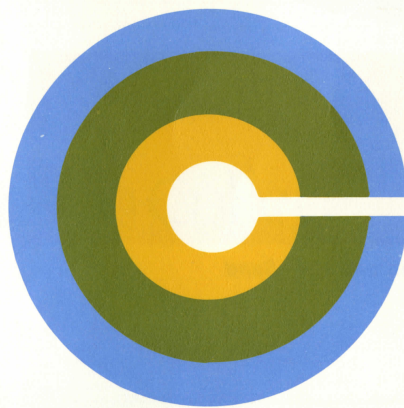




Institutional Identity Guidelines

These guidelines have been prepared to emphasize the importance of correctly using our logo to achieve a consistent institutional image and presence, as well as a visual identity unique to our College. The object is to clearly reinforce the College's name and logo in the minds of all those we contact.

The various elements by which the College communicates must be coordinated to convey a unified visual expression of Cariboo College; in fact the logo is the institution's signature. These elements include all stationery, publications, signage, vehicles, and advertising.

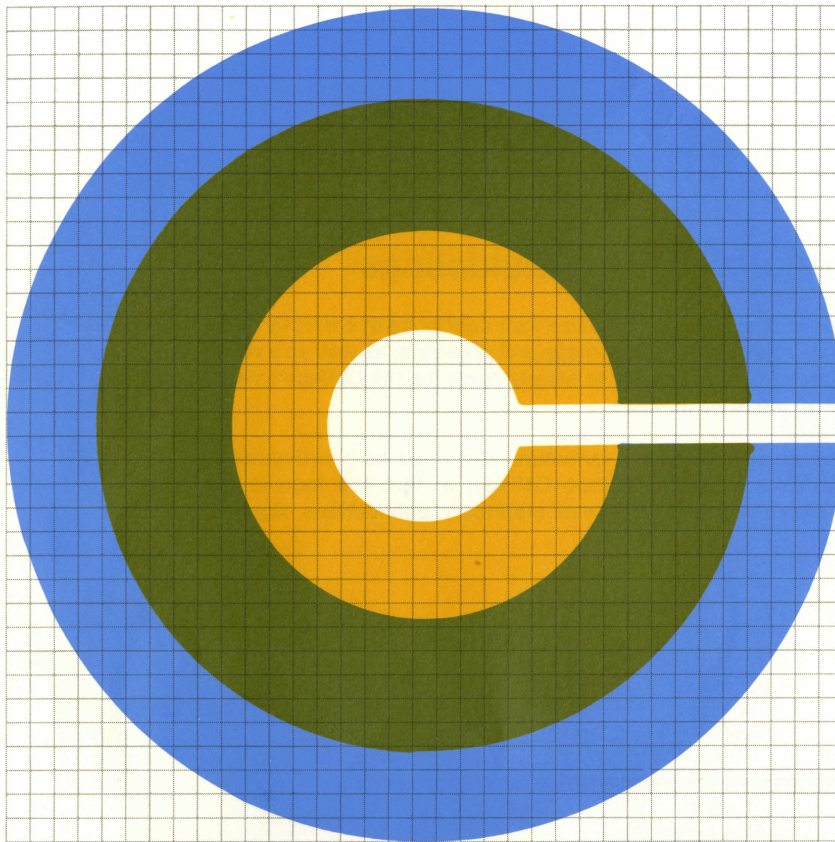


Cariboo College

Commitment: Challenge: Change

Basic Colors and Type Styles to be Used

The Symbol



The symbol consists of two overlapping letter 'C's, one blue representing the blueness of our sky, the other is the sand colour of our hills, with the overprinting effect creating a sagebrush green. The white counter form gives prominence of our central interior location as well as suggesting excellence in the form of a 'bullseye'.

Pantone 292 (blue) and Pantone 124 (sand) are the official College colours with a third colour being created by overprinting the blue and sand. Should the method of reproduction require opaque inks i.e. silk screen, the overprinting effect can be achieved by printing the overlap area in Pantone 457.

The stock/material being printed upon will have varying effects on the inks being used. The printer should be advised to duplicate the effect of the colours on uncoated stock.



