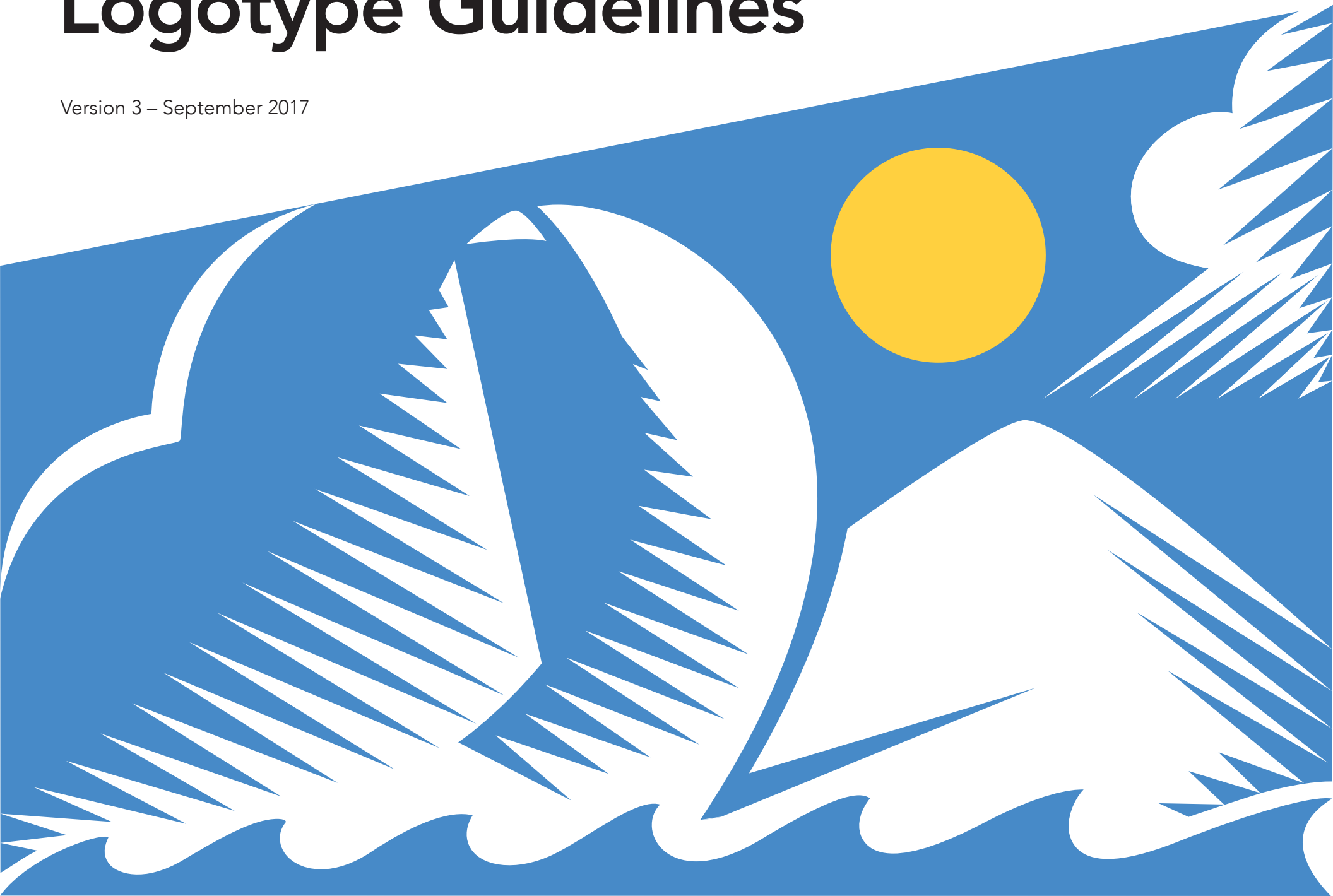
Odyssey Mentoring Program

Logotype Guidelines

Version 3 – September 2017

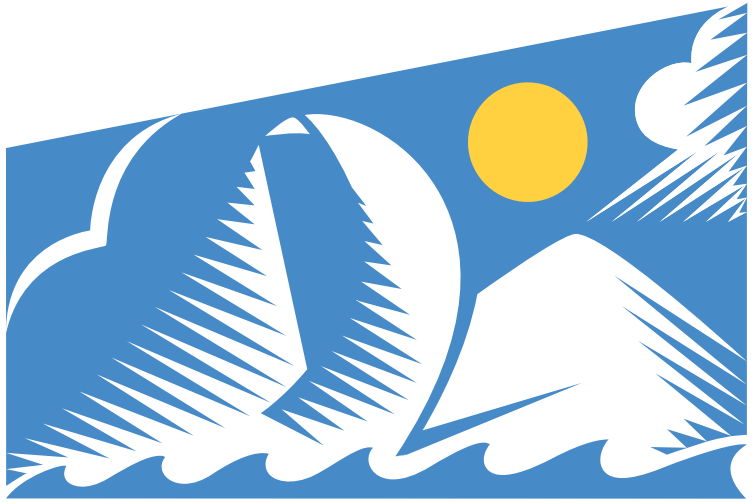


Logotype

The gateway to our brand.

