

Logo Guidelines

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Center ^{for}
Native Education

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Introduction

The following is the Center for Native Education's guide to maintaining brand consistency, thereby ensuring maximum brand recognition. These guidelines should be distributed to and used by any coalition member or partner, or vendor intending to implement the Center for Native Education's brand identity, whether in print materials or online documents.

The brand guidelines cover the following elements:

- ✿ The logo lockup
- ✿ Logo Colors
- ✿ Maintaining clear space
- ✿ The logo minimum size
- ✿ Improper usage of the identity
- ✿ Appropriate use of the color palette
- ✿ Color specifications for all media

Following these guidelines will help you establish a strong, recognizable brand identity. When in doubt, always remember that **consistency is key**.

Logo Lockup

The lockup is the prescribed arrangement of the elements of the identity: the symbol, the logotype (the typography for the name "Center for Native Education") and the tagline (Early College Program).

Please do not re-size or re-arrange the elements of the identity.

With Tagline



No Tagline



Use the identity in black or white or in color.



Clear Space

Always separate the bottom and sides of the logo from any content or other graphic elements by an amount of clear space equal to the cap height in the logotype.

With Tagline



No Tagline



Minimum Sizing

Do not use the logo any smaller than 2.5 inches wide for impact and legibility. Measure from far left side to far right side as shown in the examples below.



Color Reproduction

Logos may only be reproduced in the approved colors. All master logo color variations (below) have been created and supplied to your internal graphics department. Please see below for specifications on color reproduction of the logo.

Please note: Color breakdowns were referenced from the Pantone Color Bridge book.

Primary Colors



Center for
Native Education
Early College Program

Black & White



Center for
Native Education
Early College Program

Pantone (PMS) Printing:

When printing in spot color, please use PMS 1797 and PMS Cool Grey 11

4-Color Process Printing:

When printing in 4-color process, the logo colors should print as noted below.

RED:

Cyan: 2
Magenta: 98
Yellow: 85
Black: 7

GREY:

Cyan: 2
Magenta: 98
Yellow: 85
Black: 7

One Color Printing:

Print in Black and white when full color printing is not available.

Web Logos :

Use the following RGB values for website logo reproduction.

RED:

Red: 196
Green: 48
Blue: 57

GREY

Red: 77
Green: 79
Blue: 83

Improper Logo Usage

Proper use of the logo is essential in maintaining brand integrity. Please do not alter the logo in any way. Always use master logo artwork for reproduction. The following examples below illustrate incorrect usage.



Do not distort, stretch or change the shape of the logo



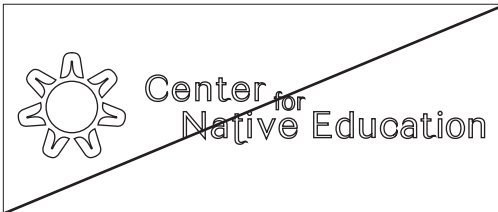
Do not alter the colors



Do not place the logo on a illegible background



Do not reconstruct or reconfigure the logo



Do not outline the logo



Do not tint the logo