



CUESTA COLLEGE

San Luis Obispo County Community College District



LOGO GUIDE & BRAND IDENTITY

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HOW TO USE THIS GUIDE

This logo guide and brand identity booklet is intended to serve as a reference for Cuesta College employees when creating and maintaining the visual identity of our college. Need the college logo? It's in here. Official college colors? They're here too. Think of this as your one-stop-shop for what you need to know when designing an official Cuesta College piece of material. While it can be a daunting task to present a coherent visual image, it is possible to orient our marketing efforts consistently if a few basic rules are followed. We hope this document helps.

Please share this document with any person(s) at Cuesta College, including staff and students, asked to create any sort of visual communication for your unit or area.

The details in this editorial guideline are available on the Cuesta College website at cuesta.edu/about/depts/marketing/cestacollegelogos.

Direct any questions you have about this guide to:

Anthony Herrera
Graphic Designer
Marketing and Communications
anthony_herrera@cuesta.edu
(805) 546-3100 x2420

THE VALUE OF BRAND CONSISTENCY

A brand is a unique design, symbol, words, or a combination of these, employed in creating an image that identifies an entity. Over time the goal is to associate the image with a level of credibility and quality.

It is imperative we adhere to these brand standards throughout our campuses, departments, programs, centers, etc.

By using this guide, you will help visually identify Cuesta College in a consistent manner that's instantly recognizable. These efforts support and complement the traditions of the college, as well as the quality of our teaching and services.

We ask that you participate in incorporating and upholding Cuesta College's brand identity into every facet of the college's marketing and communications. Your continued support helps strengthen Cuesta College, our brand and our presence in the community.

ONLINE RESOURCES

Online resources and assets are available on the Cuesta College website. Please go to cuesta.edu/about/depts/marketing/cestacollegelogos for access to:

- Logo Guide and Brand Identity Booklet
- Cuesta College logo files: available in various design styles and file formats
- Cuesta College Department logo files: available in various design styles and file formats
- Marketing assets such as flyer templates, graphical elements, signatures, memos, letterhead, note cards, etc.

ELEMENTS OF THE LOGO

The official Cuesta College logo is made up of two parts, the logo symbol and the logo type.



1 Logo symbol.

2 Logo type.

OFFICIAL COLLEGE LOGOS

We have provided files in different layout structures and color variations so you can find the one that works best for your needs. Be sure to use the provided correct color version of the logo.



Full color logo: Horizontal

File Name: CuestaCollege_logo_horz_fullcolor_blktxt



Black logo: Horizontal

File Name: CuestaCollege_logo_horz_1color_blk



White type logo: Horizontal

File Name: CuestaCollege_logo_horz_fullcolor_whttxt

Reversed logo: Horizontal

File Name: CuestaCollege_logo_horz_1color_wht



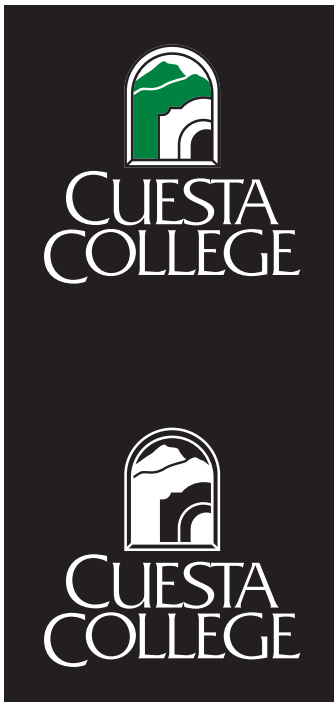
Full color logo: Vertical

File Name: CuestaCollege_logo_vert_fullcolor_blktxt



Black logo: Vertical

File Name: CuestaCollege_logo_vert_1color_blk



White type logo: Vertical

File Name: CuestaCollege_logo_vert_1color_blk

Reversed logo: Vertical

File Name: CuestaCollege_logo_vert_1color_wht

OFFICIAL LOGO VARIATIONS

We have provided variations to the official logo. See page 13 for more on when to use the Cuesta College logo.



