

# El Camino College Logo Usage Policy

2023



# El Camino College Logo Guidelines

## Introduction

Everyone at El Camino College becomes responsible for building trust in the college. As stewards of the visual identity for El Camino, we build trust and brand equity as we use the graphic identity system consistently, repeatedly, and with confidence. The purpose of this policy is to help you do just that. This document provides invaluable resources and essential guidelines to ensure all of our marketing and communications materials reflect the professionalism and commitment of El Camino.

Use this manual as a reference and a resource. Understand the reasoning behind the identity guidelines and ask for help or clarification as questions arise.

For more information about El Camino College's brand, design, and logo policies contact:  
Office of Marketing and Communications.  
310-660-3406  
[marcomm@elcamino.edu](mailto:marcomm@elcamino.edu)



## About the Logo

There are two versions of the El Camino logo. Both are equal in importance—one is not preferred over the other. It is comprised of a wordmark and a symbol.

Using the symbol portion of the logo (without the wordmark) is limited to situations where it is the only reasonable solution. Use it as a last resort only.

The original logo was created by former El Camino staff member Mick Moyer and has been in use for more than 30 years. In 2021 subtle adjustments were made and a stacked version of the logo was created. Please use only these new versions going forward.

All versions of the logo are in digital format only. These files are not intended to be edited in any way. Fonts used in the creation of the logo have been “expanded” or “outlined” meaning there are actually no fonts remaining. Do not attempt to recreate the logo in any manner.

# Logo Versions

## Vertical Version

The logo labeled “Vertical” is the same as the horizontal version but has been reconfigured with the name stacked on two lines. It is left aligned and the bell icon is tucked into the lower right space to form an overall compact and centered rectangular shape.

This option is designed for spaces such as web “skyscraper” digital ads, a lightpole banner, or admissions college fair pop-up banner.



Full Logo Vertical

## Horizontal Version

The logo below, labeled “Horizontal,” is one of two marks for the college. The full name is spelled out on one long line. Use it on all official materials when the horizontal orientation fits or looks best. This logo version should be used when its horizontal orientation works cohesively with surrounding graphics and information. Its shape also fits in horizontal applications, such as a web banner ad or an imprint on pen.

Use this logo in El Camino Blue or reverse white only



Full Logo Horizontal



Bell Icon

All versions of the logo are available in vector (eps) and raster (png, jpg) formats. These files should not be edited in any way.

Name
▼ EPS-CMYK
ECC-horzCMYK.eps
ECC-vertCMYK.eps
▼ EPS-PMS-661
ECC-horz661.eps
ECC-vert661.eps
▼ JPG
ECC-horz.jpg
ECC-vert.jpg
▼ PNG
ECC-horz.png
ECC-vert.png
▼ Subunits
Sub1.eps
▼ White
▼ EPS
ECC-horzWhite.eps

# Subunit Logos

## Subunit Logos

The School or Department Logo, sometimes called a lockup or signature, combines the primary logo with the name of department. Always use the logo artwork created for you by the Office Marketing and Communications.



# Partner Logo Lockups

## Partner logo lockups

On rare occasions the El Camino logo might need to be paired with the logo of another organization. In these arrangements the El Camino logo should come first. This means it should be located on the top for a vertical lock up, or on the left for a horizontal arrangement. The two logos are separated by a thin blue rule which aligns with the edge of the El Camino logo. The two logos should also match in overall size visually. The partner organization might have visual standards too that could be a factored into the arrangement. A mutual agreement concerning the balance between the two logos might be considered.



Spacing between logos and vertical rule should be even and based on size of the cap C.



# Choose the Best Version

In this weaker scenario, the horizontal logo is too constrained and has less impact.



**Better**

This example uses the vertical (or stacked) logo and fits nicely within the space. It's used large but allows a large margin of space surrounding the logo for a balanced appearance.



## Choosing the right version of the logo

How do you choose which version of the logo to use? Choose the logo which best fits the space while making the right statement. Bigger is not always better but optimal placement and fit can have a big impact.

This illustration shows the same space on an application using the two logo options.

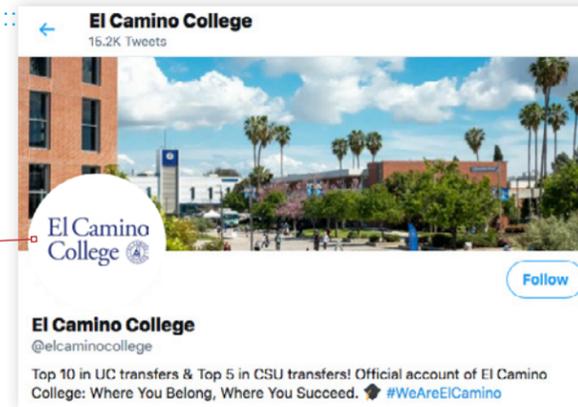
The solution on the right uses the stacked version logo. Because the proportions of the logo relate to the space in which it's placed, it fits better and can be used much larger. The result is a more impactful logo and balanced overall look.

# Choose the Best Version

## Exceptions

The full logo (combined wordmark and bell circle) is the preferred version and is to be used whenever and wherever possible. Occasionally exceptions will need to be made. On this page are some examples where the El Camino identity is strongest when using partial elements of the full logo.

