



Official Logo

## El Paso Community College Official Logo

The official logo for El Paso Community College is a road leading into a mountain range encircled by the words “El Paso Community College.” This symbol represents your journey to achieving your goal of a higher education.

As the primary identifier of the college, the logo can be used by any organization, entity, or department within the college community.



EPCC Teal



Black

## Logo Variations

The logo can be used with any single color for single color applications. Any part of the original logo that is black will become a solid color and any part that is teal becomes a 40% screen of the color. For example an all EPCC teal or purple can be used, as well as a black version.

Approved tag “The Best Place to Start” must be used in conjunction with the logo.



The Best Place to Start!



Pantone 321

C: 100  
M: 0  
Y: 31  
K: 23



Pantone 2597

C: 85  
M: 100  
Y: 0  
K: 0

## Official Colors

The approved colors for use with the logo are the EPCC Teal (Pantone 321) and EPCC Purple (Pantone 2597). The principle version of the logo must have the mountains and outer circle in teal, the sun and inner circle in white all with a black outline and “El Paso Community College” in black.

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**

## Official Typeface

The official typeface to be used with the logo is Eras Bold ITC. Any other typeface is not acceptable for the mark.



## Reproduction Size & Clear Zone

The logo should never be reduced any smaller than 3/4” and any object or words should be placed no closer than the distance equal to the width of the circular white band.



## Incorrect Usage



### Proportion

In order for El Paso Community College to maintain a unified look the logo should never be distorted or manipulated (i.e. stretched, slanted). The designs within the logo should not be altered in any way as they are not individual elements.

### Color Application

The logo color application cannot be modified unless using a single color version as stated above. No unapproved colors are acceptable when reproducing the official logo.



### Typesetting

The type within the logo should never be substituted in place of Eras Bold ITC as the logo is a designed element and individual parts should not be modified.

EPCCC New Official Logo Option



Logo Variations



Incorrect Usage

