College of Marin's (COM) brand identity is the vehicle by which our mission is communicated to the many populations we serve. COM's branding guidelines and resources are intended to serve as a reference for creating and maintaining College collateral. Consistency creates equity amongst the populations served.

The Value of Brand Consistency

A brand is all components related to the institutional image; such as name, logos, wordmark, typeface, tagline, etc.

Maintaining COM's brand reinforces the college identity in a manner that is instantly recognizable. Upholding COM's brand identity throughout the many facets of the College's marketing and communications strengthens our community presence. Following these guidelines supports the mission and traditions of the College and projects the professionalism and quality of our education and services.

Brand Foundations

The foundations of COM's brand are the essence of what we do and include:
• A passion for students and our diverse community
• A commitment to educational excellence
• Respect for collaboration and open community
• Appreciation of a learning environment that celebrates diversity
• A dedication to accountability, integrity, and sustainability

Core Mission

Educational Excellence | Fostering Support | Equitable Opportunities

College of Marin's commitment to educational excellence is rooted in providing equitable opportunities and fostering success for all members of our diverse community.

Editorial Style Guide

When writing about the College, use this <u>comprehensive language guide (https://marinedu-my.sharepoint.com/:w:/g/personal/ncruz_marin_edu/ERH8avaSpOlEqRgovUJ97cMB50-Ep-LYaYJrvDTwmuETrA?e=xXJyh0)</u> to ensure consistent branding across all published content.

Brand Stewards

The Marketing and Communications Office and College Services are responsible for overseeing College branding, communication, and the creation of College collateral and promotion to ensure the consistency of our brand identity. Please consult with these offices regarding logo usage.

When to Use Official Logo Files

There is only one board-approved College of Marin logo configuration with acceptable color and style variations. The College logo should be used on **ALL** marketing materials associated with the College. This includes printed collateral, event materials, outreach, internal marketing, promotional items, official communications, etc. COM's in-house graphic designers are responsible for creating marketing collateral promoting the College.

Color

COLLEGE OF
MARIN

Grayscale

COLLEGE OF
MARIN

Wordmark

The wordmark is an element of the identity system. However, its use varies significantly as part of the dynamic identity system. The wordmark's inclusion will depend on the collateral and is not necessary to include on all materials.

Official College Logos and Wordmark

The College logo is available in several different variations and formats. Digital files of the logo configuration in various styles and sizes are available here to download.

Official Logo Variations and Files

Full color	EPS (/sites/default/files/COM_4C_C.eps)	PDF (/sites/default/files/COM_4C_C.pdf)	JPEG (/sites/default/files/COM-logo.jpg)	PNG (/sites/default/files/COM-logo-color.png)

College Seal

The seal is only to be used by the Office of the Superintendent/President for awards, diplomas, certificates, and the like. The seal and logo should never be used together or altered. The vast majority of College of Marin collateral should use the logo, not the seal.

Department and Program Branding

Certain College-related programs and initiatives have a logo that contains unique graphical elements and font styling developed by COM's graphic designers. Individual departments, programs, and initiatives may not create their own logo for official use.

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.

Official College Colors

Color is an important part of College of Marin's identity. In addition to the primary colors used in the logo, approved secondary and support color palettes can provide visual interest, color-matching to subject matter, and allow 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.

Primary Colors

Black

Gold (PMS 1255 or 22C 40M 100Y 10K)

Use of Third Party Vendors

All graphic design projects should be created with the assistance of Creative Services and not a third party agency, consultant, or freelancer. Certain exceptions can be made. Please consult the College Services Department prior to using any third-party design agency.

Submit a design services request (http://marin.webdeskprint.com) here.

QUICK LINKS

COPYING/PRINTING REQUEST (HTTPS://MARIN.WEBDESKPRINT.COM)

DESIGN SERVICES REQUEST (HTTPS://MARIN.WEBDESKPRINT.COM)

EVENT/CALENDAR SUBMISSION (HTTP://FORMS.MARIN.EDU/FORM/EVENT-SUBMISSION)

MEDIA RESOURCES (HTTP://PRESIDENT.MARIN.EDU/MEDIA-RESOURCES)