

ELEMENTS



ELEMENT A:
The Mark

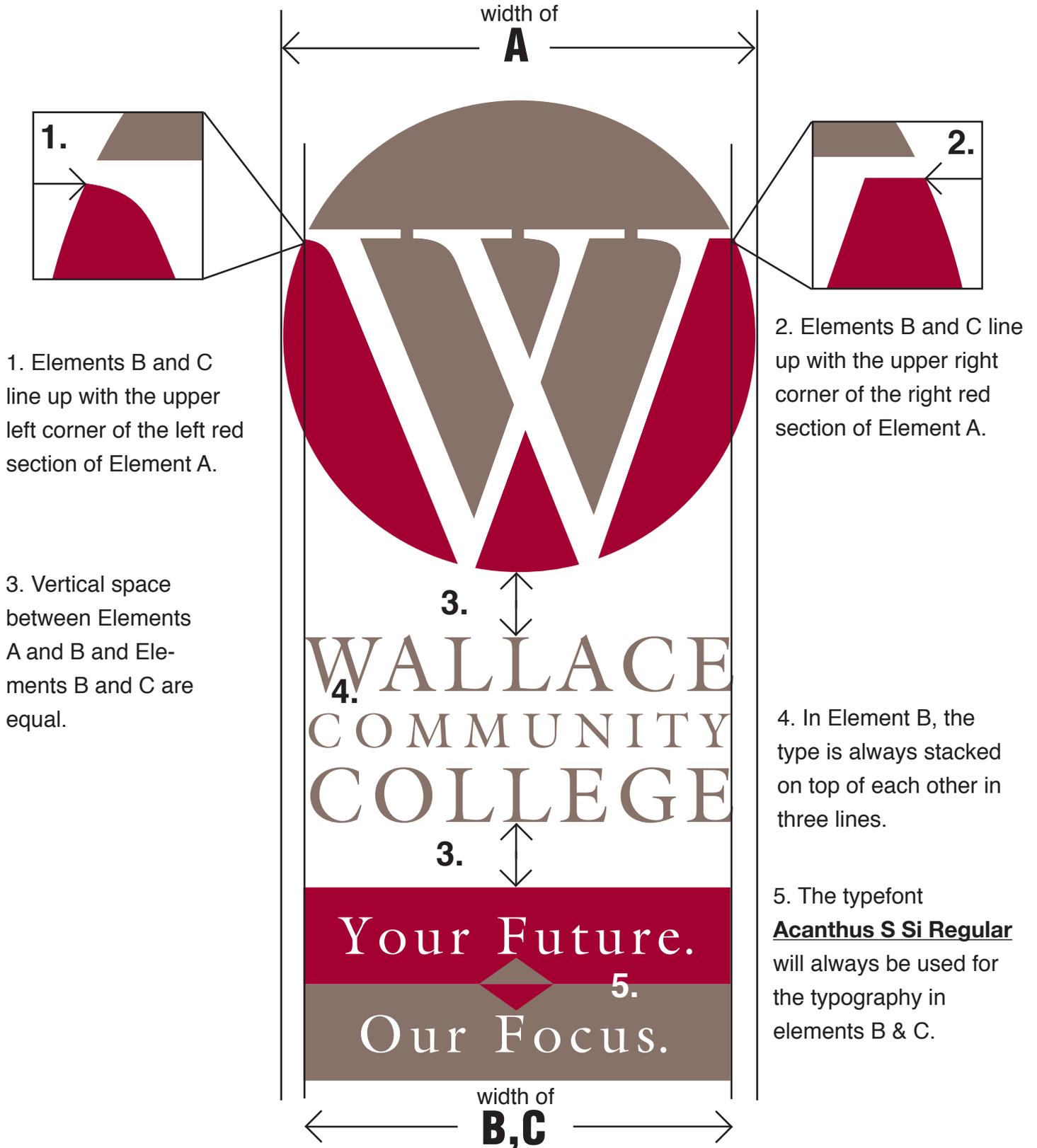
WALLACE
COMMUNITY
COLLEGE

ELEMENT B:
The Logo Type



ELEMENT C:
The Tagline

PROPORTIONS



ALTERNATIVE ARRANGEMENTS

NORMAL

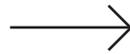


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ALTERNATIVE



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NORMAL



ALTERNATIVE



INK COLORS



1. In Element A when using color, the top part will ALWAYS be gray, while the sides and bottom will ALWAYS be red.
2. Element B will ALWAYS be gray when using any of the color logos.

Printed on Coated Paper:

4-Color Process

1. Gray: C:0 M:18 Y:21 K:56
2. Red: C:0 M:100 Y:60 K:37

Pantone Solid Coated

1. Gray: PMS 409 C
2. Red: PMS 1955 C

Printed on Matte Paper:

4-Color Process

1. Gray: C:0 M:18 Y:21 K:56
2. Red: C:0 M:100 Y:60 K:37

Pantone Solid Matte

1. Gray: PMS 410 M
2. Red: PMS 1955 M

Printed on Uncoated Paper:

4-Color Process

1. Gray: C:0 M:18 Y:21 K:56
2. Red: C:0 M:100 Y:60 K:30

Pantone Solid Uncoated

1. Gray: PMS 410 U
2. Red: PMS 1945 U

¹ WALLACE
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BLACK INK



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Grayscale

1. 75% of Black

2. 55% of Black



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Solid Black