

# Career Coach Specifications

## FILE TYPE USAGE

CMYK: Used in print materials, brochures, flyers, direct mail, etc.

Spot (Pantone): Used in promotional printing of hats, shirts, pens, etc.

RGB: Used for viewing on the web, in email, from a computer, smartphone or tablet.

# CAREER COACH

### COLOR



CMYK 0/91/100/23

Pantone 1805

RGB 191/49/26

Do not change the color of the Career Coach logo. Use only the specified colors.

### FILES

career-coach-logo-cmyk.eps

career-coach-logo-cmyk.pdf

career-coach-logo-rgb.jpg

career-coach-logo-rgb.png

career-coach-logo-coated-spot.eps

career-coach-logo-uncoated-spot.eps

# CAREER COACH

### BLACK AND WHITE



CMYK 0/0/0/100

### FILES

career-coach-logo-bw.eps

career-coach-logo-bw.jpg

career-coach-logo-bw.pdf

career-coach-logo-rev.eps

## CLEARSPACE

To preserve the integrity of the Career Coach logo, always maintain a minimum clearspace around the logo.



### Key Points

This clearspace isolates the logo from competing elements—such as text and graphics. The minimum clearspace is defined as a space equal in size to the cap height of the “E”.

## BACKGROUND COLORS

Use over white, yellow, black or gray backgrounds.

Do not use over a pattern or photo.



### Key Points

Red logo on Valencia Golden Yellow background.

Reversed logo on black or gray.

## RELATION TO VALENCIA LOGO



### Key Points

Do not combine logo with other logos to create a lockup. When used in conjunction with the Valencia College master logo, maintain significant separation between logos as to not compromise the primary graphic identity of the college. If the message focuses on Career Coach, the Valencia College master logo can be used in a sign-off position.



## MINIMUM SIZE

The Career Coach logo can be sized down to a minimum of 3/4” (.75”) in width.

