

# Quick Guide to Using Logos

The Cairn University logo was created to be unique and easily recognizable; as such, the logo should never be modified in a way that would compromise its integrity. Everything produced with the Cairn logo should be of the highest quality possible in order to best represent the University. We ask that you adhere to the principles below, as well as others presented in the Cairn University Identity Guide (found at [cairn.edu/marketing](http://cairn.edu/marketing)).

## Using Logos with Outside Vendors

In the event that you are placing an order with an outside vendor and using the Cairn University logo on the piece, it is important to understand these guidelines to ensure the logo is used correctly. It is also important to understand that if Communications & Marketing provides the logo, the logo should be given in the format provided, un-modified, to the vendor. If you are unable to open the logo provided due to the absence of certain software on your computer, that is okay. This is a higher quality art file that the vendor needs to produce the highest quality product.

**Below is a sampling of best practices for using the Cairn University logo. Please refer to the full Identity Guide for more information on the Cairn logos.**

Minimum Size:



0.75"



Padding:



Area of Isolation:



Equal to size of "n"