San Luis Obispo County Community College District logo

File Name: CuestaCollege_logo_ccd_horz_fullcolor_blktxt



Cuesta website address logo

File Name: CuestaCollege_logo_wadrs_horz_fullcolor_blktxt

UNDERSTANDING FILE NAMING CONVENTIONS

CuestaCollege_logo_horz_fullcolor_blktxt



- 1 Description of the file. This is the Cuesta College Logo
- 2 Arrangement of the logo design; horizontal or vertical
- 3 Color of the logo; full color, 1 color (black or all white)
- 4 Color of the "Cuesta College" text (black or white)

UNDERSTANDING FILE TYPES

Several file types are available for your use for each logo layout. Use the guidelines below to help you choose the correct file for your needs. File names appear next to each logo mark, and are available with .eps, .tif, .jpg and .png extensions.

.eps files

Use these for print pieces including banners, tablecloths, etc., apparel and promotional items. Background is transparent, color formula is CMYK. These files are infinitely scalable, so this is the file type to use when creating a large item when a large logo is needed.

.tif files

Use these for print pieces when high quality is needed, i.e. posters, brochures, postcards, etc. Background is transparent, color formula is CMYK. These files are saved in high resolution.

.jpg files

Jpg files have a white background. Use these for producing web graphics as well as simple flyers when high resolution is not needed. RGB color formula and low resolution.

.png files

With a transparent background, these files are ideal for web and other on-screen use, as well as the preferred file type for Microsoft products (Word, PowerPoint). Color formula is RGB.

UNDERSTANDING A COLOR PALETTE

Color is an important part of our identity. In addition to the primary colors used in the logo, we are providing additional secondary and support color palettes to provide visual interest, color-matching to your subject matter, and allowing for the use of color hierarchy.

Think about your subject matter when deciding on support colors, and choose colors that link your content subject matter to the visual look of the piece.

Avoid color combinations that bring other regional universities, colleges and schools to mind, e.g., green and gold.

COLOR TERMS

PMS

An acronym for Pantone Matching System®, this color system is also often referred to as “spot” colors. This color system is for print jobs when an exact color match is needed.

CMYK

CMYK (or “process”) refers to the 4 ink colors that are used to create every other color of the rainbow. Those colors are cyan (C), magenta (M), yellow (Y) and black (K). This is the color system used for press and digital press print pieces, and both solid colors and photographs should be converted to CMYK color for printing.

RGB

RGB (red, green, blue) refers to colors used on screen only (web, phone, video, etc.). Photos and solid colors should be in RGB when intended for on-screen viewing.

HEX

Hex refers to the hexadecimal number assigned to solid colors for use on the web. Hex formulas will appear as #xxxxxx.

COLOR PALETTE FOR PRINT AND ELECTRONIC MEDIA



Cuesta Green

PMS 348 C
CMYK 97 / 22 / 100 / 9
RGB 0 / 132 / 69
HEX #008445



Cuesta Black

PMS Pantone Black C
CMYK 0 / 0 / 0 / 100
RGB 0 / 0 / 0
HEX #000000

WEBSITE COLOR PALETTE

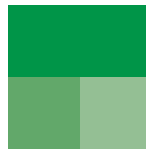
Designed specifically for the Cuesta College website. Tints of these colors can be used and examples are shown below.



