THE GEOMETRY OF OUR LOGO

35°

35°

37°

40°

"COLLEGE" is not extended unto edges

PRIMARY LOGO

PRIMARY LOGO COLOR GUIDE

COASTLINE
COLLEGE

OFFICIAL COLORS

PANTONE 2955C

C	M	Y	K
100	78	36	29

WEB #003764

PANTONE 297C

C	M	Y	K
53	5	3	0

WEB #6BC4E8

PANTONE 298C

C	M	Y	K
65	10	1	0

WEB #3CB4E5

PANTONE 297C

GRADIENT ▲

PANTONE 298C

SECONDARY LOGO

The Primary Logo is to be used in every instance where a full color logo is needed. However the Secondary Logo can be used in **extremely rare and demanding circumstances.**

Example 1
Background is too dark or similar and would hide the "Coastline College" Word Logo in it's intended Pantone 2955C color. This would be an acceptable circumstance to use the Secondary Logo instead of the Primary Logo.

SECONDARY LOGO COLOR GUIDE

The Secondary Logo can only be used in **extremely rare and demanding circumstances.**

Coastline College word logo uses Pantone 298C in the Secondary Logo's text.

(This lighter blue pantone helps the text portion to stay visible when placed on top of dark colors)

COASTLINE
C O L L E G E

OFFICIAL COLORS

PANTONE 2955C

C	M	Y	K
100	78	36	29

WEB #003764

PANTONE 297C

C	M	Y	K
53	5	3	0

WEB #6BC4E8

PANTONE 298C

C	M	Y	K
65	10	1	0

WEB #3CB4E5

PANTONE 297C

PANTONE 298C

GRADIENT ▲

COASTLINE
COLLEGE

WORD LOGO COLOR GUIDE

COASTLINE
COLLEGE

OFFICIAL COLOR

PANTONE 2955C

C	M	Y	K
100	78	36	29

WEB #003764

MONOCHROME LOGO
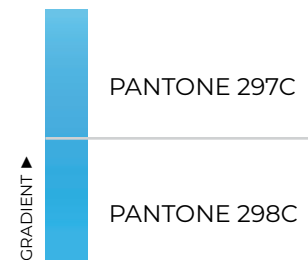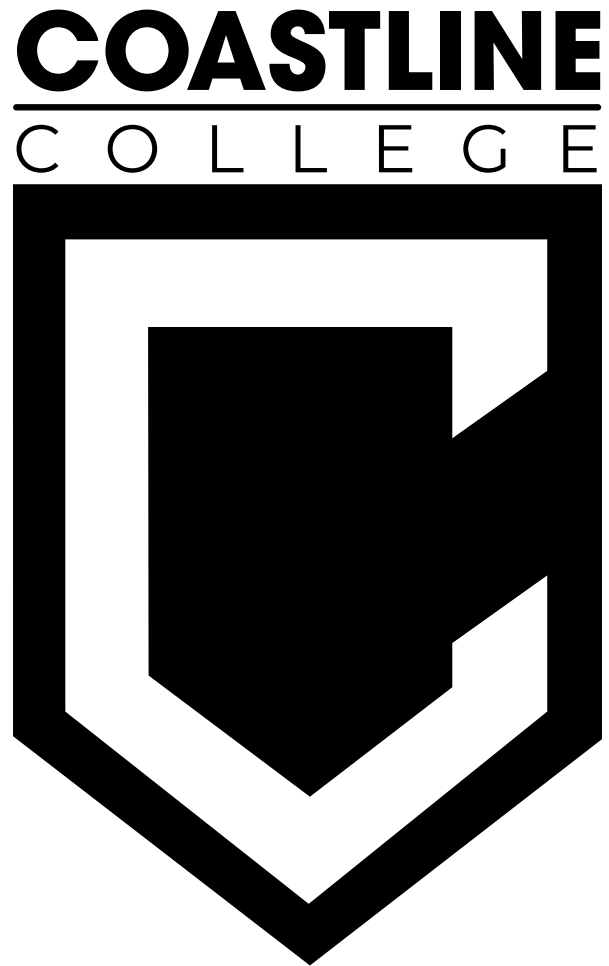
MONOCHROME WORD LOGO

COASTLINE
COLLEGE

COASTLINE PROGRAMS

DOLPHIN CREST LOGO

Any use of the Coastline Dolphin Crest Logo must receive approval from the Coastline Marketing Department before publishing. **No Exceptions.**

Size Limit
Dolphin Crest Logo must never be reduced smaller than 120 pixels by 150 pixels. This applies to all forms of media.

