



Basic Logo Specifications— Version 1—March 2016 Trenholm State Community College

Trenholm State Logo for use in marketing materials

Logos provided in the following formats depending on how they are used: Adobe Illustrator (vector/scalable); PDF (can be used as vector or universal high resolution applications); JPG (for print or digital use)

A) Full color logo provided as Spot Pantone Matching Colors; 4-color process (CMYK) for use in most publications

Spot colors are: Type—PMS281 | Flame— left side PMS186; right side PMS201 | Torch—light PMSCoolGrey 6; darker PMSCool Grey 8

Use this logo for economy jobs seen internally

B) 2 spot colors: Type—Black 80%; Torch—Black, light 50%; dark 70% | Flame, Red PMS186 with darker right side overprinted with a screen of 40% black

C) Single color logo. To be used in applications that do not permit use in more than one solid color. (Specialty products like cups, frisbees, etc.)

Permitted colors are Dark Blue PMS281, Silver Metallic, Cool Grey 6 or 8, White.

APPROVED FONTS

Filo Pro, Italics, Bold and Bold Italic

Futura family
excluding condensed

These specifications are guidelines for the basic use of Trenholm State’s logo. Any use not described in this document is not permitted.

These specifications will become more specific and function as a college wide tool kit as more marketing and advertising materials are developed.

ALWAYS 1) use the Marketing logo on white (there will be circumstances in publications to have other options that are under development at this release).

ALWAYS 2) use the Marketing logo in the position and proportions shown below. These are approved by marketing and the Presidents office. No changes are permitted unless expressed permission is given by the office of Arlinda Knight, Director of Marketing.

NEVER use the Marketing logo in any other color, on top of a photograph or pattern. With a border or other lines or rules. Separating the torch symbol and type.

MARKETING LOGO

A



Trenholm State
COMMUNITY COLLEGE

B



Trenholm State
COMMUNITY COLLEGE

C



Trenholm State
COMMUNITY COLLEGE

OFFICIAL SEAL

Use only with permission of the Director of Marketing or office of the President

