

# 50<sup>TH</sup> ANNIVERSARY

## LOGO USAGE GUIDELINES



# LOGO VARIATIONS

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These two options will work  
in MOST cases



## PRIMARY / COLOUR LOGO

Use this on a white background.



## WHITE / REVERSED LOGO

Use this on solid dark backgrounds  
(preferably COTR blue or black).  
Avoid complex imagery or patterns.

(This option  
is just a backup)



## BLACK LOGO

Use only when colour printing  
isn't available.



# 50<sup>TH</sup> ANNIVERSARY LOGO VARIATIONS

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## PRIMARY LOGO

Use this when the main COTR logo is already present elsewhere.



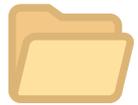
## PRIMARY LOGO + COTR LOGO

Use this when the main COTR logo is not already included in the material.



# FILE TYPES

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**PNG**



**Print & Digital**, transparent background. [Use PNGs in most cases.](#)



**JPEG**



**Print & Digital**, flattened background



**PDF**



**Print only.** Provides vector artwork. Send this if a printer requests an editable or print-ready file.



**EPS**



**Vector artwork.** Only use if specifically requested from a printer/vendor.



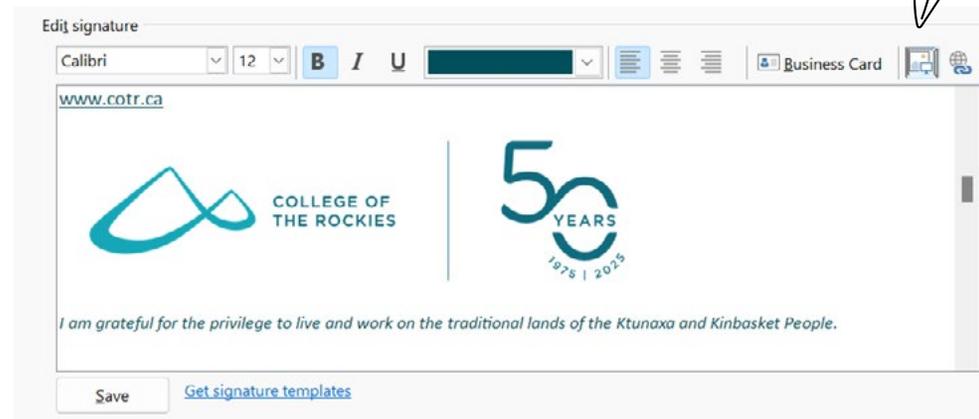
# EMAIL SIGNATURE

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## HOW-TO

A to-scale version of the logo has been provided specifically for email signatures.

1. In Outlook, go to:  
**File > Options > Mail > Signatures**
2. Select Insert Image.
3. Choose the file: **COTR\_50th\_logo\_e\_signature.png**





COLLEGE OF  
THE ROCKIES

