



COLLEGE of AMERICAN  
PATHOLOGISTS

## CAP Master Brand Mark Policy and Usage Guidelines

v. 12312015c

## TABLE OF CONTENTS

Policy, 1

Usage Guidelines

- CAP Master Brand Mark, 1
  - Policy, 1
  - Colors, 3
  - On Photos or Backgrounds, 4
  - Placement, 5
  - Scaling, 6
  - Stacked, Size, Colors, 7
- CAP Accreditation Marks, 8
  - Formats and Configurations, 8
  - Size and Position, 9
- Do's and Don'ts, 10
- Permission, 10
- Legal Consideration, 11

## POLICY

The CAP Master Brand Mark is the identity symbol of the College of American Pathologists (CAP). Use of the CAP Master Brand Mark and other Marks owned by the CAP is restricted to its publications, documents, electronic products and communications, and authorized co-sponsorships, projects, activities, or initiatives.

## USAGE GUIDELINES

### CAP Master Brand Mark

The CAP Master Brand Mark is the key element of our brand. It functions as an emblem of affiliation. It serves as the symbol of the quality for which the College of American Pathologists stands.

In order to protect its value, we must use the College of American Pathologists' Master Brand Mark with precision and care.

**Our CAP Master Brand Mark consists of two components: the symbol and the logotype. These elements always appear in a specific size and an unchanging spatial relationship.**



To ensure the highest quality reproduction, only approved master art should be used. Vector- and pixel-based artwork may be obtained from the College of American Pathologists Creative Design Communications team.

**Do not recreate, modify, or apply visual effects to any part of the CAP Master Brand Mark.**

You may apply for permission to use the CAP Master Brand Mark by submitting a request to [logorequest@cap.org](mailto:logorequest@cap.org).

## USAGE GUIDELINES

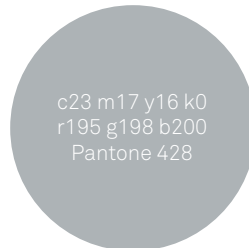
### CAP Master Brand Mark, Colors

Whenever possible, the College of American Pathologists Master Brand Mark should appear in its full-color version.

Two other color usages are also acceptable: single color in black or knocked out in white. Do not create additional versions of the CAP Master Brand Mark by modifying colors.

The full color version of the CAP Master Brand Mark has four colors. These are:

- Blue (Pantone 7703)
- Gray (Pantone 428)
- Red (Pantone 7621) and
- Black



Full Color (Preferred)



1-color black



1-color white



## USAGE GUIDELINES

### CAP Master Brand Mark, On Photos or Backgrounds

Only the full-color or the one-color CAP Master Brand Mark may be applied to an image background. Care must be taken when applying the College of American Pathologists' Master Brand Mark to an image-based background. To provide appropriate legibility, the surface area should be clean, uncluttered, and even-toned.

Avoid image areas that are visually active or have strong shifts in color or value. If an appropriate surface area is not available, reconsider the image scale, cropping, or selection.

When the surface area is white or light-colored (up to 25% grayscale value), the full-color CAP Master Brand Mark should be used in layout. When the surface area is medium- to dark-colored (25% grayscale value or greater) the one-color white CAP Master Brand Mark should be used.



## USAGE GUIDELINES

### CAP Master Brand Mark, Placement

To maintain consistency, the CAP Master Brand Mark should be positioned along a horizontal axis. Do not rotate or skew the CAP Master Brand Mark.

The area of isolation is the clear space that surrounds the CAP Master Brand Mark and separates it from text and other competing visual elements. The minimum area of isolation is equal to 1/2 of the height on all sides. This area also describes the minimum distance between the CAP Master Brand Mark and the edge of the page or screen.

HORIZONTAL  
AXIS



VERTICAL  
AXIS



AREA OF  
ISOLATION



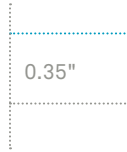
1/2 of the height of the master brand mark

## USAGE GUIDELINES

### CAP Master Brand Mark, Scaling

For printed matter, the preferred CAP Master Brand Mark size has a height of 0.55" and the minimum size has a height of 0.35".

For online/screen use, the preferred size has a height of 55 pixels and the minimum size has a height of 40 pixels.