The Odyssey Mentoring Program logotype is an energetic, dynamic seascape signifying a voyage. It is the gateway to the program's brand and can be used in a variety of ways to help us shine.

ODYSSEY
MENTORING
PROGRAM

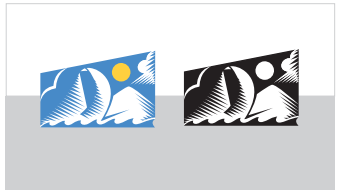


Master artworks of this version of the logo are available at:
https://www.simongriffee.com/OdysseyMentoringProgramLogotype2017v3.zip

Variants

Use the full color version whenever possible.

Only use the monochrome versions when you cannot use color.



The glyph design of both color and monochrome versions work on both light and dark backgrounds. Production files with '-reversed' appended have text set in white.

	Color logo on light background.	Monochrome logo on light background.	Reversed color logo on dark background.	Reversed monochrome logo on dark background.
Text	ODYSSEY MENTORING PROGRAM	ODYSSEY MENTORING PROGRAM	ODYSSEY MENTORING PROGRAM	ODYSSEY MENTORING PROGRAM
Columbia College	ODYSSEY MENTORING PROGRAM *Columbia College*	ODYSSEY MENTORING PROGRAM *Columbia College*	ODYSSEY MENTORING PROGRAM *Columbia College*	ODYSSEY MENTORING PROGRAM *Columbia College*
Slogan	ODYSSEY MENTORING PROGRAM *Discover the power of your Columbia College network.*	ODYSSEY MENTORING PROGRAM *Discover the power of your Columbia College network.*	ODYSSEY MENTORING PROGRAM *Discover the power of your Columbia College network.*	ODYSSEY MENTORING PROGRAM *Discover the power of your Columbia College network.*
Stacked	ODYSSEY MENTORING PROGRAM	ODYSSEY MENTORING PROGRAM	ODYSSEY MENTORING PROGRAM	ODYSSEY MENTORING PROGRAM

Color

The Odyssey Mentoring Program logotype follows the Columbia College Alumni Association color palette shown below with tints that can be sampled for complementary use with the fully saturated colors in accompanying designs. The main color is Columbia College Alumni Blue (Pantone 279c) with the sun in Columbia College Gold (Pantone 122c).

	Columbia College Alumni Blue	Columbia College Gold	Columbia College Dark Blue	Columbia College Light Blue
Tints	80% 60% 40% 20%	80% 60% 40% 20%	80% 60% 40% 20%	80% 60% 40% 20%
	PANTONE 279c	PANTONE 122c	PANTONE 295c	PANTONE 2905c
CMYK	C 71 M 37 Y 0 K 0	C 0 M 17 Y 85 K 0	C 100 M 86 Y 40 K 36	C 49 M 9 Y 1 K 0
sRGB	R 71 G 139 B 202	R 255 G 209 B 64	R 15 G 44 B 82	R 143 G 199 B 233
HEXADECIMAL	#478BCA	#FFD140	#0F2C52	#8FC7E9

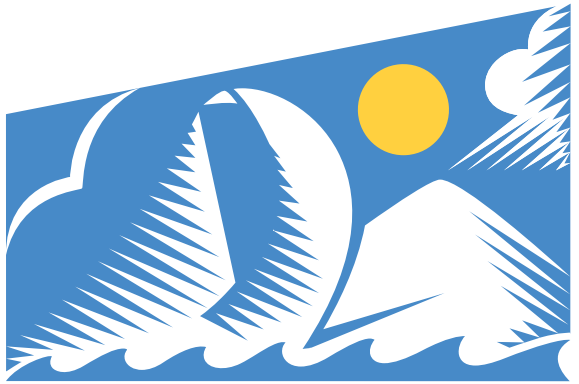
Typography & Sizing

The typeface used for the title of the logotype is **Adobe Garamond Titling Capitals**.

Garamond or Avenir work well as companions to the logotype in print. On screens, try Georgia or Helvetica Neue.

The typeface used for extra text below the logotype is **Adobe Garamond Italic**.

