The following guidelines for using the college’s logo on Web or printed materials are designed to ensure the consistency of the El Camino College image and to maintain the integrity of its name.

Any document or publication communicating the college’s programs must use the name El Camino College and the logo on the front or back cover. **Do not alter the logo in any manner.**

**COLOR**
The spot color logo must be printed in PMS Reflex Blue (CMYK: 100/73/0/2).

The logo may be reproduced in white-reverse against solid or screened color backgrounds.

Requests for exceptions to these colors should be directed to the Public Relations & Marketing Department.

**SIZE**
The ECC logo may not be reproduced smaller than 1/2” in diameter.

**CLEAR SPACE**
No text or illustration should merge with the logo. It is important to provide ample margins around the logo to protect its integrity and maximize its visibility. The minimum clear space should be equal to one half the height of the logo.

**OTHER LOGOS**
When using another logo, the El Camino College logo must also be used. No logo should be larger than the ECC logo when presented together on a publication.

**WHERE TO GET THE LOGO**
Electronic files of the logo are available from the Publications Supervisor, Heather Parnock, hparnock@elcamino.edu

Do not copy the logo off Web pages or scan it off printed material.