Pantone 292 - Blue



Pantone 124 - Sand

Typography

Cariboo College

Cartier

Cariboo Cariboo Cariboo

Helvetica Bold

Helvetica Medium

Helvetica Light

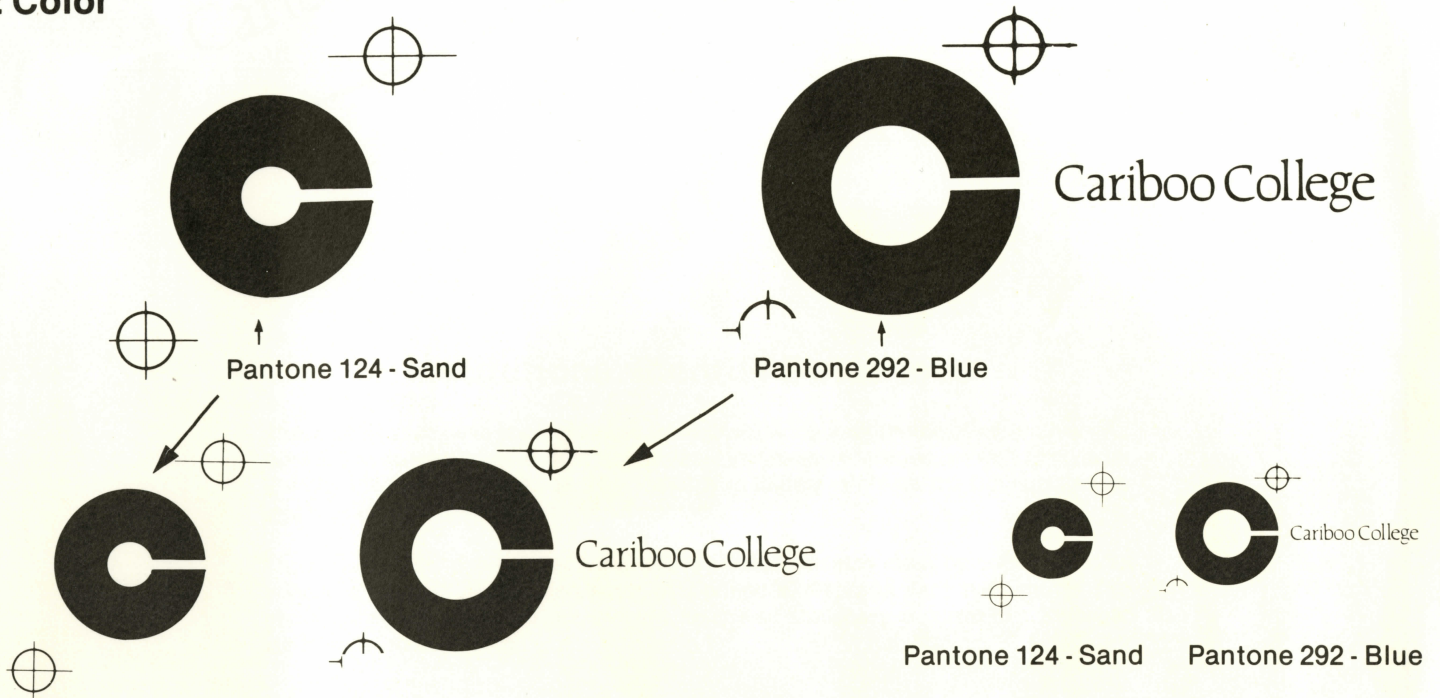
There are two basic type families and four fonts to be used to produce the Signature* of Cariboo College.

The type families are Cartier and Helvetica, with the former to be considered as the primary, more formal, type for use in the signature. The Helvetica range, in the light, medium and bold weights, is to be the alternative typeface to be specified where its use may be more appropriate (i.e. in productions requiring a more "punchy" effect).

* The term Signature refers to the arrangement that results when the symbol and the words "Cariboo College" are combined.

