

Using the Logo

Whenever possible, the Ithaca College logo should be reproduced in IC blue. Use the black version when color is not an option. Use the white version when the logo needs to stand out against a dark background. When using the logo over a photograph, place it over an area that provides good contrast and has minimal distracting elements. The logos should never be altered. Always use approved files when reproducing any Ithaca College logo.

Clear Space

Clear space, or the space surrounding the logo, is essential to ensure that the logo is positioned clearly and prominently without interference from other competing elements. No element should ever overlap the logo, and the logo should always be displayed in full. The clear space around the logo is equal to the height of the capital I in Ithaca College. Do not position any text, graphics, or other elements inside this clear space.

Scaling

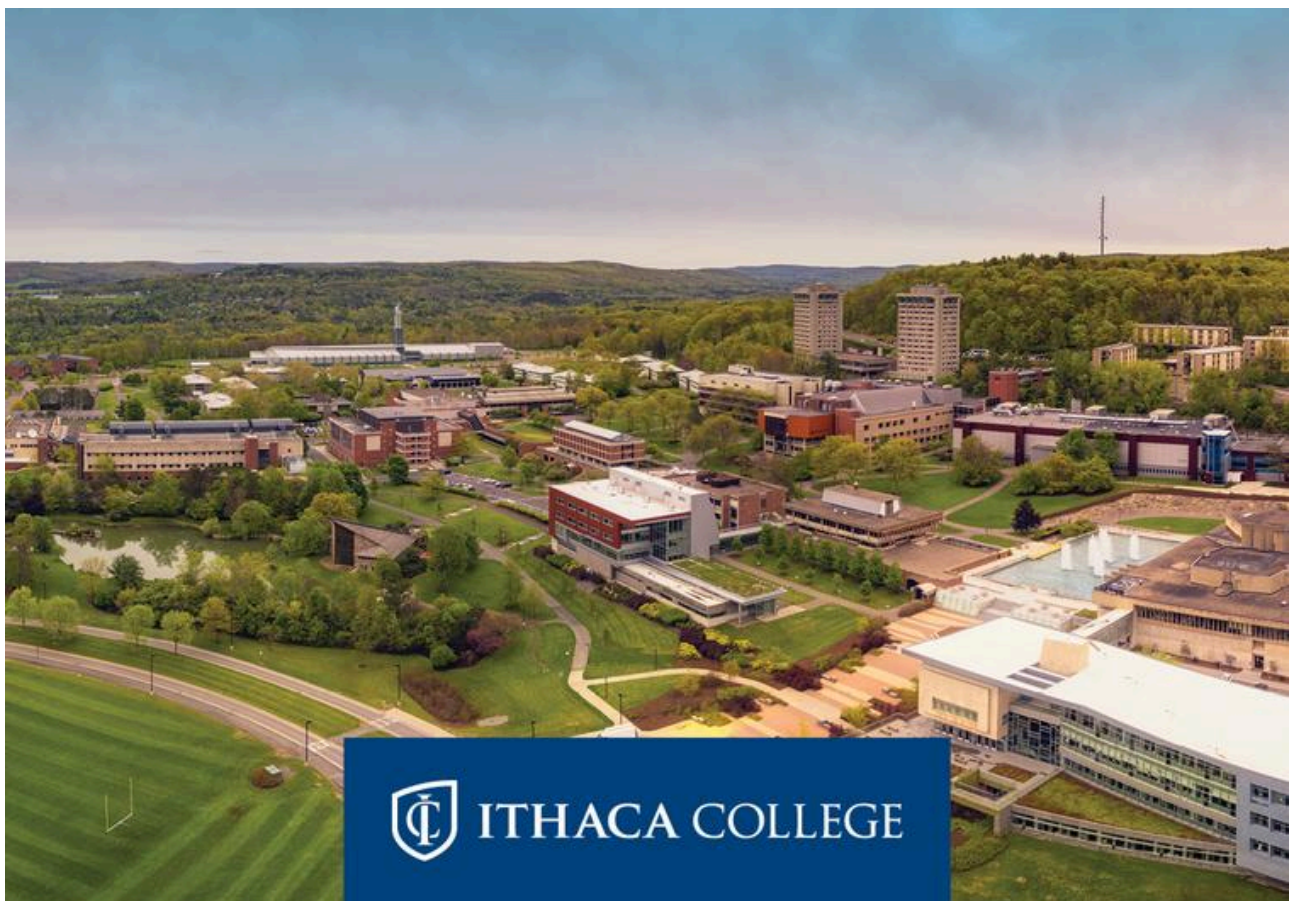
The Ithaca College logo should always be used at a scale that protects the integrity of the mark and ensures clear visibility and reproduction. When possible, the logo should be used larger than the listed minimum width. The logo should be used at minimum width only when absolutely necessary.

Primary Logo	1.0" minimum width
Primary Logo with Lockup	1.75" minimum width
Secondary Logo	1.0" minimum width
Secondary Logo with Lockup	1.25" minimum width
Two-Line Centered Logo	.75" minimum width
Two-Line Centered Logo with Lockup	.85" minimum width
Two-Line Large Emblem	.5" minimum width

Dos and Don'ts

Do

- Use official logo lockups.
- Show the logo in full.
- Make sure there is enough clear space around the logo.
- Whenever possible, reproduce the logo in IC Blue or in white against an IC Blue background.
- When using the logo against a background photo, make sure the logo is legible against the photo and that there are no competing or distracting elements in the photo.
- If the logo is not legible against the background photo, use it in a blue tab or bar.





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 ITHACA COLLEGE



Office of Admission

953 Danby Road • Ithaca, NY 14850

Get to know IC in person.

Visit campus, take a tour, and find your place here.

➤ ithaca.edu/visit

Photos by Adam Baker, Stetson Doggett, Steve Hockstein,
Michael Seitzinger, Katarina Sibley, Stephen Stookey, and Ash Williams
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Don't

- Do not use the emblem (shield) on its own as a logo or visual icon. The emblem may be used when the official Ithaca College logo is also included on the item being created.
- Do not create new logos or identifying marks for schools or divisions.
- Do not make or edit logo lockups. (For example, by typing your group name below an Ithaca College logo.)
- Do not add text to or delete text from the logo.
- Do not crop or rearrange elements of the logo.
- Do not use the college seal in place of the official logos.
- Do not alter logos. To maintain consistency of the Ithaca College brand, the logos should never be re-drawn, re-created, stretched, or re-typeset in other fonts. Always use approved files.
- Do not condense, stretch, rotate, or distort the logo.
- Do not add effects to the logo.
- Do not change the color or add gradients to the logo.

- Do not place the logo in white over IC gold.
- Do not change the typography.
- Do not place the logo over backgrounds that make it hard to read.