RAISING OUR STANDARDS

COMMUNICATIONS & BRANDING GUIDELINES

COASTLINE COLLEGE

WHAT WE OFFER

Caring for Coastline's visual brand is the responsibility of the communicators at the college. This is a publication of the elements and how-to's that help maintain a consistent, cohesive, and effective visual identity for Coastline College and its entities.

The Coastline College Office of Communications, Public Relations, and Marketing is dedicated to communicating information about the College to both internal and external audiences. The department uses a range of media, community relations, graphic design, and digital media tactics to communicate to a variety of audiences. The Communications staff is here to help let others know about the exceptional work being done at Coastline.

Branding Types

- **COLLEGE BRANDING**

  College Branding refers to the visual components that apply across all non-sport & club entities at the College, including fonts, colors, and various graphical elements and treatments.

- **ADMINISTRATIVE BRANDING**

  Administrative Branding assets are for the non-academic, non-sport & club entities at the College. Think if this as "Executive Communications".

- **ACADEMIC BRANDING**

  Academic Branding elements can be used by colleges, centers, departments, labs, and programs. The assets here help to begin to apply the overall College branding to specific departments on campus.

- **ESPORTS & CLUBS BRANDING**

  Sports & Club Branding is solely intended for use by the Esports and Student Clubs Department. The assets here must be used in strict adherence to the brand standards.

BRAND VALUE

Our brand is where our story takes shape.

Brand is more than just a logo. It’s an idea or perception that lives in the hearts and minds of people. A brand is the Reputation, Quality, Personality, Experience, Message, and Unique attributes of an organization.

It’s the intersection of what we say about ourselves, how we act, what people think of us, and why we’re different from other higher education institutions. It’s authentic. It inspires and makes the College’s contributions and value easy to understand.

By having a strong, unified brand we shape our audience's perception and cultivate a personal connection through the stories we tell.

Let’s tell it with pride.

BRAND PLATFORM

We’re a distinct part of one of the largest, most industrious, and most diverse counties in the world. Our students, faculty, and staff are part of the fuel that makes this city run.

Dolphins are intelligent, friendly, inclusive, and driven to excel and with award-winning faculty – we’re gaining speed. Dolphins like to be free to "surf the waves" in the ocean and Coastline Dolphins like to have the freedom "surf the digital waves" online.

This is what makes Coastline a **"College on Your Terms".**

We are also a partner committed to civic engagement with our neighboring communities - dolphins only live in communities, always helping each other.

Our positioning statement can be proven by stating facts, using examples, and telling specific stories relating to our three brand pillars: Coastline Strides, Accessibility and Convenience, and our Innovative mentality.

COASTLINE MISSION

- Focus on Access
- Student Success
- Achievement
- Innovation
- Flexible Courses
- Guide Diverse Populations
- Provide Degrees
- Provide Transfers
- Support Services
- Financial Aid/Scholarships

COASTLINE GOALS

Coastline Strides

- Top-ranked academic programs
- To be the first choice of students, every time, for certificates and transferable 2-year degrees.
- Access and Quality - flexible schedules, many quality degrees, and certificates taught by quality instructors interactively delivered.

Self-Starter Mentality

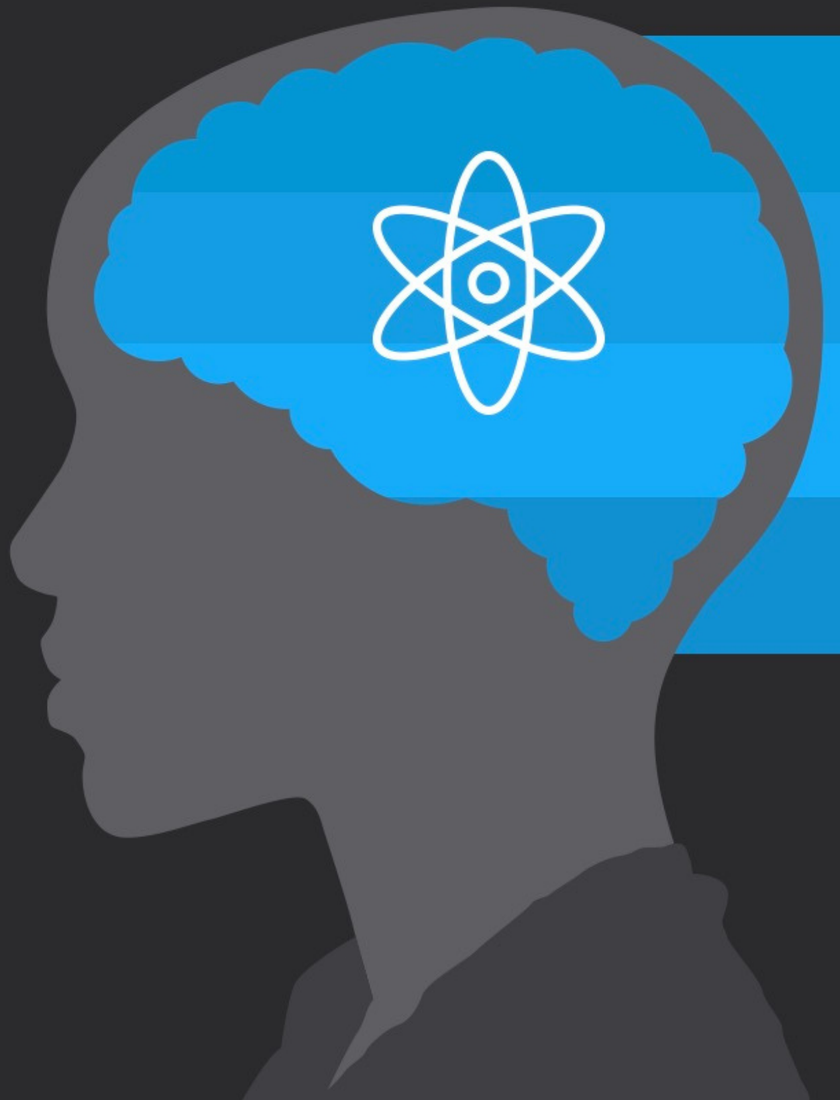
- Should see Coastline as a unique facilitator to do the things they want to do.