OFFICIAL COLORS

PANTONE 2955C

C	M	Y	K
100	78	36	29

WEB #003764

PANTONE 297C

C	M	Y	K
53	5	3	0

WEB #6BC4E8

PANTONE 298C

C	M	Y	K
65	10	1	0

WEB #3CB4E5

PANTONE 297C
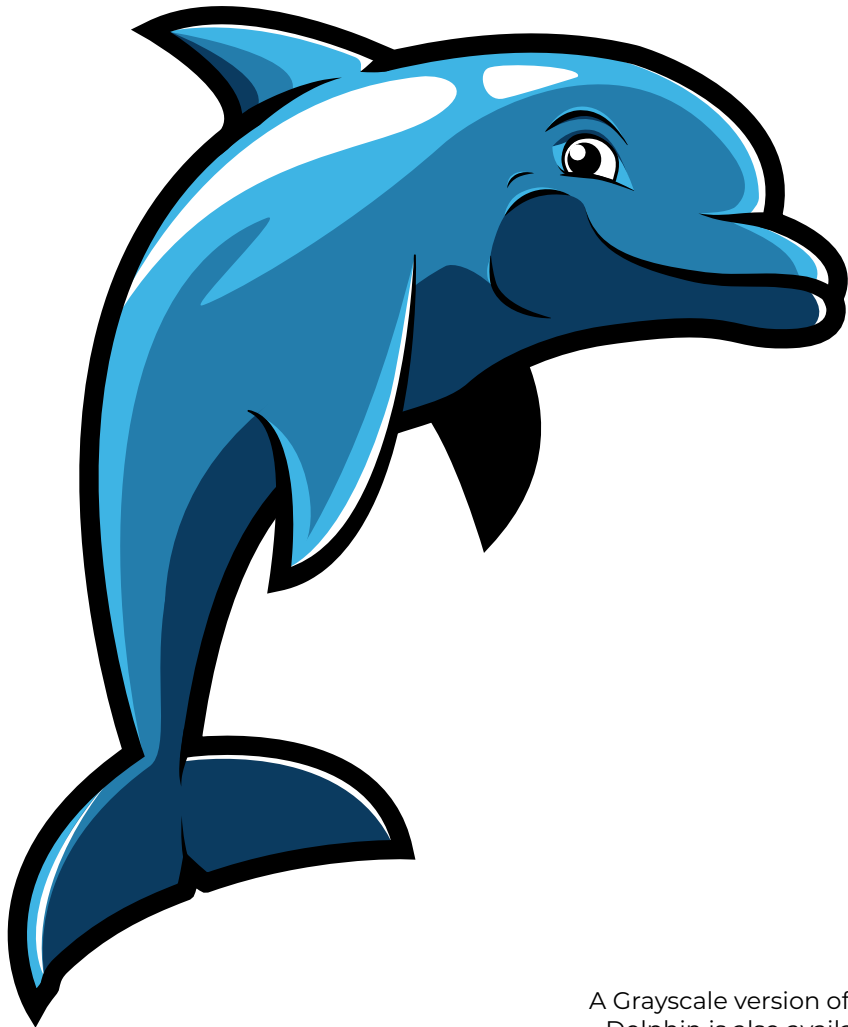
GRADIENT ▲

PANTONE 298C
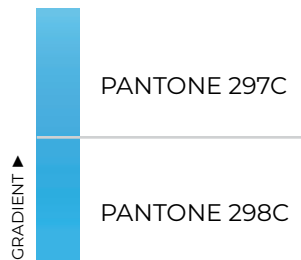
The Secondary Dolphin Crest Logo can be used in **extremely rare circumstances in which a blue background color is being used in a publication.**

A Grayscale version of the Dolphin Crest Logo is available for black and white publications.

DOLPHIN FULL BODY SIDE

Alternate dolphin artwork has been created with promotional materials in mind, that focus on a younger target audience.

