

Primary Logo — Color Usage

The Highline College logo should be used with both brand colors (2-color usage) as shown below, whenever possible.



Primary 2-color usage

Brand blue and green.

To be used whenever possible.



Primary 1-color usage

Brand blue.

To be used when limited to one color applications.



Primary black usage

Black.

To be used in black and white applications or when limited to black plus one additional non-brand color.



Primary reverse usage

White.

To be used in black and white applications or when limited to one non-brand color.

Primary Logo — Sizing and Scaling

The logos are all saved to paths—which means they are rendered as vector art and can be continuously scaled. When changing size it is important to do this proportionally (height and width equally) and not stretch the art or change the original proportions. The logo shall not be used below the minimum size shown below.



HIGHLINE
COLLEGE

1 inch



HIGHLINE
COLLEGE

Minimum size

One inch.

Example shown at
100% actual size.

Maximum size

No maximum size restrictions.



Scale proportionally

Primary Logo — Minimum Space Requirements

Maintain a space surrounding the logo that is at least equal to one-half the height of the logo.

