any type of screen viewing such as television, Website, email or Power Point, use the RGB files provided. RGB is an electric color module based on values of red, green and blue commonly used in electronic media.

PMS 626
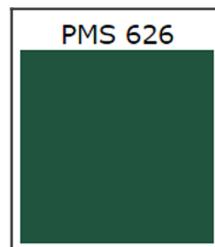
CMYK	RGB
C: 84	R: 33
M: 43	G: 84
Y: 76	B: 63
K: 39	

PMS 5425
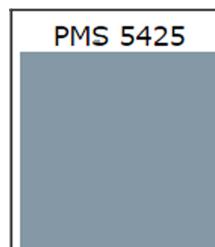
CMYK	RGB
C: 52	R: 132
M: 32	G: 153
Y: 29	B: 165
K: 1	

PMS 557
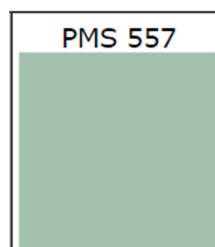
CMYK	RGB
C: 37	R: 163
M: 12	G: 193
Y: 35	B: 173
K: 0	

Black - 86%
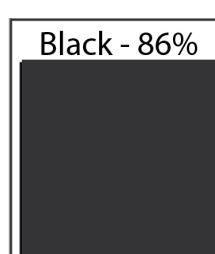
CMYK	RGB
C: 70	R: 52
M: 64	G: 52
Y: 61	B: 53
K: 57	

Primary Logo Fonts

The primary typeface used in the Eastern WVCTC logo type unit is ITC Slimbach Std Black. "Eastern" is wrote in small caps. The WVCTC and department lines are set in ITC Slimbach Std Bold. The logo should never be recreated using other fonts.

If you do not have the ITC Slimbach Font Family installed on your computer, please contact communications department to have it installed.

EASTERN — ITC Slimbach Black - Small Caps

West Virginia Community & Technical College — ITC Slimbach Medium - Paragraph

ITC Slimbach Std Black
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ITC Slimbach Std Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Shown to the left are the typefaces used in the Eastern WVCTC logo: ITC Slimbach Std Black and Bold. These fonts may be used in all print materials, as well as the entire ITC Slimbach Std font families.

ITC Slimbach Std Book
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ITC Slimbach Std Book Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ITC Slimbach Std Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ITC Slimbach Std Medium Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Auxiliary Fonts
(Text and Body Copy)

ITC Slimbach Std Book is the preferred primary font to complement the brand identity of your institution's logo in print collateral and stationery items. You may use ITC Slimbach Std Book Italic, Medium, and Medium Italic to call attention to items and headings in collateral items.

If ITC Slimbach Std font family is not on your computer, please contact the communications department for installation.

For web only: Helvetica font family or Arial may be used for headings and paragraph text since they are web friendly fonts.

One Color Usage
When using the logo for any type of
one color usage, the entire logo printed
in black or entire logo printed in
gray scale at 86% or higher are the only acceptable
options.

Black logo should only be used on a white or light
colored background.

Reversed Logo

(a)

One Color Usage
When placing the logo on any type of
colored or photo background, the entire logo must be
reversed out in white. (a)

When reversing the logo from a photo, do not impair
the readability of the logo by placing it on an extremely
busy or light colored background. (b)

Supporting Eastern Icon

This alternative co-branded Eastern Icon has been developed for special applications that include, but are not limited to, apparel and speciality promotional products. (Ball caps, badges, pens, etc.)

As in all cases, the use of the official icon for Eastern must be submitted for review and approval by communications department prior to any first application.

Icon should be in full color if possible. If full color is not possible, Icon can appear on garments with gold threaded gems and white crescents. Icon can also appear as one color. Icon can be reversed (all white) on dark items, hunter green on white/light items.

Icon guidelines for apparel:
If not white, apparel should be forest green, thread color gems "harvest gold" (light gold) thread color of crescents is white.

Eastern Badge

Official Use:

The Eastern Badge is a formal, visual asset that is ideally used for official and in-house business. It's most regular usage should be as a seal for official college documentation, for communications regarding the college's mission, vision, values, and should appear at formal events such as graduation and awards ceremonies. The Badge may also be used on employee apparel to help distinguish employees from the general public.

The Eastern Badge may appear on student apparel only in the instance that it signifies a student's active role(s) in officially recognized Eastern clubs like PTK, SGA, Ambassadors, etc. Students who wish to purchase apparel with the Badge may do so only upon review and approval from Eastern's communications department.

The Badge should primarily appear in PMS 626.

