

Violations

Logo Violations

Do Not Do These Things to Our Logo.

When you are using our logo, maintain the proportion and integrity of the mark. This page contains some of the most common logo violations that tempt community members when using a logo. We know people mean well, but tampering dilutes our brand. The hardest part of building equity in a mark is discipline. You may want to “get creative” with the look, but audiences expect familiarity, and consistency is paramount in a successful brand.

If you believe you have special and extraordinary circumstances that call for a logo variation not presented in this manual, please contact the marketing and communications office.



This is the correct original logo.



Never rearrange logo parts.



Never adorn logo.



Never put outlines around logo.



Never add to the logo. This can only be created and approved by the office of marketing.



Never add to the logo.



Never condense, stretch, or change proportions.



Never fill in the bell circle.



Never change the colors.



Never distort in any way (such as slanting).



Never create another version.



Never use special effects without prior approval from marketing department.