Cuesta Dark Green

CMYK 90 / 32 / 100 / 24
RGB 1 / 108 / 56
HEX #006c34

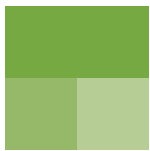
75% 50%



Cuesta Web Green

CMYK 86 / 16 / 100 / 3
RGB 0 / 149 / 72
HEX #009548

75% 50%



Cuesta Web Lime

CMYK 60 / 14 / 100 / 1
RGB 118 / 169 / 65
HEX #76a700

75% 50%



Cuesta Web Orange

CMYK 20 / 74 / 100 / 8
RGB 189 / 92 / 40
HEX #bd5900

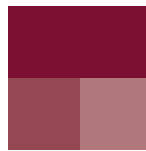
75% 50%



Cuesta Web Blue

CMYK 93 / 56 / 29 / 8
RGB 1 / 100 / 137
HEX #006489

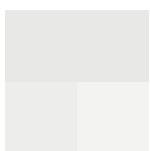
75% 50%



Cuesta Web Maroon

CMYK 33 / 100 / 66 / 37
RGB 123 / 18 / 51
HEX #7b0031

75% 50%



Cuesta Web Grey

CMYK 8 / 6 / 7 / 0
RGB 232 / 231 / 229
HEX #e6e6e6

75% 50%

SUGGESTED TYPOGRAPHY

Below are recommended typeface options to use when designing marketing collateral.

Copy Text

Defined as the main information on a page, usually found in paragraph form. Because of the amount of text and the detailed nature of information conveyed, a highly readable typeface is preferable.

Open Sans

Sans serif font. Available in several different weights: Light, Regular, **Semibold**, **Bold**, **Extrabold**

This free font can be found at: fonts.google.com/specimen/Open+Sans?selection.family=Open+Sans

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Open Serif

Serif font designed to pair with Open Sans. Available in several different weights: Light, **Book**, **Regular**, **Semibold**, **Bold**, **Black**

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Officina Sans

Condensed sans serif font. Available in several different weights: **Book**, **Medium**, **Bold**, **Extrabold**, **Black**

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Avenir

Regular and condensed sans serif font. Available in several different weights: Light, **Book**, **Roman**, **Medium**, **Heavy**, **Black**

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

SUGGESTED TYPOGRAPHY

Below are recommended typeface options to use when designing marketing collateral.

Header Text

Refers to type that is specifically used for headlines or small amounts of non-body copy.

Compactal

Sans serif font. Available in several different weights: Light, **Bold**, **Black**

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Archer Pro

Serif font. Available in several different weights: Thin, Light, Book, Medium, Semibold, **Bold**

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

DIN Condensed

Condensed san serif font.

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

TRAJAN PRO

SERIF FONT. AVAILABLE IN SEVERAL DIFFERENT WEIGHTS: REGULAR, **BOLD**

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

WHEN TO USE THE CUESTA COLLEGE LOGO

The Cuesta College logo should be used on **EVERY** piece of marketing collateral that promotes the college, including printed collateral, event materials, outreach, internal marketing, promotional items, official communications, etc. If it is promoting Cuesta College, it needs a logo.

A good rule of thumb is to ask yourself these questions when promoting the college:

- Are you holding an event at Cuesta College that includes the San Luis Obispo Campus, North County Campus and the South County Center?
- Is it an event put on or sponsored by employees of Cuesta College?
- Is it intended for current and/or prospective students of Cuesta College?
- Does it benefit Cuesta College directly either through monetary means or community awareness?

If the answer to any of those questions is **"YES"**, then the Cuesta College logo **MUST** be included on all marketing materials.

Exceptions are when:

- Using the Cougar logo (Athletic department only).
- Adding officially sanctioned department logos.

WHEN TO USE THE CUESTA COLLEGE LOGO VARIANTS

San Luis Obispo County Community College District is our official name as recognized by the Chancellor's Office of California Community Colleges and the Department of the Treasury-Internal Revenue Service. Both also recognize "Cuesta College" as our business name. This is the designated logo for official documents dealing with accreditation, human relations, employee contracts, etc.



San Luis Obispo County Community College District

San Luis Obispo County Community College District logo

CORRECT USES OF THE CUESTA COLLEGE LOGO

Maintaining a clear area around the outermost points of the logo (free from other text, imagery or logos) helps ensure the logo's visibility and clarity. Use a relative measuring system, meaning the clear space measurement is always based off of the exact logo size you are working with, so an appropriate amount of clear space can be determined regardless of the size of logo. While the exact amount of space is subjective, see the guidelines below to calculate the minimum clear space that must surround the logo.



