



Graphic Standards
Created 07/14/2021

Marketing & Public Relations
Philander Smith College

Correct Logo Usage

When printing the logo in a color other than black we suggest that you use the colors presented on this page. These are designated Pantones, which is a color matching system that your local printer will use. Pantone is also known as PMS.

Use only the colors shown.

For the Philander logo use:



PMS 554 Coated



PMS 554 Uncoated



PMS 606 Coated



PMS 606 Uncoated

Keep in mind that for commercially printed jobs, a specified Pantone (PMS) color will be acceptable, however, for in-house printing (desktop) a CMYK equivalent will be required, as desktop printers do not have the capability to print in PMS colors. The CMYK equivalents for your Pantone colors are:

CMYK Equivalent



C=84 M=39 Y=75 K=30



C=19 M=20 Y=100 K=0

Web color versions



246049



d8bd00

Four-color Process (CMYK) vs. Spot Color (PMS)

Four-color Process (CMYK) is a mixture of various densities of cyan, magenta, yellow and black inks. Spot Colors (PMS) are inks that are mixed before being loaded into the printing press. Many colors are markedly different when printed as CMYK vs. PMS. Certain PMS colors may appear to match closely when converted while others may vary greatly.

It is recommended, when possible, to print PMS 554 and PMS 606 as spot colors.

Correct Logo Usage

If reduced to smaller than 1.5 inches in width, the Philander logo becomes very difficult to read. We recommend that you not use the logo smaller than one and one-half inches.



1.5 inches

Correct Logo Usage (continued)

Very Important!

The logo should have visual space to breathe and maintain its prominence. If art or typography is placed too close to the logo it hinders the logo's recognition and strength. A space of at the height (**H=height**) of the Philander 'P' should surround your logo on all sides in all visual communications.



Incorrect Logo Usage

Following is a list of incorrect logo uses. Placing the logo on photos and patterns is not authorized. Separating the logo elements is not authorized. Always verify that the logo is being scaled proportionally and never change the colors of the logo.

Do Not Do This

Placement of the color logo on a background other than white.



Do Not Do This

Placement of the logo on a color photo.



Incorrect Logo Usage (continued)

Do Not Do This

Placement of the logo on a pattern background.



Do Not Do This

Separate the logotype from the icon.



Do Not Do This

Scale the logo unproportionally.



Do Not Do This

Change colors of the logo.



Reversing Logo Art

When the logo is being placed on a dark-colored background, it is important to remember that using a reversed-out treatment will give your logo the best readability. A reversed-out logo treatment is supplied to you on disk.

Full logo reversed out treatments



Reverse on black



Reverse on PMS 554



Reverse on PMS 606

One-Color Treatments

Likewise, for any collateral that may require one-color treatments (such as fax letterhead) a black-only logo treatment is supplied on disk. For all other printed material (brochures, business collateral, signs) PMS 554 and PMS 606 two color treatments are supplied.

Full logo single color black treatment



Icon single color black treatment