0.35"

#### MINIMUM PRINT SIZE



0.55"

#### PREFERRED PRINT SIZE



40px

#### MINIMUM ONLINE SIZE



55px

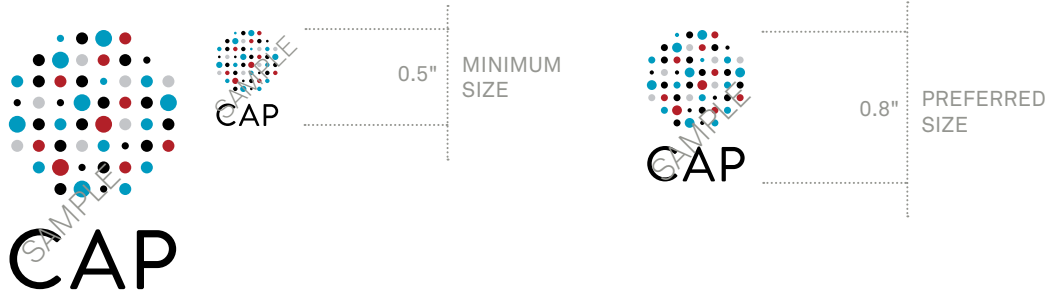
#### PREFERRED ONLINE SIZE



## USAGE GUIDELINES

### CAP Master Brand Mark, Stacked, Size

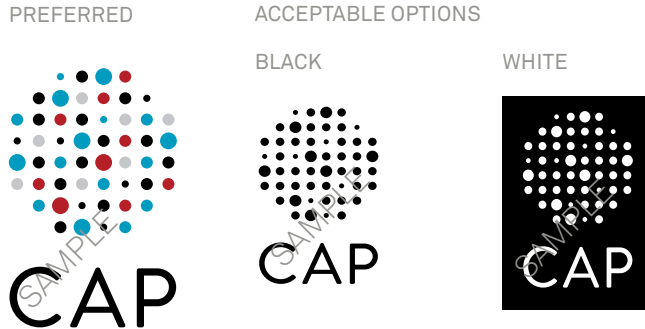
This alternate stacked and abbreviated version of our CAP Master Brand Mark is available for uses where either size or format are constrained.



### CAP Master Brand Mark, Stacked, Colors

The CAP Master Brand Mark should appear in its full color version, whenever possible.

Two other color uses are also acceptable: single color in black and knocked out in white.





## USAGE GUIDELINES

### CAP Accreditation Marks, Formats and Configurations

As a symbol of the accomplishment to achieving excellence, laboratories that meet and pass requirements for CAP laboratory accreditation programs are allowed to use the CAP Accreditation Mark based on the following guidelines.

Whenever possible, the CAP Accreditation Marks should appear in full-color. Two other color usages are also acceptable: single color in black or knocked out in white. Do not create additional versions of the CAP Accreditation Marks by modifying colors.

The full-color version has four colors: Blue (Pantone 7703); Gray (Pantone 428); Red (Pantone 7621) and Black

For electronic materials, use the rgb file of the CAP Accreditation Marks.  
PMS 7703: RGB: R 0% G 154% B 191%  
PMS 7621: RGB: R 178% G 30% B 40%  
PMS 428: RGB: R 195% G 198% B 200%

On a dark background, the white version may be used. When full color use is not possible the CAP Accreditation Marks may appear in black.

#### CAP Accreditation Mark

FULL-COLOR



BLACK



WHITE



#### CAP 15189 Mark

FULL-COLOR



BLACK



WHITE



## USAGE GUIDELINES

### CAP Accreditation Marks, Size and Position

The minimum size for use of either CAP Accreditation Mark is one half inch or 36 pixels in height for printed or electronic use.

Do not mix or reconfigure signature elements with other identities. Use of the CAP Accreditation Mark at the bottom right corner of advertisements and announcements is preferred.

When using either of the CAP Accreditation Marks on printed materials with other wordmarks or logos, balance the various elements in size.

The area of isolation is the clear space that surrounds a seal and separates it from text and other competing visual elements. The minimum area of isolation is equal to 1/2 of the height of the CAP Accreditation Mark on all sides. This area also describes the minimum distance between the seal and the edge of the page or screen.



## USAGE GUIDELINES

### Do's and Don'ts

#### Do

- Follow the CAP guidelines for use of all CAP Marks.
- Use the CAP Mark colors and other colors suggested in the guidelines.
- Use the electronic artwork provided for reproduction.

#### Don't

- Alter the design of the CAP Marks in any manner.
- Use photocopied or scanned CAP Mark artwork as original artwork.
- Alter the CAP Mark typeface.
- Use the CAP Mark as part of a headline or text.

### Permissions

You may apply for permission to use the CAP Master Brand Mark by submitting a request to [logorequest@cap.org](mailto:logorequest@cap.org).

The CAP Accreditation Mark and the CAP 15189 Mark are available on [cap.org](http://cap.org) for use exclusively by CAP-accredited laboratories only.

## USAGE GUIDELINES

### Legal Consideration

The CAP Marks are exclusive properties of the CAP. The CAP uses these Marks in the United States and worldwide to distinguish excellence in the practice of pathology and laboratory medicine.

Unauthorized use and misuse of the Marks are punishable by law. This is unlawful and can constitute unfair competition, intentional trademark infringement, trademark dilution, and false designation of origin.