

Primary Logo Artwork



The primary logo should always be at least .5" in height and have .25" of clean space around all sides. The logo and its colors should never be changed unless approved by the Marketing Department.

Alternate Primary Logo Artwork



Athletic Logo Artwork



Athletics Logo



College Mascot "Ruff"

Yavapai College Colors



Green

PMS 342
 CMYK - C93 M10 Y75 K43
 RGB - R0 G103 B71
 HEX - #006747



Yellow

PMS 123
 CMYK - C0 M19 Y89 K0
 RGB - R255 G199 B44
 HEX - #FFC72C



Gold

PMS 131
 CMYK - C0 M32 Y100 K9
 RGB - R232 G166 B20
 HEX - #E7A614



Black

PMS BLACK
 CMYK - C0 M0 Y0 K100
 RGB - R0 G0 B0
 HEX - #000000



White

PMS N/A
 CMYK - C0 M0 Y0 K0
 RGB - R255 G255 B255
 HEX - #FFFFFF

Yavapai College Typography

The font families ITC Stone Sans and Garamond should be employed for all college communications. In a case where Stone Sans and Garamond are not available, Frutiger is acceptable.

ITC Stone Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890

Garamond

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890

Frutiger LTD Standard 55

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890

For a complete Brand & Identity Guide and to download files, please visit our website, www.yc.edu/brand

Contact Us

Questions or concerns should be directed to the office of Marketing and Communications:

Building 32
 1100 E. Sheldon Street
 Prescott, AZ 86301

Tyler Rumsey
 Director of Marketing
 Tyler.Rumsey@yc.edu
 (928) 776-2323