

Master Logo (Unfamiliar/External Audience)

VALENCIA COLLEGE

Preferred Master Logo - Positive - Full Color

VALENCIA COLLEGE

Preferred Master Logo - Positive - Black & White

VALENCIA COLLEGE

Alternate Master Logo - Reversed Boxed - Full Color

VALENCIA COLLEGE

Alternate Master Logo - Reversed Boxed - Black & White

Minimum Size

The master logo can be sized down to a minimum of 1" in width. For the Alternate Master Logo — Reversed Boxed, the minimum is 1.065".

Width Measurement — from "V" to "E"

VALENCIA COLLEGE

1"
VALENCIA COLLEGE

1.065"
VALENCIA COLLEGE

Internal Logo (Familiar/Internal Audience)

VALENCIA

Valencia Only Boxed — Full Color

VALENCIA

Valencia Only Boxed — Black & White

Coated Sheet

Printing: Pantone® or four-color



Valencia Red*
Pantone® 1805 C
CMYK 0/91/100/23



Valencia Golden Yellow*
Pantone® 130 C
CMYK 0/30/100/0

* **DO NOT CONVERT SPOT COLOR TO PROCESS** for four-color process printing. Use the provided CMYK builds.



K100
Pantone® Black C
CMYK 0/0/0/100



K40
Pantone® 422 C
CMYK 0/0/0/40



White
CMYK 0/0/0/0

Download Swatches

[valencia-coated-swatches.ase](#)

Uncoated Sheet

Printing: Pantone® or four-color



Valencia Red*
Pantone® 1805 U
CMYK 0/91/100/23



Valencia Golden Yellow-Uncoated*
Pantone® 129 U
CMYK 0/25/86/0

* **DO NOT CONVERT SPOT COLOR TO PROCESS** for four-color process printing. Use the provided CMYK builds.



K100
Pantone® Black U
CMYK 0/0/0/100



K40
Pantone® 422 U
CMYK 0/0/0/40



White
CMYK 0/0/0/0

Download Swatches

[valencia-uncoated-swatches.ase](#)

Digital

Online: Web or Email



Valencia Red-RGB
RGB 191/49/26
HEX #BF311A



Valencia Golden Yellow-RGB
RGB 253/185/19
HEX #FDB913



K100-RGB
RGB 0/0/0
HEX #000000



W-RGB
RGB 255/255/255
HEX #FFFFFF



K40-RGB
RGB 167/169/172
HEX #A7A9AC



W5-RGB Digital Outdoor**
RGB 241/241/242
HEX #F1F1F2

** Digital outdoor fronts upon solid white, so make sure any white used on board is filled with this specified color.

Download Swatches

[valencia-digital-swatches.ase](#)

For usage of the logos and style guidelines visit: valenciacollege.edu/brand