The dolphin is posed differently than the Coastline Dolphin Crest Logo. No longer upright, the dolphin is launching in a side view. Artwork encourages a playful attitude.

This artwork is perfect for promotional items such as Stickers, Labels, Kids T-shirts, Coloring Books, Temporary Tattoos, and Shoestring Bags.

Promotional materials must follow Coastline's branding guidelines.

Coastline College Word Logo should be included somewhere in the area.

MERCHANDISE EXAMPLES

A Grayscale version of the Dolphin is also available.

COLOR HARMONY GUIDE (WEB)

HEX	#48b6e5	HEX	#0c3b60	HEX	#3591bc
RGB	72 182 229	RGB	12 59 96	RGB	53 145 188
HSV	198 69 90	HSV	206 88 38	HSV	199 72 74
CMYK	69 21 0 10	CMYK	88 39 0 62	CMYK	72 23 0 26

HEX	#7e96ab	HEX	#325979
RGB	126 150 171	RGB	50 89 121
HSV	208 26 67	HSV	207 59 47
CMYK	26 12 0 33	CMYK	59 26 0 53

*Black is an acceptable color to use in the color scheme of Coastline College. However, a constant use of negative space must be used to ensure efficient contrast.

COLOR HARMONY GUIDE (PRINT)

| HEX	#48b6e5	HEX	#0c3b60	HEX	#3591bc	HEX	#7e96ab	HEX	#325979
RGB	72 182 229	RGB	12 59 96	RGB	53 145 188	RGB	126 150 171	RGB	50 89 121
HSV	198 69 90	HSV	206 88 38	HSV	199 72 74	HSV	208 26 67	HSV	207 59 47
CMYK	69 21 0 10	CMYK	88 39 0 62	CMYK	72 23 0 26	CMYK	26 12 0 33	CMYK	59 26 0 53

ACCENT COLORS

Accent colors have been included to help add visual interest to layouts that require more complexity.

-Do not replace the primary colors with any of the accent colors.

-Accent colors should be used in 1/8 of the total page layout.

OUR COLORS

PANTONE 2955C
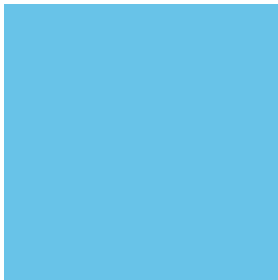
PANTONE 297C

PANTONE 298C

ACCENT COLORS

PANTONE 116C

PANTONE 144C

PANTONE 1805C

Accent color to add emphasis to headline.

Secondary Logo to add contrast.

Accent color to make URL more prominent

EARN YOUR DEGREE FROM PRACTICALLY **ANYWHERE!**

COASTLINE COLLEGE

REGISTER NOW FOR SUMMER CLASSES **COASTLINE.EDU**

BREAKING UP IS HARD TO DO… NOT REALLY!

The Coastline College logo's primary purpose is to be represented with the word logo and it's accompanying crest. However, in some instances, as long as the rules and suggestions are followed, it can be separated into 2 different sections. This provides flexibility and adaptability depending on the circumstances.

When breaking up the Coastline College logo, the rules are simple.

-The word logo <u>can</u> be used by itself.

-The Crest <u>can't</u> be used by itself.

If all that exists on a page to represent Coastline College is the crest itself, the audience will never associate the two. They will either see the crest as an icon, a shield or a ding bat with no association unto it.

In this presentation slide, the Crest in Coastline College's logo has been omitted and instead only the word logo is being used. This is acceptable.

In this web page, the Crest in Coastline College's logo has been omitted and instead only the word logo is being used. This is acceptable.

In this presentation slide, the Crest in Coastline College's logo has been separated. The user still wanted to include the Crest as an accent some-where on the page. This is acceptable.

I'M SCARED. I CAN'T DO THIS BY MYSELF!

If you would like to use the crest by itself, make sure the word logo is also somewhere in the vicinity.

IT'S OK CREST. I'M JUST OVER HERE. I NEEDED SOME SPACE.

CORRECT PRIMARY LOGO USAGE

Logo contains enough white space all around.

Correct logo has been chosen for background that uses mid-tone colors.

White logo has been used on black background.

Primary logo with secondary colors has been used to help contrast typeface from background.

