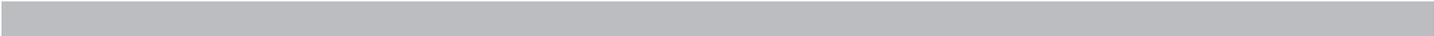Graphic Standards Manual

Okanagan College

Version 1

July 6, 2005

The following are the terms and conditions for use of the Okanagan College logo officially unveiled on June 30, 2005.

Any unauthorized use of the logo is expressly prohibited. The corporate signature of Okanagan College is registered under the Federal Trade Marks Act.

All Okanagan College logos can be downloaded from the College website at:

www.okanagan.bc.ca/graphicstandards

Do not use third party supplied logos, scan the logo or copy the logo from the web other than the Graphic Standards page, as those tend to have much lower resolution than are used for print reproduction.

The appropriate use of this logo and its elements enhances the reputation of Okanagan College, leverages quick recognition, reduces design costs and inefficiency. It is important that as a new institution we maintain consistency.

This manual addresses uses of the logo identity within the institution. If you have any questions, please contact us at the Public Affairs office (762-5445 Ext 4467).

Use of the logo indicates you have read, understood and accepted these graphic standards guidelines.

The Okanagan College logo exists in several forms.

A. In colour formats:
    1. RGB (Red, green, blue - web applications)
       R 227,G 19, B 81

    2. CMYK (Cyan, magenta, yellow, black - print
       applications) 5c, 100m, 57y, 5k

B. In black & white format: documents, forms,
    ads and one colour newsletters.

The Okanagan College logo is available
in many digital formats:

1. A Vector file
   (Encapsulated Postscript - EPS)
   Used by professional sign makers and printers.

2. A JPG file
   Common usage inside Okanagan College.
   The jpg format is for all the Microsoft Word and
   PowerPoint users and for placement by those people
   with approved access to the Okanagan College
   web pages.

3. A TIFF file
   This can be used by some publishing programs and
   for those people who build high quality presentations
   or photo montages.

4. A GIF file
   This is a preferred alternative for placement in
   web pages.

Other than on very light pastel tones the logo should not
be printed in colour over rich colour papers.

When the Okanagan College logo is used next to
other institutional logos, the logo shall receive equal
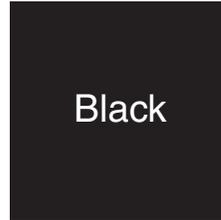representation and the graphic standards must be
maintained.

Figure 1

Figure 2

Colour

The Okanagan College Red is
Pantone 1935C.
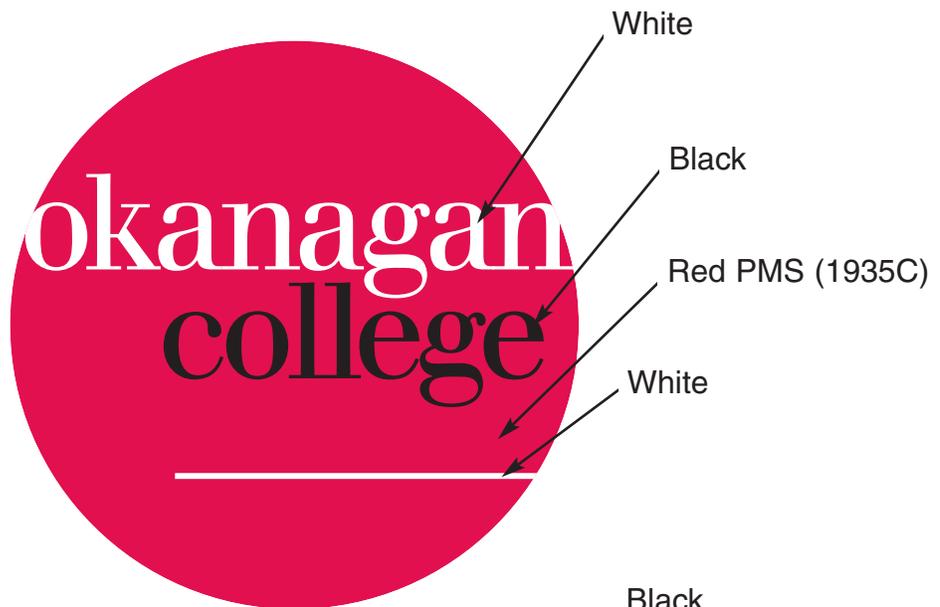
The Okanagan College Black is **black.**

The Okanagan College White is **white**

Do not use substitute colours.

If the logo can not be reproduced in these colours, a
black and white logo is to be used. (See Figure 2)

1935C

Black

White

White

Black

Red PMS (1935C)

White

Black

okanagan
college

WHAT'S NEXT IS **WHAT'S HERE.**

Application

Spacing Guidelines

The Logo is surrounded by an invisible white space (indicated by the dotted line in Figure 3 on the right).

