



# Associate Degree for Transfer Logo Guidelines

November 2011



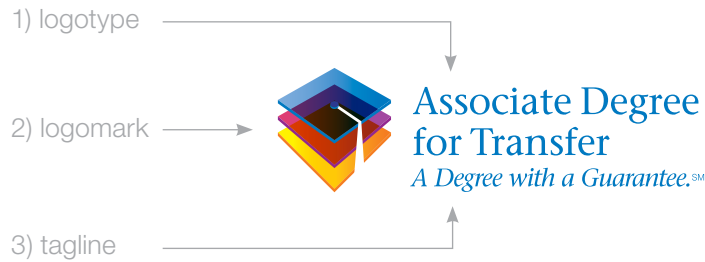
Associate Degree  
for Transfer  
*A Degree with a Guarantee.<sup>SM</sup>*

## Logo Components

The logo is comprised of 3 parts: 1) logotype, 2) logomark, 3) tagline. These elements should not be resized, redrawn or changed in any way. The logo is service marked and an SM should be used with the logo as a unit or each of the three elements if they stand alone.

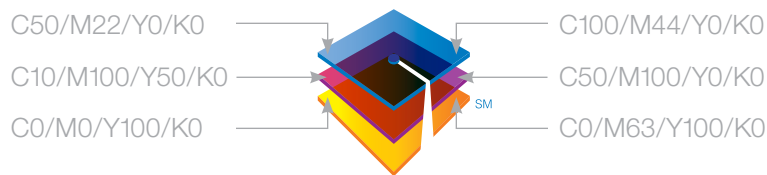


The logomark may be used as a secondary element once the complete logo has been clearly identified on the document or material. When used alone, include SM.



## Logo Fonts and Colors

The logotype font is ITC Stone Serif Medium. The tagline font is ITC Stone Serif Italic. The blue color build for the logotype and tagline is C100/M44/Y0/K0. The logomark colors are created using the following color build gradations:



## Logo Clear Zone

There is a minimum clear space around the logo, indicated by the outer bounding box. Whenever possible, no typography, photography or other graphic device must encroach on this area.



## Logo Usage – Tagline

The tagline, A Degree with a Guarantee, is an essential part of the Associate Degree for Transfer logo and messaging. It is recommended that the tagline be used, as an important part of the logo, in all instances. If, however, the tagline is redundant or unnecessary, it can be removed from the logo.



Logo with tagline (desired)



Logo without tagline

## Logo Usage – Size

This logo was created using vector shapes which will remain sharp at any scale. However, attention must be paid to the legibility of the words, especially the tagline. For this reason, the logo should be printed no smaller than 1.5 inches wide, and used on the web no smaller than 150 pixels wide.



## Logo Usage – Secondary Vertical Version

In instances when the size of the document or design space is narrow or vertical, the secondary vertical version of the logo may be used. This version is only to be used in very special cases when the space is too narrow or condensed for the primary logo.



Secondary logo for vertical space

## Logo Usage – Color

Whenever possible the logo should appear in full color on a white background. When necessary, the logo can be produced in 100% black or inverted on a black background. If the logo must be placed on a solid color background, use either the black or white logo, and choose the logo with the most contrast for best legibility.



full color



black



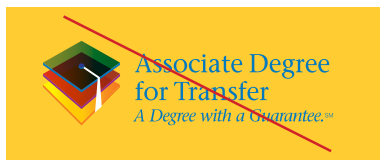
black on light color background



inverted white on black or dark color

## Logo Misuse

Please protect the integrity of the Associate Degree for Transfer logo by following the established guidelines. The logo must be used correctly and consistently.



Do not place color logo on color background.



Do not rearrange the logo components.



Do not stretch or skew.



Do not place logo on busy background.



Do not reduce below minimum size standards.



Do not add any special effect.