

# Kellogg Community College

It is important that the College maintain a consistent, professional image. All Kellogg Community College materials, including internal and external publications, signage, flyers, posters, advertisements, videos, web pages, presentations, letterhead, business cards, and other visual representations carrying the College's logo or seal should maintain a uniform resemblance. Electronic files of the logo and seal can be downloaded from the KCC website at [www.kellogg.edu/publications/logos.html](http://www.kellogg.edu/publications/logos.html). The following are guidelines which must be followed when presenting the KCC logo, seal and mascot.

## KCC Tag Line

The official Kellogg Community College tag line is:

***Inspiring Generations***

There is no required font, style or color.

## KCC Logo

The logo was designed by the Publications office and shows a "K" that forms a path. The path in the "K" is symbolic of the journey and quest for knowledge. The logo overall is designed to reflect the quality education that everyone receives at Kellogg Community College.

### 1 Accepted versions of the logo



FULL COLOR VERSION  
(2 COLOR VERSION)



SOLID, ONE COLOR VERSION



## Identity Manual

If the logo is not used, the wording Kellogg Community College must appear someplace on the front of the piece.

**2** The proportion of logo elements must not be altered.

The universal way in most programs to scale images is to hold down shift and when resizing the image. This will scale the image proportionally.



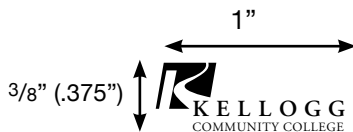
**2** Resolution:

Using low resolution logos for print results in pixelated images and fonts. Only high resolution logos should be used and can be downloaded from [www.kellogg.edu/publications/logos.html](http://www.kellogg.edu/publications/logos.html). Low resolution images for web and electronic presentation can also be downloaded here.



**3** Size:

The logo should never be smaller than 1 inches wide by 3/8 inch high.



**4** Font:

The font Adobe Garamond Pro was chosen to be paired with the mark to present a specific look and feel. Location and placement of fonts should not be changed, and should not be changed to another font or changed in weight or style.



**5** Color:

Kellogg Community College's primary color is blue, and has been specified as Pantone Matching System (PMS) 294. When using the two color version the gray should be specified as PMS Cool Gray 8. The one color logo may also be printed in any dark color, if being printed on a one, two or three color publication.

FULL COLOR/2 COLOR LOGO



When used in one, two or three color piece, the logo may be printed in any dark color using the solid style logo. The solid style may also be reversed out of a background color.

SOLID COLOR LOGO



LOGO REVERSED OUT OF BACKGROUND COLOR



When the logo is placed on a field of color (i.e. yellow), the color should be allowed to show thru the mark. A white square should NOT be put behind the mark.

LOGO ON COLOR



**6** Department names:

Department names will be combined with the logo with a pre-determined font and size. Please contact the Publications office for any departmental needs.

# KCC OFFICIAL SEAL

The seal was developed to represent the institution and its missions and goals. The symbols represent the following: the flame/lamp represents wisdom, learning, guidance and hope; the book represents teaching and knowledge; and the olive branch also represents wisdom, as well as health and prosperity.

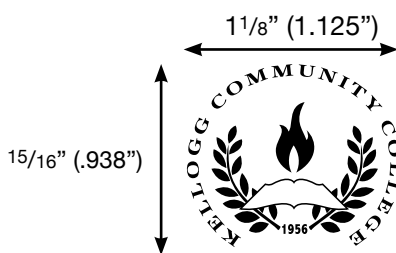


- 1** The proportion of the seal or individual elements within the seal must not be altered.



The universal way in most programs to scale images is to hold down shift and when resizing the image. This will scale the image proportionally.

- 2** Size:  
The seal should never be smaller than 1 1/8 inches wide by 15/16 inch high.



- 3** Use of color:

It is permitted to print the seal in color as long as it is one uniform color throughout. Printing the seal in multiple colors or tins is prohibited.



When working with a colored background, the seal may be reversed out. Do not place another element, such as a circle, behind the mark.



# KCC Bruin Mascot

## Accepted versions of the Blaze, the bruin mascot



The full-bodied bruin should never be any smaller than 1" wide.



The bruin head/Bruins combo should never be any smaller than 3/4" (.75") wide.



The bruin head should never be any smaller than 1/2" (.5") wide.

The universal way in most programs to scale images is to hold down shift and when resizing the image. This will scale the image proportionally.

## 1 Fonts

The font used in combination with the mascot is Serpentine B. Contact the Publications office for any type combinations with the mascot you would like to make.

## 2 Color

The colors for the Bruin are the standard KCC blue, PMS 294 and cool gray 6. The mascot may be printed in any single solid color when be used on publications that don't use the specified PMS colors or aren't a full color piece. The solid version of the mascot may also be reversed out of a block of color.



## 3 Font logo for Bruins



## 4 Official representation of a Bruin Paw

Paws may only be used with authorization from the Institutional Advancement department.