This space should not be filled with adjacent design elements. This white space is 150% of the logo space. If the logo is one inch wide, the white space surrounding it should be at least 1.5 inches.

Do not diminish this relationship. Instead, if need be, reduce the logo size to allow for the appropriate spatial relationship.

There are times when you might want to nudge the logo into a body of type. This can be done, but please maintain the relationship of 150% of logo size. See Figure 4 and Figure 4a.
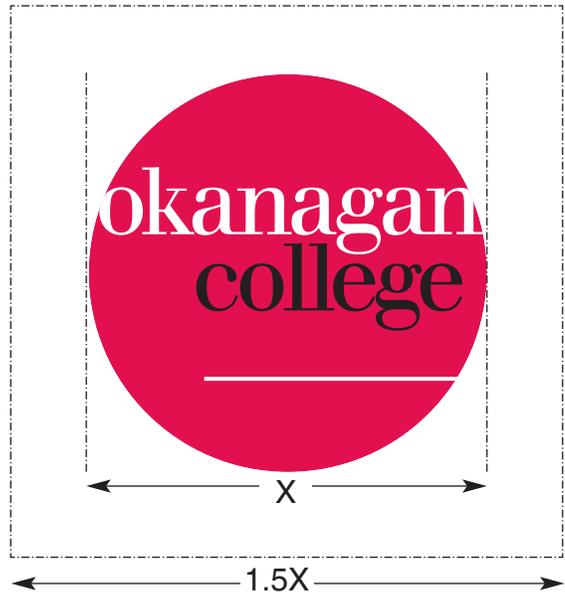
X

1.5X

Figure 3   **Right**

The Logo is surrounded by an invisible white space (indicated by the dotted line in Figure 3 on the right).

This space should not be filled with adjacent design elements. This white space is equal in size to one quarter of the logo diameter on all sides - or 150% of the logo space. If the logo is one inch wide, the white space surrounding it should be 1.5 inches.

Figure 4A   **Right**

The Logo is surrounded by an invisible white space (indicated by the dotted line in Figure 3 on the right).

This space should not be filled with adjacent design elements. This white space is equal

Figure 4   **Wrong**

Application

Backgrounds

When a background is used the logo stays as is. It never changes colour (except black&white or colour as indicated in Figure 1).

A fine white rule will show around the sphere. This is meant to distinguish the logo from the background.

If you are designing with the logo in mind, please be aware that the red colour is very dramatic and requires subtle colours or even grey tones to give it strength and presence.

Light beiges, blue-greys and earthy pastel hues work well, since they give greater clarity to the white type of the logo and do not clash with the Red Pantone 1935C.

Do not print the colour logo on coloured papers on your inkjet, because the paper colour will bleed into the logo design. Very light pastel tones can be used.
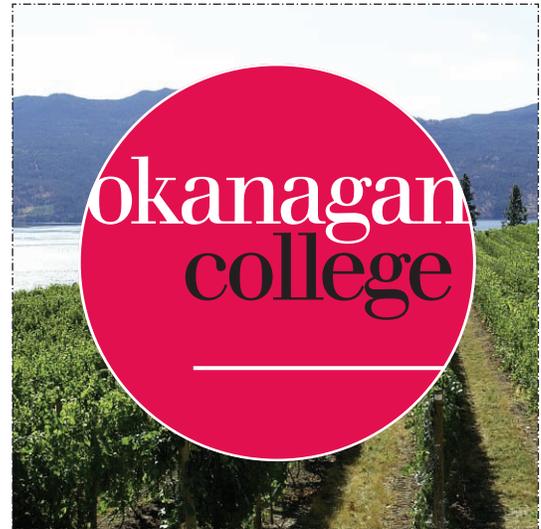
Figure 5 **Right**

Figure 7 **Better choice**

Figure 6 **Poor choice**

Distortions

Do not distort or skew the logo. It is round, never egg-shaped. Do not rotate the logo.

Both Figure 8, 9 and 10 are wrong.

