

# Logo Use

Following is the only approved logo for Nash Community College. The designer's intent was to take an easily recognizable campus landmark, the clock tower, and use it as the primary graphic element in the new logo. Besides being an image that everyone immediately associates with the college, the clock evokes consideration of the past, present and future. The traditional design of the clock speaks to the history of Nash Community College, and yet it also serves as a reminder to students to be constantly aware of how they use and invest their time. Most importantly, students will be reminded that an investment in education is the single most important decision they will make to ensure a rewarding future. The Scriptina typeface helps add a comfortable, free-spirited, dynamic feel to the logo. This blending of traditional and contemporary elements creates a distinctive logo that should be an effective symbol for the college for many years to come.

The logo may be used as shown below in color or in black ink or grayscale. If the logo is re-sized it must be done proportionately as to not stretch any of the sides alone. The logo may not be reduced or appear smaller than ½" in diameter without specific authorization from the Marketing Department.

The Marketing Department shall give final approval for all uses of the college logo of Nash Community College



# Logo Color

The college's logo color is PMS 287C.

## **COLOR FORMULAS:**

CMYK (inks: cyan, magenta, yellow, black): C: 100 M: 75 Y: 2 K: 18

RGB (screen: red, green, blue): R: 0 G: 48 B: 135

Hexadecimal (web): #003087