ODYSSEY
MENTORING
PROGRAM



Columbia College

Do not distort, stretch, rotate, skew, re-colour, recreate or alter the logotype.

Stay above these sizes to ensure legibility:

Print



~1 inch

Screen



~150 pixels (300 pixels for high resolution 'retina' screens).

Document Usage Example

A document template using the logotype. Find it at:
https://docs.google.com/document/d/19Rlfh_C2OfYiMXOpaaLGdHInc3d9g7eJSQSvATgQG3Y/edit?usp=sharing

ODYSSEY
MENTORING
PROGRAM

New York
Month DD, YYYY

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Sed egestas, ante et vulputate volutpat, eros pede semper est, vitae luctus metus libero eu augue. Morbi purus libero, faucibus adipiscing, commodo quis, gravida id, est. Sed lectus. Praesent elementum hendrerit tortor. Sed semper lorem at felis. Vestibulum volutpat, lacus a ultrices sagittis, mi neque euismod dui, eu pulvinar nunc sapien ornare nisl. Phasellus pede arcu, dapibus eu, fermentum et, dapibus sed, urna.

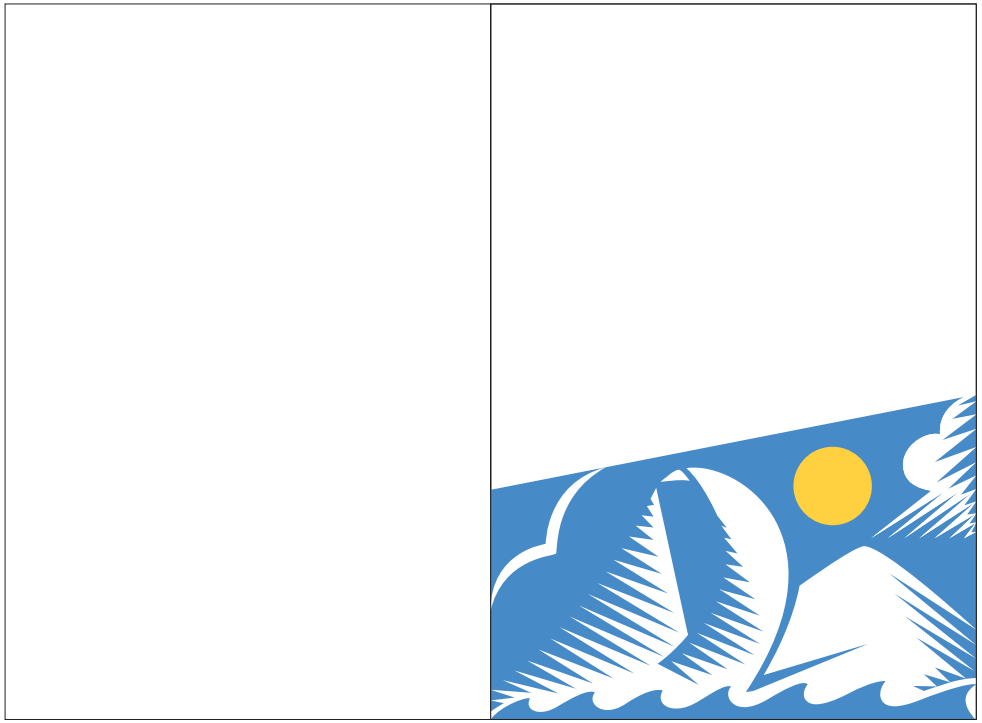
Morbi interdum mollis sapien. Sed ac risus. Phasellus lacinia, magna a ullamcorper laoreet, lectus arcu pulvinar risus, vitae facilisis libero dolor a purus. Sed vel lacus. Mauris nibh felis, adipiscing varius, adipiscing in, lacinia vel, tellus. Suspendisse ac urna. Etiam pellentesque mauris ut lectus. Nunc tellus ante, mattis eget, gravida vitae, ultricies ac, leo. Integer leo pede, ornare a, lacinia eu, vulputate vel, nisl.

Suspendisse mauris. Fusce accumsan mollis eros. Pellentesque a diam sit amet mi ullamcorper vehicula. Integer adipiscing risus a sem. Nullam quis massa sit amet nibh viverra malesuada. Nunc sem lacus, accumsan quis, faucibus non, congue vel, arcu. Ut scelerisque hendrerit tellus. Integer sagittis. Vivamus a mauris eget arcu gravida tristique. Nunc iaculis mi in ante. Vivamus imperdiet nibh feugiat est.

Name Surname

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Visualisation of an idea for a folder design using the logotype prominently in the inside pocket.

Graphic Elements

The graphic elements of the logotype can be used as complementary assets in other designs.
Do not be afraid to be bold and playful!
—Simon Griffee

