

Cuyamaca College Brand Guidelines



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· C O L L E G E ·

Logo Usage



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Original



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Horizontal



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One-color

There are limited one-color logo variations (all-white and all-black). Do not alter the logo in any other color, proportion or variation. When using the logo with other logos, the Cuyamaca College logo must be used in equal size and space. Full logo usage guidelines can be found online.

Brand Colors

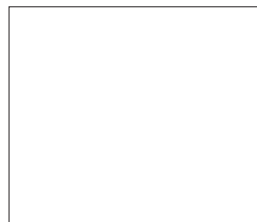
Primary



Cuyamaca Blue

Hex #0D204A
RGB (13, 32, 74)
CMYK (82, 57, 0, 71)

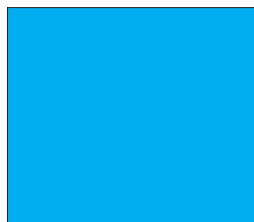
Secondary



White

Hex #ffffff
RGB (255, 255, 255)
CMYK (0, 0, 0, 0)

Accent



Cyan

Hex #00aeef
RGB (0, 174, 239)
CMYK (100, 0, 0, 0)

Brand Feel

Clean
Personal
Welcoming
Bright
Approachable

Brand Elements

Bold type heads
Quadrants/Windows
Clean Lines

Recommended Fonts

Primary

Noto Sans
(Sans Serif)

All styles approved including Noto Sans light, regular, medium, **semibold**, **bold**, **extra bold**, **black** and *all italics*.

Noto Serif
(Serif)

All styles approved including Noto Serif light, regular, medium, **semibold**, **bold**, **extra bold**, **black** and *all italics*.

Cursive Display

Felt That

Condensed Display

League Gothic

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Inappropriate Usage

Even in the most flexible and dynamic visual system, guidelines and consistency are critical to ensure we understand who we are. Here, we offer guidelines on what not to do with Cuyamaca's logo system.



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Never add any software effect to the logo (outlines, drop shadow, bevel, etc.)



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Never change the Cuyamaca College font.



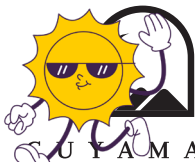
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Never stretch, warp, or squash the logo.



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Never use the logo in any color other than colors used in the brand guidelines.



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Never cover the logo.



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Never change the logo images or alter the shapes of the logo.



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Do not angle logo.



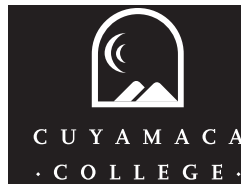
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Never use multiple colors in the logo

Incorrect Logo Placement



Make sure logo is placed against a solid color or area in the background.



Edges of black rectangle are too close to the logo and name. logo should always be centered.



Never use similar colors as background of the logo.



Make sure background doesn't conflict with the logo in the foreground.

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Department Logos

All college entities are permitted and encouraged to use and pair their department name with the Cuyamaca logo. Department names should only be combined with the fully intact logo, per the parameters below. Acceptable logo designs are shown here and are available upon request from the College and Community Relations department.

Vertical Format with Primary Logo

Font Name: Noto Sans Condensed Bold, Pt Size: 38pt, Leading: 40pt



**Entity Name
Second Line**

Horizontal Format with Primary Logo

Font Name: Noto Sans Condensed Bold, Pt Size: 42pt, Leading: 42pt



**Entity Name
Second Line**

Horizontal Format with Secondary Logo

Font Name: Noto Sans Condensed Bold, Pt Size: 42pt, Leading: 42pt



**Entity Name
Second Line**

Sample Design with Primary Logo

Font Name: Noto Sans Condensed Bold, Pt Size: 38pt, Leading: 40pt



Student Services

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College Seal

The College Seal is reserved for official use such as diplomas, certificates of graduation, scholarly papers, etc. The seal should not be used on letterhead or business cards, or for marketing purposes (brochures, flyers, posters, direct mail, etc.). To request permission to use the college seal, please contact the College and Community Relations Department.

Athletics Symbols

The Coyote icon, "C", and the word Cuyamaca as represented below are reserved for use by the athletic programs of Cuyamaca College and may not be used as a logo in combination with other identifying college marks. To request permission to use these symbols, please contact the College and Community Relations Department.



This icon must be used in conjunction with the coyote icon, as shown below.

