

North Seattle College Official Logo Usage Guide

There are two official versions of the logo: *Centered Stacked* and *Horizontal*. The logos are available in four color options—*black, two color, blue and reversed*. The color versions of the logo should be used whenever possible.

Horizontal



Vertical



Proper Logo Usage

The color logo may be used *only on white backgrounds or neutral backgrounds that have values lighter than or equal to 10% black*. The black version of the logo may be used on *any uncluttered background with a value lighter than 30% black*. Use the reversed logo on *colored backgrounds or photos with a value of 60% black or more*.



Clear Space and Minimum Size

For the logo to communicate effectively and distinctively, *clear space surrounding them should always be maintained.*

This minimum clear space is *equal to the height of the letters in Seattle Colleges.*

The logo *should never be smaller than 1.5 inches wide for variations of the horizontal logo and 1.25 inches for the stacked versions of the logo.*



Incorrect Logo Usage



NORTH SEATTLE
COLLEGE

*Do not distort the logo.
(stretch or condense)*



NORTH SEATTLE
COLLEGE

Do not change the color.



*Do not use the icon as a separate
design element or pattern.*



NORTH SEATTLE
COLLEGE

*Do not alter the relationship
of the type and icon.*



*Do not distort the logo.
(stretch or condense)*



*Do not distort the logo.
(stretch or condense)*



*Do not distort the logo.
(stretch or condense)*



*Do not distort the logo.
(stretch or condense)*

Tips on Successful Logo Usage

The *eps* and *png* files have transparent backgrounds and can be used for print. The *eps (print)* files can be enlarged as much as you want without any degradation. The *png* files are also used for the web and on-screen viewing (i.e. email, etc.) The *jpeg* files are flexible in their use and are what most of you will use in your documents. They can be sized down, but not up or they will become pixelated.

If you "double-click" or "File/Open" the files will open in Adobe Illustrator. If you want to use them in Word, Publisher, Outlook, InDesign, etc. you must: import > place > insert > picture from file or drag into another document. **Be sure to hold down the shift key while resizing or the logos will distort.**