Figure A.



Figure A.

Determine the outermost points of the logo (shown here with a blue dotted box).

Using the height of the "O" in "College" as a unit of measurement (Figure A., both images) calculate the clear space starting from the outermost edges of each side of the logo using that same measurement on all sides of the logo.

The appropriate amount of clear space is shown here in the orange dotted box.

This demonstrated the minimum amount of clear space that is suggested. More space is fine.

Below is an example of good use of space between the Cuesta logo and surrounding text.



CORRECT USES OF THE CUESTA COLLEGE LOGO

Choose the correct version of the logo for the right design. All elements of the logo, including the graphic and text should remain highly visible and clear when placed on a background or other element. Below are examples of using two different logo styles that are appropriate for the chosen backgrounds they are placed onto.



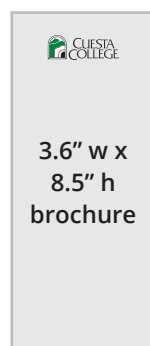
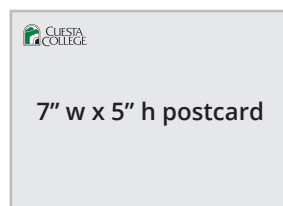
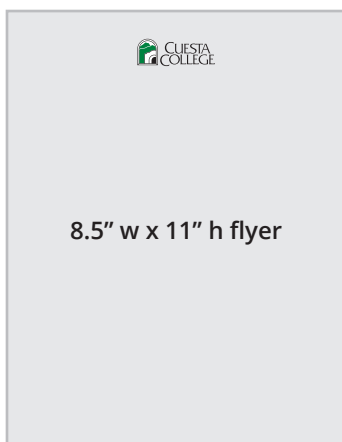
CuestaCollege_logo_horz_fullcolor_blktx



CuestaCollege_logo_horz_fullcolor_whtxt

LOGO SIZE

There is no exact formula to use when choosing what size the logo should be on marketing collateral. Aim for a visual balance between the logo and the overall piece. Below are a few visual guidelines to help you determine approximate logo sizes.



INCORRECT USES OF THE CUESTA COLLEGE LOGO

No alteration or customization of the elements of the logo are allowed. Included are some examples of incorrect logo usage:

- Substituting fonts
- Outlining or in-lining (adding a stroke)
- Distorting or applying special effects
- Changing the relative size or positioning of the elements individually
- Combining elements other than the approved logo
- Filling the logo with a pattern or photo element
- Using the logo as part of a sentence or phrase
- Reproducing the logo in colors other than the official approved colors
- Only using the logo symbol without the logo type
- Only using the logo type without the logo symbol
- Arranging the “Cuesta College” type to as a single line element



PAST LOGOS

The following logos are no longer in use by Cuesta College. **Please do not use** any of these logos, graphic elements, text, or any combination of the logos below for marketing materials.



CUESTA COLLEGE SEAL

Cuesta College maintains a seal for official use. The seal should not be used by departments for marketing purposes and is only used in approved specific college materials.



DEPARTMENT/DIVISION LOGOS

We have provided individual departments/divisions specific branded logos for interdepartmental use. These are for internal purposes only. External marketing with these logos should be kept to a minimum as we encourage all Cuesta marketing materials to use the official college logo to promote consistency.

The official department/division logos may not be altered in any way when used.

If you require an adjustment to the department/division logo, or would like to request one, please contact Marketing with your request.

Below is an example of a few of the department/division logos. Department/division logos can be requested from the Marketing and Communications department.



Student Success Center



Languages & Communications



Performing Arts



Student Health Services



Foundation



**Disabled Student Programs
and Services**



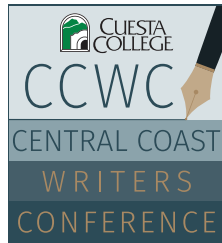
Community Services

PROGRAM LOGOS

Some student and community programs have unique logos created to better help individualize them for marketing purposes. While they may contain unique graphical elements and font styling, these logos must adhere to the standards developed by marketing.

