



STATE COLLEGE OF FLORIDA
MANATEE - SARASOTA

State College of Florida Logo Usage Style Guide



revised March 2015

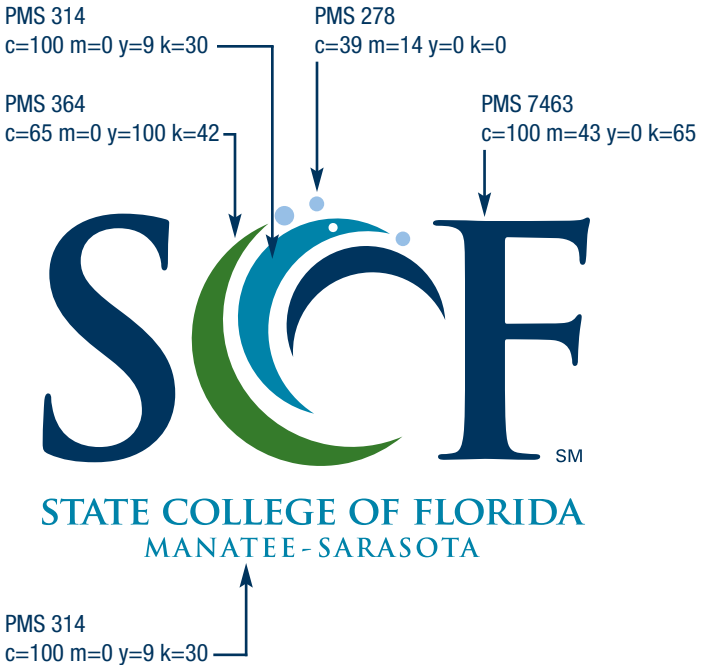
TABLE OF CONTENTS

PRIMARY LOGO	full color	2
	one color	3
	reverse	4
HORIZONTAL LOGO	full color	5
	one color	6
	reverse	7
GUIDELINES	minimum size	8
	clear space	9
	proportion	10

Please contact Creative Services and Marketing at 941-752-5320 with any logo usage questions.

PRIMARY LOGO full color

The full-color application of the primary State College of Florida logo is shown below. The color breaks are clearly identified and labeled in both pantone colors and proces color formulas.



PRIMARY LOGO one color

The full-color logo is preferred for use in most cases. A one-color version may be more appropriate for certain applications. Shown below are the acceptable one-color applications.

PMS 7463

c=100 m=43 y=0 k=65



BLACK



PRIMARY LOGO reverse

When necessary, the State College of Florida logo can appear reversed out in white on a solid background (such as black).

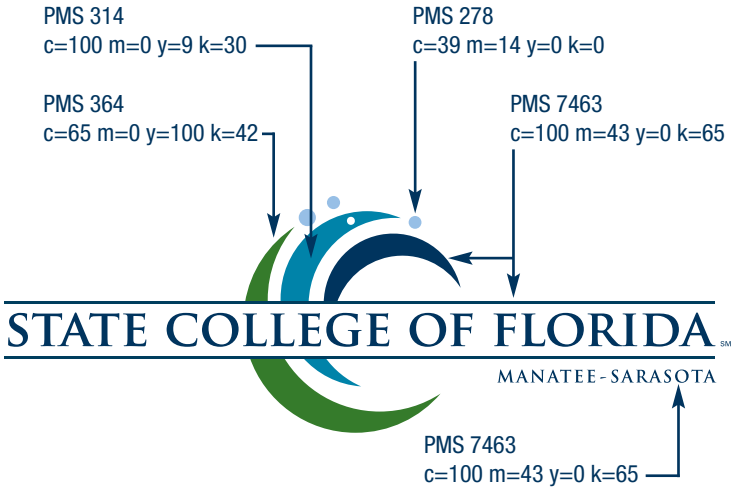


The reverse logo should not be used on a background that is visually lighter than this blue sample.



HORIZONTAL LOGO full color

The horizontal State College of Florida logo is an alternate rendering of all the primary logo elements. It is for use in applications in which a horizontal format is more favorable or appropriate. The same color and clear space guidelines apply to the horizontal logo as they do to the primary logo.



HORIZONTAL LOGO one color

The full-color logo is preferred for use in most cases. A one-color version may be more appropriate for certain applications. Shown below are the acceptable one-color applications.

PMS 7463

c=100 m=43 y=0 k=65



BLACK



HORIZONTAL LOGO reverse

When necessary, the State College of Florida logo can appear reversed out in white on a solid background (such as black).



The reverse logo should not be used on a background that is visually lighter than this blue sample.



MINIMUM SIZE GUIDELINES

The State College of Florida logo should not appear at any size smaller than those indicated below. When the space limitations require the use of a very small logo, please contact Creative Services and Marketing.



CLEAR SPACE GUIDELINES

Please ensure that the State College of Florida logo maintains distinction from all other graphic elements. To do so, please include a clear space area around the logos in every application.

The clear space for the primary logo should be equal to or greater than the proportional height of the counter shape in the capital F.



This height scales along with the logo.



This height scales along with the logo.

The clear space for the horizontal logo should be equal to or greater than the proportional height of the band that includes the words State College of Florida.



MAINTAINING PROPORTION

Please ensure that the State College of Florida logo maintains proper width-to-height proportion whenever scaling the logo.

