

## Version 1. 2019





## Why This Guide?

The Great Colleges to For® program brand identity is an important asset, and foundational to the success of the program. The Great Colleges logo is the centerpiece of that identity. This logo use guide serves to ensure consistent representation of the logo across platforms and mediums.

The Great Colleges logo should be used in a consistent manner across marketing pieces and should always be used to portray the program positively. Please follow these guidelines when using the Great Colleges logo in your marketing and outreach efforts. Failure to follow any of these guidelines may result in a violation of our logo license agreement, and the loss of your right to use the Great Colleges logo. The purpose of this guide is not to stifle creativity in your marketing but to provide a guide post for applying the logo in a creative fashion.

# Logo Configuration

## Minimum Size & Scale

To maintain the integrity of the Great Colleges to Work For® logo it should not be resized smaller than the below logos. When scaling the logo it is important to maintain its current aspect ratio of 1.1627. You can determine the new height of the logo for a given width using the following formula:  $\text{newHeight} = (\text{givenWidth} / 1.1627)$ . And to determine a new width for a given height use the formula:  $\text{newWidth} = (\text{givenHeight} \times 1.1627)$ .

Original Size



1.5in W

Digital



.5px W

Print

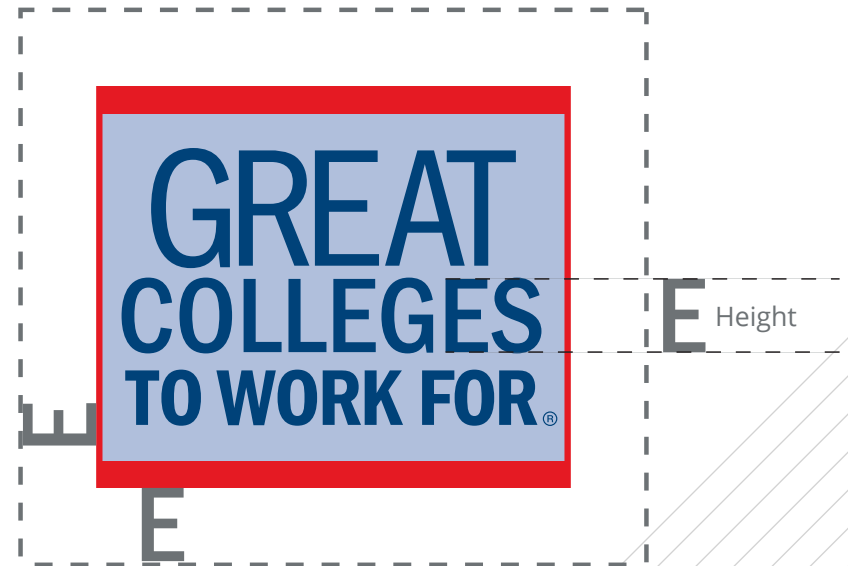


.5in W

## Minimum Clear Space

Clear space is the minimum area around the logo that should remain free of any other visual elements and text. The clear space prevents overcrowding the logo and ensures the logos prominence on the page. The minimum clear space does not apply to simplified background images when they are of sufficient contrast. Other logos may be placed near the Great Colleges to Work For® logo so long as the minimum clear space is maintained. The Great Colleges logo minimum clear space is based on the E height from the word "Colleges" within the logo.

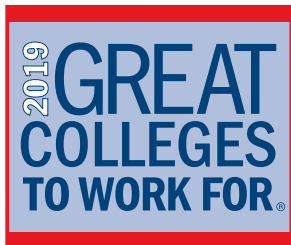
Clear Space



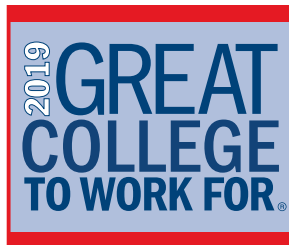
## Logo Variations

Recognizing that the standard Great Colleges logo may not be appropriate or visually appealing in all cases, the following variations on the original logo may be used.

Year Colleges Plural



Year College Singular



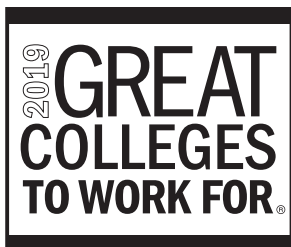
No Year



5° Tilt Left



Black & White



Red & White



Blue & White



White



## Logo Dos & Don'ts