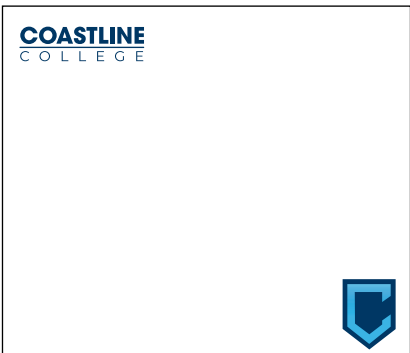Word logo contains enough white space all around.

Word logo in black has been used to avoid blending into the background.

White word logo has been used on black background.

White logo has been used on darker background.

Logo has been separated correctly. Crest is still being used in the same viewing area.

Word logo has been used instead of crest logo in order to match the height restrictions of the logo sponsor page.

White logo has been used on a dark background to avoid blending in.

Primary logo has been used on top of a light background to ensure contrast.
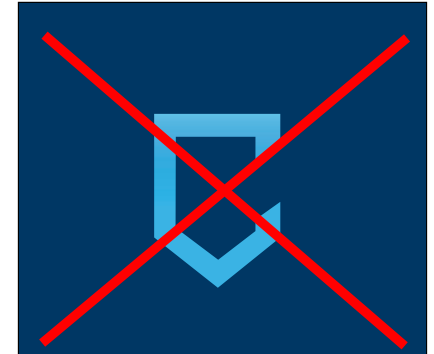
INCORRECT PRIMARY LOGO USAGE

DO NOT change the position of logo elements.

DO NOT change relative sizes of the logo elements.

DO NOT change the colors of the logo.

DO NOT place the primary logo on a similar colored background.

DO NOT tilt the logo.

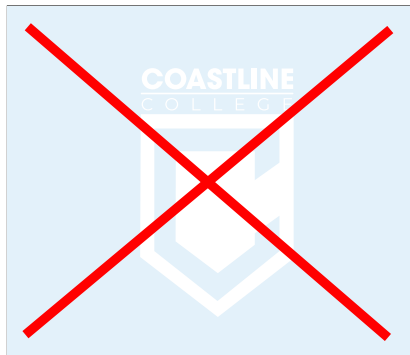**DO NOT** change the size of the font .

DO NOT alter the elements in the logo.

DO NOT remove any elements of the logo.

DO NOT place logo on patterned background.

DO NOT place a white logo on a pale background.

DO NOT cut off any elements of the logo.

DO NOT place a drop shadow on the logo.

CORRECT DOLPHIN CREST LOGO USAGE

Standard logo used on normal background.

Secondary logo used on a similar, dark background to ensure enough contrast.

Monochrome logo used in black and white media.

Contrasting text color brings attention to headline.

Primary logo to compliment bright background.

Different font used to bring attention to URL.

LET'S GO COASTLINE DOLPHINS!

COASTLINE COLLEGE

COME MEET OUR MASCOT

COASTLINE.EDU/DOLPHINS

Playful theme that targets a young audience.

INCORRECT DOLPHIN CREST LOGO USAGE

DO NOT change the position of logo elements and create a new logo.

DO NOT change relative sizes of the logo elements.

DO NOT change the colors of the logo.

DO NOT place the primary logo on a similar colored background.

DO NOT tilt the logo.

DO NOT change color hues.

DO NOT modify elements of the logo.

DO NOT cut off the logo.

DO NOT place logo on patterned background.

DO NOT decrease opacity of the logo.

DO NOT create new combinations.

DO NOT create alternative looks for the logo.

FONT FAMILY

Montserrat Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ -0123456789
abcdefghijklmnopqrstuvwxyz -0123456789

Montserrat Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ -0123456789
abcdefghijklmnopqrstuvwxyz -0123456789

Montserrat Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ -0123456789
abcdefghijklmnopqrstuvwxyz -0123456789

Montserrat Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ -0123456789
abcdefghijklmnopqrstuvwxyz -0123456789

ITC Avant Garde Gothic Standard
ABCDEFGHIJKLMNOPQRSTUVWXYZ -0123456789
abcdefghijklmnopqrstuvwxyz -0123456789

Fonts can be downloaded at:
coastline.edu/branding/styleguide/fontpkg