Figure 8   **60%wide x 70%tall**

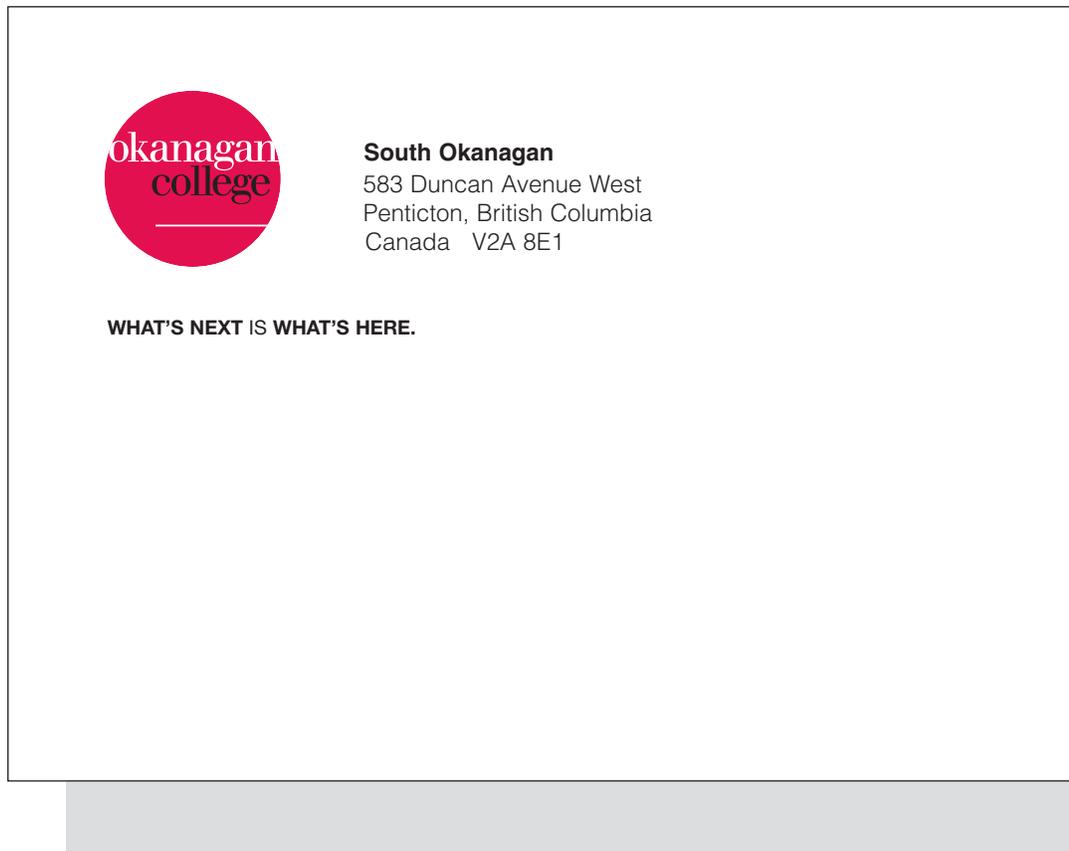Figure 9   **70%wide x 60%tall**

Figure 10   **No rotating!**

Stationery

The following examples show the basic stationery of
Okanagan College.

Business Cards:

okanagan college

Jim Hamilton
PRESIDENT

OKANAGAN COLLEGE
1000 KLO Road, Kelowna, British Columbia
Canada   V1Y 4X8

Ph: 250-862-5472   Fx: 250-862-5439
jhamilton@okanagan.bc.ca
www.okanagan.bc.ca

Envelopes:

okanagan college

South Okanagan
583 Duncan Avenue West
Penticton, British Columbia
Canada   V2A 8E1

WHAT'S NEXT IS **WHAT'S HERE.**

Stationery

The following example show the basic letterhead of
Okanagan College.

Original size is 8.5x11 inches

okanagan
college

Addresses change
for each campus

WHAT'S NEXT IS WHAT'S HERE.

North Okanagan Region • Kalamalka Campus
7000 College Way, Vernon, British Columbia V1Y 4X8 • Phone (250) 545-7291 • www.okanagan.bc.ca

Black & white usage

The black and white logo is just that.
Black and white - not grey.

Do not use the colour logo if
your document will not be printed in
colour.

Do not photocopy colour documents in
black & white for distribution.

Figure 14

Right

Figure 15

Wrong

Figure 16

Wrong

The Tagline

Sometimes our tagline is attached to the logo. This is done in promotional and marketing materials.

The logo and the tagline form a design relationship which should not change without permission from the Public Affairs office (762-5445 Ext 4467).

The space allocated to this combination should follow the guidelines of 150% space around the logo as per Figure 3 and Figure 18.

The logo with the tagline should not be used when the logo is less than 1" in diameter, because the text would no longer be readable.

WHAT'S NEXT IS **WHAT'S HERE.**

Figure 17

WHAT'S NEXT IS **WHAT'S HERE.**

X

1.5X

Figure 18

Resolution & Quality of Reproduction

This is sometimes a difficult issue to understand. Resolution is like a mosaic. The smaller the pieces with which the image is built, the higher the resolution - the higher the quality when viewed.

The files supplied from Public Affairs are high quality (300 dpi). This might mean that you have to use the sizing commands in your publishing program.

Do Not Distort the logo

Most publishing programs have two image import and sizing options:

A. <u>shrink to fit</u> option or a

B. <u>shrink to fit in proportion</u> option.

Use B. every time.

Resolution is dependent on image size. Do not take a regular sized logo image and blow it up to poster size, unless you are using vector or bitmap originals. Ask us for the appropriate logo file.

The black & white tiff format reproduces well because it is not tied to output resolutions since it is a bitmap image. If you can use it - please do.

Related to the issue of resolution are the output settings on your printer. The defaults tend to be of the lower resolution kind. Find out what the best quality is so that after all the care taken in the production, the end result is not a washout of your efforts.