On special occasions, like apparel and promotional items, the Badge may appear reversed (white).

Glossary of Industry Standards and Terminology

Industry Terminology

This is a glossary of industry terms to help guide you through this document.

Area of isolation: The minimum allowable open space that should surround the symbol, logotype or signature.

BMP (Bitmap) file: A raster graphic format for saving image files. This method of storing image information allows for crisp, high-quality graphics, but also produces large file sizes.

Brand Identity: A visual and verbal definition of an organization's personality and goals. The image of a corporation, business, organization or service adapted visually through the use of a logo or logotype, used for signage, stationery, advertising, etc.

Collateral: Term in the printing industry to mean printed items such as brochures, direct mail, etc.

Color palette: A limited or selected number of colors to be used in a design. CMYK: Initials which stand for process colors Cyan, Magenta, Yellow and Black. Electronic media: Broadcast or storage media that take advantage of electronic technology. They may include television, radio, Internet, fax, CD-ROMs, DVD, and any other medium that requires electricity or digital encoding of information.

EPS file: "Encapsulated PostScript" — Unlike many other graphic formats, EPS files preserve all the graphic elements which have been created. A type of vector file. Four-color process: In printing, the four colors used to reproduce color photography, type or solids: cyan, magenta, yellow and black. Known as four-color process printing.

GIF file: A low resolution raster-based file, best used for simple images or logos. It does not support much detail and is commonly used for web design.

Halftone: The process of breaking down a continuous tone image into a series of dots by a cross-ruled dot screen. The graduated tones of the original are obtained by the size and density of the dots.

JPG or JPEG file: "Joint Photographic Experts Group" — For monitor or online display, such as on the World Wide Web, JPEG offers you the best color and the smallest file size. Jpgs are raster files.

Layout: The visual arrangement of various elements on a page.

Logo: Initials or words or symbols cast as a single unit, usually for a company signature or trademark.

Logo Mark: A term given to describe the icon portion of a logo which is generally separate from the logo type, but part of the whole logo unit. Often times, a logo mark is used as a stand alone icon when branding a business or organization.

Logo standards manual: A manual explaining how the corporate identity of an organization, corporation, etc., is to be used.

Logotype: Formalization of letterforms of a company, service, products, etc., used in conjunction with a logo or alone as the corporate identity of a company, corporation, business, service or individual.

Pantone® matching system: A color communication system used to communicate uniform ink colors with printers.

PNG (Portable Network Graphics): A raster graphics file format designed for transferring images on the Internet, not for professional-quality print graphics, and therefore does not support non-RGB color spaces such as CMYK.

Print media: Term referring to items distributed to the general public, usually containing paid advertising, that are printed, e.g., magazines, newspapers.

Process colors: In printing, the four colors used to reproduce color photography, type or solids: cyan, magenta, yellow and black.

PSD file: "Photoshop Document" — This is a file, usually containing layers of art, which has not been flattened and saved as an exportable files such as a TIFF or JPEG.

RGB: An electronic color module based on values of red, green and blue commonly used in electronic media.

Raster graphic: An image made of hundreds (or thousands or millions) of tiny squares of color information, referred to as either pixels or dots. Raster images become pixelated (aka grainy) when enlarged, and are therefor better used for electronic media, rather than printing. The most common type of raster graphic is a photograph. Other raster graphics include: jpg/jpeg, psd, png, tif/tiff, bmp and gif.

Reverse (negative): A graphic image created by printing the background and allowing the color of the printing surface to show through.

Screen: Application of a dot pattern to a solid area to reduce the intensity of or lighten a color. These screens are available in a variety of varying percentages.

Screen printing: A method of printing where the image is formed photographically on a screen or by a cut stencil that adheres to the fabric of the screen. The ink is then forced through the screen and onto the surface.

Signage: The public display of corporate identity (logo/logotype) on buildings, walls, vehicles, etc.

Spot color: Any given color or colors of ink printed as a solid or screen and not created by four-color process printing.

Stitch count: Term in embroidery applications to mean the density of the stitching within a given area. The higher the stitch count, the more detailed and costly the embroidery.

TIF or TIFF: The Tagged-Image File Format (TIFF) — A flexible bitmap image format that is supported by virtually all paint, image-editing and page-layout applications. Tifs are raster files.

Vector file: Made of lines and curves defines by mathematical objects called vectors. A vector graphic is resolution-independent — that is, it can be scaled to any size and printed on any output device at any resolution without losing its detail or clarity. EPS and AI files are vector files.

X-height or Cap-height: Usually refers to any letters without ascenders or descender, e.g., o, x.