The full logo is small and awkward when placed into the space provided by many social media platforms.



## Better

Many social media platforms provide a prohibitively small circle or square space for members' logos. The optimal logo solution isn't always to use the preferred full ECC logo. A more effective solution is to use the bell icon solo as shown here. Because its shape and proportions already match, it takes full advantage of restrictive space.



When the space and size is so restrictive that the bell circle is not legible, it can be dropped.



**Better** Use the horizontal wordmark without the bell circle.



The bell icon works well for environmental graphics such as this large window sticker placed on a campus building

# 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 add to the logo. This can only be created and approved by the office of marketing.



Never change the colors.



Never rearrange logo parts.



Never add to the logo.



Never distort in any way (such as slanting).



Never adorn logo.



Never condense, stretch, or change proportions.



Never create another version.



Never put outlines around logo.



Never fill in the bell circle.



Never use special effects without prior approval from marketing department.

# Examples

## Letterhead

The letterhead design features the El Camino College logo in the top right corner. Below the logo, the text "El Camino College" is displayed in a blue serif font. The main body of the letterhead contains several paragraphs of placeholder text in a light gray font. A vertical red line is positioned to the left of the contact information. The contact information, located at the bottom right, includes the department name, address, phone number, and email address. A signature "Name" is written in a cursive font on the left side of the page. A dotted line graphic is shown at the bottom left, and a red double-headed arrow indicates the vertical alignment of the contact information.

Dotted line graphic used in brand campaign and website shown here in El Camino Bright Blue

Contact info should always remain at this fixed position at the bottom. Info should grow (or shrink) from the top.

## Card

The business card design features the name "Gabriella Hernandez-Johnson Ed.D." in a blue serif font at the top. Below the name is the title "Executive Director, Lorem Ipsum dolar guptho" and the address "Department of Lorem Ipsum dolar guptho, Office 34, Administration bldg, 16007 Crenshaw Blvd, Torrance, CA 90506". The phone number "866-352-2646" and email address "Loremipsum@elcamino.edu" are listed below. The El Camino College logo is positioned at the bottom left of the card.

Brand campaign card version  
8/9  
Libre Franklin  
Semi Bold/Light  
Flush left



## #10 Envelope

The #10 envelope design features the El Camino College logo in the top left corner. Below the logo, the text "El Camino College" is displayed in a blue serif font. The department name "Department of Lorem Ipsum" and address "16007 Crenshaw Blvd, Torrance, CA 90506" are listed below. A red bracket on the right side of the envelope indicates the vertical alignment of the contact information.

9/10  
Libre Franklin  
Semi Bold/Light  
Flush left

## Identity Examples

Stationery is one of the most basic and common applications of the El Camino identity. While there are applications of an identity which get more exposure, stationery shows how to organize varied informational content in a clear and functional way.

# Color Palette



## El Camino Blue

PMS: 661

C: 100  
M: 89  
Y: 0  
K: 0

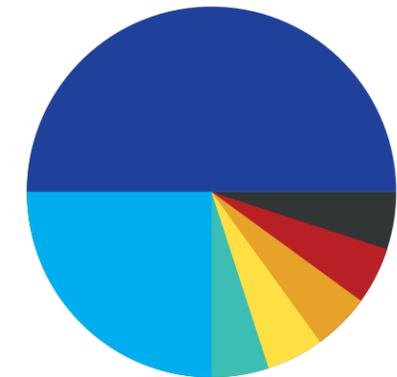
R: 32  
G: 65  
B: 154

Hex: 20419A

## Color Palette

The Primary El Camino College color is blue as specified here. This blue and white are the only colors that the logo should ever appear in. Blue is the color which should be the color El Camino is recognized by.

Shown below are accent colors which can be used in a conservative secondary role and should be used to a much lesser degree than the El Camino Blue. The chart below is an attempt to illustrate the weight which should be given to the secondary colors. The secondary colors should be used only to add energy and interest to marketing materials and not compete with El Camino Blue.



## Accent Colors



C: 100  
M: 89  
Y: 0  
K: 0

R: 32  
G: 65  
B: 154

Hex: 20419A

PMS: 661



C: 72  
M: 62  
Y: 62  
K: 57

R: 49  
G: 53  
B: 53

Hex: 303434



C: 0  
M: 0  
Y: 2  
K: 30

R: 188  
G: 190  
B: 187

Hex: bcbdbb



C: 100  
M: 0  
Y: 0  
K: 0

R: 0  
G: 174  
B: 239

Hex: 00adef



C: 68  
M: 0  
Y: 36  
K: 0

R: 59  
G: 190  
B: 180

Hex: 3abdb3



C: 64  
M: 0  
Y: 75  
K: 0

R: 94  
G: 189  
B: 114

Hex: 5ebd71



C: 0  
M: 9  
Y: 84  
K: 0

R: 255  
G: 224  
B: 67

Hex: ffe043



C: 9  
M: 39  
Y: 97  
K: 0

R: 230  
G: 162  
B: 41

Hex: e6a229



C: 19  
M: 100  
Y: 100  
K: 10

R: 184  
G: 32  
B: 37

Hex: b82025