

# LOGO

The following guidelines for using the college's logo on Web or printed materials are designed to ensure the consistency of the El Camino College image and to maintain the integrity of its name.

Any document or publication communicating the college's programs must use the name El Camino College and the logo on the front or back cover.

**Do not alter the logo in any manner.**

## COLOR

The spot color logo must be printed in PMS Reflex Blue (CMYK: 100/73/0/2).

The logo may be reproduced in white-reverse against solid or screened color backgrounds.

Requests for exceptions to these colors should be directed to the Public Relations & Marketing Department.

## SIZE

The ECC logo may not be reproduced smaller than 1/2" in diameter.

## CLEAR SPACE

No text or illustration should merge with the logo. It is important to provide ample margins around the logo to protect its integrity and maximize its visibility. The minimum clear space should be equal to one half the height of the logo.

## OTHER LOGOS

When using another logo, the El Camino College logo must also be used. No logo should be larger than the ECC logo when presented together on a publication.

## WHERE TO GET THE LOGO

Electronic files of the logo are available from the PR&M Department's Graphics Office: elorenz@elcamino.edu and as of July 1, 2009, on the My-ECC Portal at <http://myecc.elcamino.edu> under the Documents Tab/Additional Documents/Public Information. Do not copy the logo off Web pages or scan it off printed material.

Please refer to the Communications Guide & Graphics Standards manual for more information.



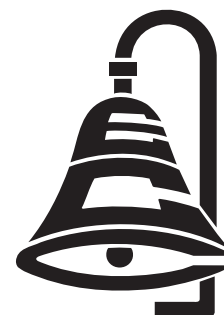
ECC Logo in Reflex Blue



ECC Logo in Black



ECC logo Reverse on Reflex Blue



NEVER USE THE BELL ONLY