

COLLEGE *of* SOUTHERN MARYLAND

Logo Usage Guide

LOGO

The logo is our institution's signature, and the primary consistent imagery for the college. A consistent use of the logo is critical when communicating to our targeted audiences. The official college logo guidelines follow.

Logo Dos

- Use the logo on all printed materials that represent the College of Southern Maryland to the public. (The logo mark-left should always be at least 2 inches wide, and the mark-top logo should always be at least 1.5 inches wide.)

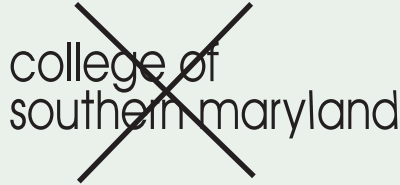


- Always provide space around the logo, free of typography, graphics, or other distracting elements.
- When using the College of Southern Maryland logo in conjunction with other logos, please call the Creative Services director for consultation at ext.7600.
- The logo must always be printed solid black or solid white when printing in black and white. If printing in color, the logo must be in black with yellow (PMS 109) as indicated below or above. You may also use the logo reversed out white with a yellow cap on a dark color or solid black.

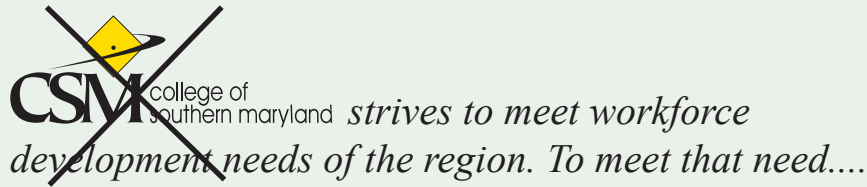


Improper Logo Usage

- Never use logotype without logomark. The logotype is only a part of the complete logo artwork and should never be recreated using a font.



- Never use the College of Southern Maryland logo in any form in a line of text.



- Do not change the proportions of the logo or otherwise distort the logo.



- Do not place the logo where a hole punch or binding may interfere with it.
- Do not place the logo on its side or on an angle.
- Never reverse the logo out to a color other than white. When using colored paper, be sure to make the logo black and PMS 109 (CMS yellow), black, or white.



Example on
pink paper

- Never print the logo (which consists of the logomark plus logotype) smaller than two inches wide for the mark-left logo or 1.5 inches wide for the mark-top logo. See Logos Dos on previous page for explanation.
- Never print the color logo black and white. The cap should never be gray scale. It should be shown only in color, solid black or solid white.