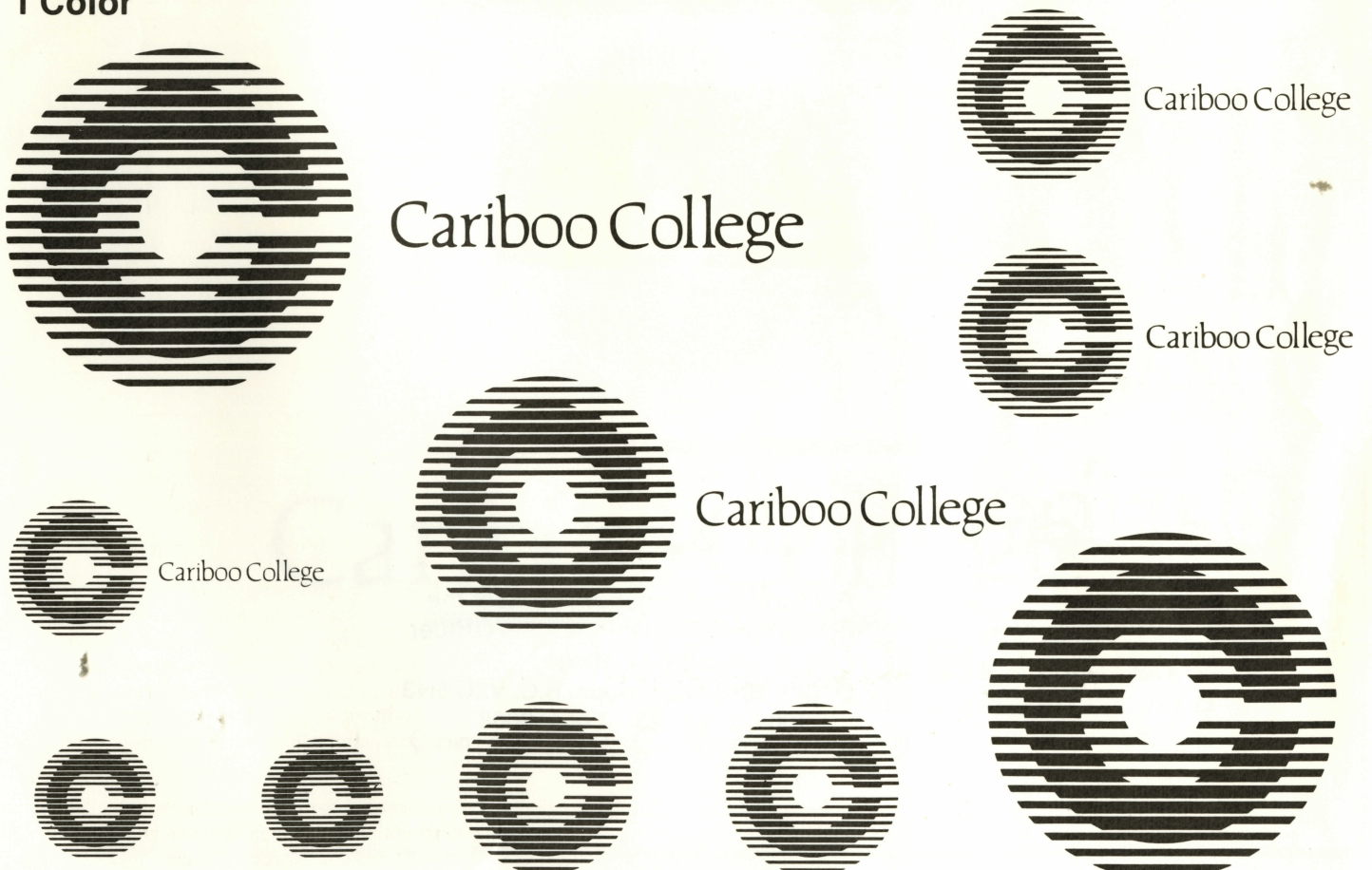
Corporate & Promotional Logos

2 Color



When the logo is to appear in a single colour, the following specifications apply

1 Color



For further information, contact the
Information & Public Relations Officer
Cariboo College
P.O. Box 3010, Kamloops, B.C. V2C 5N3
(604) 374-0123 Local 2008