

Primary Logo

The primary logo is also based on a natural rhythm or meter of five.



Primary Logo—Size and Scaling

The logos are all saved to paths—which means they are rendered as vector art and can be continuously scaled. When changing size it is important to do this proportionally and not stretch the art or change the original proportions. The logo shall not be used below the minimum size shown below.



Minimum size
One inch. Example shown at
100% of actual size.



Maximum size
No maximum size restrictions.
Scale proportionally.



Primary Logo—Color Usage

The primary logo may be used in four different color combinations as shown below. The logo should never be used in any other color combinations other than those specified below.



Primary two-color usage
Brand blue and green.
To be used whenever possible.



Primary one-color usage
Brand blue. To be used when limited
to one color applications.



Primary black usage
Black. To be used in black and white applications,
or when limited to one additional color plus black.



Primary reverse usage
Reverse to white from any solid color background.
To be used in black and white applications, or when limited to one color.

Primary Logo—Minimum Space Requirements

Maintain a space surrounding the logo that is at least equal to one-half the height of the logo.



Secondary Logo

The secondary logo was created for situations where Highline is more of an endorsement or equal party. It can be used in situations where there is limited space or where the full name is not necessary. It may also be interchanged with the main logo if the name Highline Community College is stated elsewhere.



Secondary Logo—Size and Scaling

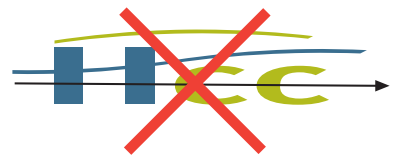
Like the primary logo, the secondary logo is saved to paths—which means they are rendered as vector art and can be continuously scaled. When changing size it is important to do this proportionally and not stretch the art or change the original proportions. It is also advised that the logo not be used below the minimum size shown below.



Minimum size
.75 inch. Example shown at 100% of actual size.



Maximum size
No maximum size restrictions.
Scale proportionally.



Example



Secondary Logo—Color Usage

The secondary logo may be used in four different color combinations as shown below. The logo should never be used in any other color combinations other than those specified below.



Secondary two-color usage
Brand blue and green.
To be used whenever possible.



Secondary one-color usage
Brand blue. To be used when limited
to one color applications.



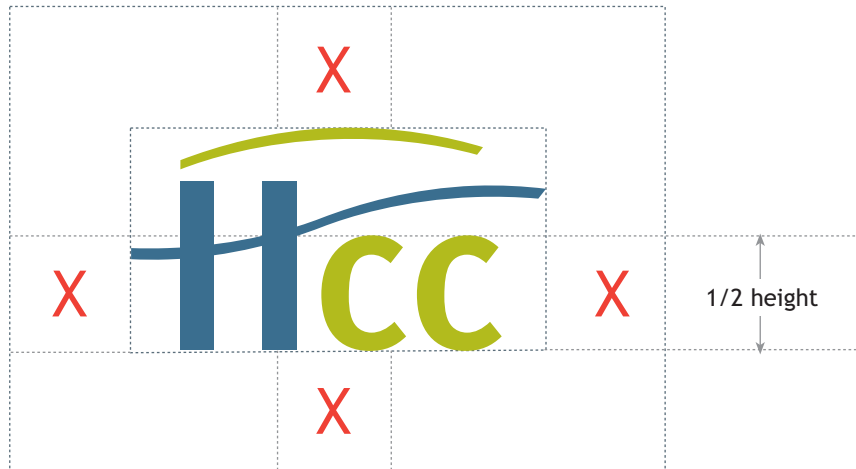
Secondary black usage
Black. To be used in black and white applications,
or when limited to one additional color plus black.



Secondary reverse usage
Reverse to white from any solid color background.
To be used in black and white applications, or when limited to one color.

Secondary Logo—Minimum Space Requirements

Maintain a space surrounding the logo that is at least equal to one-half the height of the logo.



Logotype Only

The logotype only version should be used in situations where an additional program logo or brand is featured, and when utilization of the primary and secondary logos would cause visual complication. It should also be used in situations where Highline is more of an endorsement or sponsor as shown in the example below.

HIGHLINE

COMMUNITY COLLEGE

Logotype Only—Size and Scaling

Like the primary and secondary logos, the logotype only version is saved to paths—which means they are rendered as vector art and can be continuously scaled. When changing size it is important to do this proportionally and not stretch the art or change the original proportions. It is also advised that the logo not be used below the minimum size shown below.

HIGHLINE
COMMUNITY COLLEGE

| 1 inch |

Minimum size
One inch. Example shown at
100% of actual size.

HIGHLINE
COMMUNITY COLLEGE

Maximum size
No maximum size restrictions.
Scale proportionally.



Example

HIGHLINE
COMMUNITY COLLEGE



ATHLETICS

Home of the Thunderbirds

Logotype Only—Color Usage

The logotype only version may be used in four different color combinations as shown below. The logo should never be used in any other color combinations other than those specified below.

HIGHLINE
COMMUNITY COLLEGE

Logotype Only two-color usage
Brand blue and green.
To be used whenever possible.

HIGHLINE
COMMUNITY COLLEGE

Logotype Only one-color usage
Brand blue. To be used when limited
to one color applications.

HIGHLINE
COMMUNITY COLLEGE

Logotype Only black usage
Black. To be used in black and white applications,
or when limited to one additional color plus black.



Logotype Only reverse usage
Reverse to white from any solid color background.
To be used in black and white applications, or when limited to one color.

Logotype Only—Minimum Space Requirements

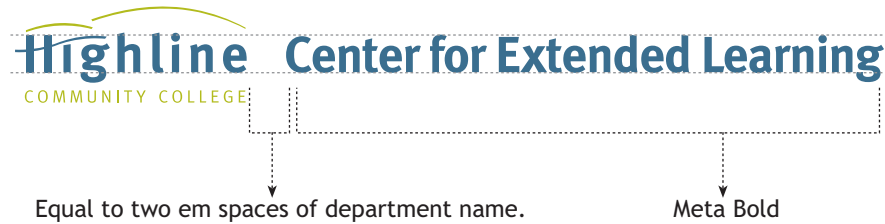
When using the logotype only version alone and without another adjacent department name or logo, maintain a space surrounding the logotype that is at least equal to one-half the height of the logotype. For usage with department name or other logos, see following pages.



Department or Group Specific Logos

When using the logos in situations where other departments or groups must be identified, it is suggested that the font Meta OT or Pro be used for the second entity. Below are examples of suggested use where a close association is needed.

Examples



When creating typography for group or department name, match cap height of Highline to cap height of department or group name.



When creating typography for group or department name, match cap height of "C" to cap height of department or group name.