

# TMCC Logos and Usage Guidelines

The official colors for the TMCC college logo are Pantone (PMS) 583 (light green), black or white. The versions of the logo that appear below are official color variations. The logo must appear on all college materials, which must be reviewed by PIO prior to production to ensure consistency in use and to maintain the integrity of the college's visual identity/brand.

## One-Color – PMS 583

These logos are the one-color option available for use in publications and on the web. File names are listed below each logo.



**TMCC logo-1pms block PC**

*special note – must be printed on white paper only*



**TMCC logo-1pms horiz PC**



**TMCC logo-1pms horiz wname**



**TMCC logo-1pms PC**



**TMCC logo-1pms wname PC**

## Black or White

These logos are the black or white options available for use in publications and on the web. Black logos are shown below – white variations will be identical (but in white). File names are listed below each logo.



**TMCC logo-bw block PC**

*special note – must be printed on white paper only*



**TMCC logo-bw horiz PC**



**TMCC logo-bw horiz wname**



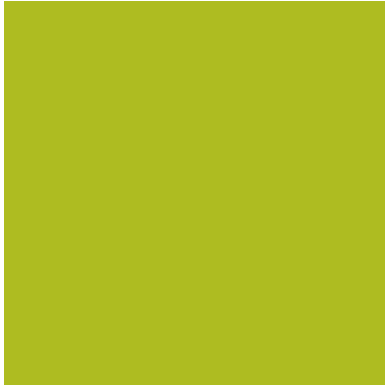
**TMCC logo-bw PC**



**TMCC logo-bw wname PC**

# Colors

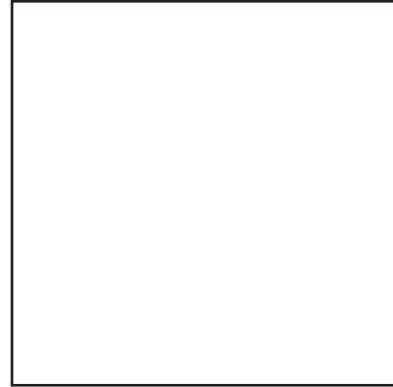
## Logo Color Palette



**Pantone 583**



**Pantone Black**



**White**

## Supporting Color Palette (design elements, excluding the TMCC logo)



**Pantone 115**



**Pantone 145**



**Pantone 202**



**Pantone 276**



**Pantone 3305**

## Color Builds



### **Pantone 583**

CMYK: 39 • 17 • 100 • 1

RGB: 170 • 179 • 0

HEX: #AAB300

Can be screened to any percentage.



### **Pantone 115**

CMYK: 3 • 10 • 85 • 0

RGB: 252 • 220 • 65

HEX: #FCDC41

Do not screen lower than 75%.



### **Pantone 145**

CMYK: 16 • 60 • 100 • 3

RGB: 207 • 118 • 0

HEX: #CF7600

Do not screen lower than 50%.



### **Pantone 202**

CMYK: 30 • 96 • 72 • 30

RGB: 137 • 32 • 52

HEX: #892035

Do not screen lower than 50%.



### **Pantone 276**

CMYK: 93 • 95 • 41 • 46

RGB: 35 • 26 • 67

HEX: #231A43

Do not screen lower than 25%.



### **Pantone 3305**

CMYK: 95 • 46 • 70 • 44

RGB: 0 • 75 • 65

HEX: #004B41

Do not screen lower than 25%.

## Definitions

**CMYK** – Cyan, Magenta, Yellow and black. This is the 4-color process most printers use to produce photo-realistic (full color) images.

**RGB** – Red, Green and Blue. Electronic devices (such as monitors, TVs, PDAs) use 3 colors, in various intensities and shades, to form the millions of colors available to those devices.

**HEX** – Hexadecimal. Hex numbers are used for Web applications and Web sites, but not for any print or physical media.

## A special note about color

The way a specific color displays on your screen is dependant on the type of monitor you use, whether it is calibrated accurately and the type of program you are using to view the color. The equivalent values provided are color accurate to the specifications of this worksheet and should be used if an exact Pantone color match is not available.