Individual programs may not create their own logo for official use without Marketing approval.

Below are some examples of program logos created and approved by the Marketing Department.



CUESTA COLLEGE ATHLETICS LOGO

The Cougar Athletic logo is for use by the Cuesta College Athletics Department to brand the department and teams. Unlike the Cuesta College logo symbol, the Cougar graphic element can be used as a stand-alone without accompanying text. A separate athletics department logo also exists to help identify the department on marketing collateral.



Full color logo:

File Name: Cuesta_Athletics_Cougar_fullcolor



Black logo:

File Name: Cuesta_Athletics_Cougar_black



White logo:

File Name: Cuesta_Athletics_Cougar_white



Full color logo:

The full color Cougar logo has a white stroke around the entire graphic to ensure that it can be viewed on both light and dark backgrounds.

CUESTA COLLEGE VEHICLE GRAPHICS

Official vehicles of the college should reflect all the current branding elements of the college so they are not misidentified. Below is a suggested sample of vehicle branding.



Cuesta logo with website

Vehicle number



USE OF THIRD PARTY VENDORS AND DESIGN AGENCIES

Use of third party vendors for the production of Cuesta College marketing materials is necessary. As a Cuesta College employee, it is your responsibility to ensure the integrity of the Cuesta brand and how it is used. Ensure that you are providing the appropriate Cuesta College logo to the vendor and that they are using the correct colors. DO NOT allow any vendor to use the logo in a way that is incorrect as it is outlined in this guide.

Consult the Cuesta College Marketing and Communications department prior to ordering marketing materials. We can provide guidance and support to ensure that the materials are of the utmost standards and value.

All graphic design projects should be created with the assistance of the Cuesta College Marketing and Communications department and not a third party design agency or freelancer. Certain exceptions can be made. Please consult the Marketing and Communications department prior to using any third party design agency.

MARKETING AND COMMUNICATIONS DEPARTMENT

Marketing and Communications is responsible for the campus-wide branding of the college, including marketing, social media, advertising and media relations efforts. The department is also responsible for the design and creation of collateral material for the district and the Foundation.

Marketing and Communications also strives to increase participation in college activities and business services, cultivate friendships and financial support, and promote understanding and legislative support for Cuesta College.

Marketing Needs/Requests?

Do you need some help marketing your program or department? Do you want to request a press release, photograph, video, or design project? See the contact information below.

Press Releases

For any press/media related matters (i.e. press releases, media inquiries, media interviews, etc.), and any matters pertaining to public relations or news about Cuesta College,

Contact Lauren Milbourne at lauren_milbourne@cuesta.edu or (805) 546-3108 for assistance.

Graphic Design

Graphics design services for brochures, postcards, flyers, posters, promotional materials, web graphics, signs, trade-show materials. Also, referrals for outside printers and help obtaining print cost estimates.

Contact Anthony Herrera at anthony_herrera@cuesta.edu or (805) 546-3100 x 2420

Website

Have questions about the Cuesta College website, your webpage content, training or need assistance?

Contact Lana Rauch at irauch@cuesta.edu or (805) 546-3923

Social Media Platforms

Social media platforms that use Cuesta College's name, likeness, and logo need to be registered with the Marketing department. Read the Guidelines and How-To Handbook for setting up a Cuesta College social media account, and register using the Registration Form.

Contact Ritchie Bermudez at claudansid_bermudez@cuesta.edu or (805) 546-3100 x2636

Photography/Video

Photography services including program photos for marketing & publication purposes and department headshots. Video projects handled by marketing include program clips and highlights, informational videos, and mini-documentaries.

Contact Ritchie Bermudez at claudansid_bermudez@cuesta.edu or (805) 546-3100 x2636

Advertising

Paid media and advertising including digital, social media, television, radio, print, and out-of-home.

Contact Ritchie Bermudez at claudansid_bermudez@cuesta.edu or (805) 546-3100 x2636.