- A variety of the latest courses; explore interests; industry training opportunities, a degree at a good price, with job opportunities waiting.

Staggering Potential in OC and in Online Learning

- Multiple campuses for easy access around OC and online.
- Coastline College provides an innovative learning experience that facilitates a secure future.
- Helpful and friendly staff; quality and knowledgeable instructors; many support resources available for new, current, and former students; intention to serve everyone, especially online, inclusive feeling.
- Believe that Coastline keeps them dialed into their path - to financial stability; They want to know they couldn't have made a better choice – Coastline is Purchase Proof!

Understanding Our Audience



01 **Access & Opportunity**
To Education/Training

02 **Convenient & Flexible**
Hybrid/Bended courses or 100% Online

03 **Supported**
Online & Off, High, Medium & Low Touch

04 **Straight Path**
To affordability that leads to financial security

COASTLINE PERSONALITY

If our brand were a person, these are the characteristics we would use to describe them.

- **Excellent/world-class** programs, liberal arts, and professional programs, faculty, and staff
- **Innovative/forward-looking**, Open-minded, inclusive, collaborative, socially conscious
- **Empathetic**/we care about student needs and their success
- **Global/international** students, faculty, and programs; engaged in the community
- **Diverse**/kaleidoscope of people, programs, and learning opportunities
- **Entrepreneurial**/Confident, fearless, adaptable, and pioneering

Now that we've established the basics of our positioning and personality, how do you communicate with all this in mind?

META TAGLINE

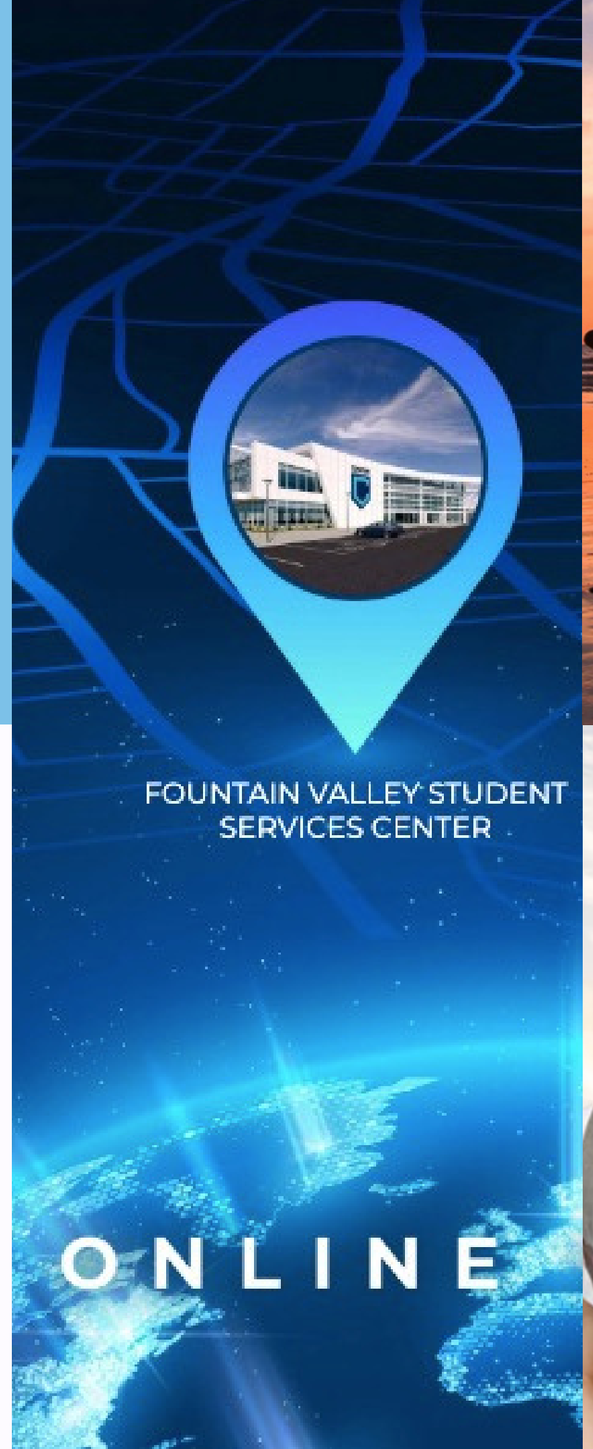
HIGHEST **RATED:** TEST **STATEMENTS**

Career. Life. Balance.

ACTUAL TAGLINE

COASTLINE
COLLEGE

COLLEGE ON YOUR TERMS



VOICE AND TONE

The Coastline voice is fun, innovative and authentic. We're efficient with our copy. We choose to use shorter, more direct words to make our points clearly and succinctly. Why? Our students are busy! Our stories and accomplishments speak volumes on their own. We just need to tell them.

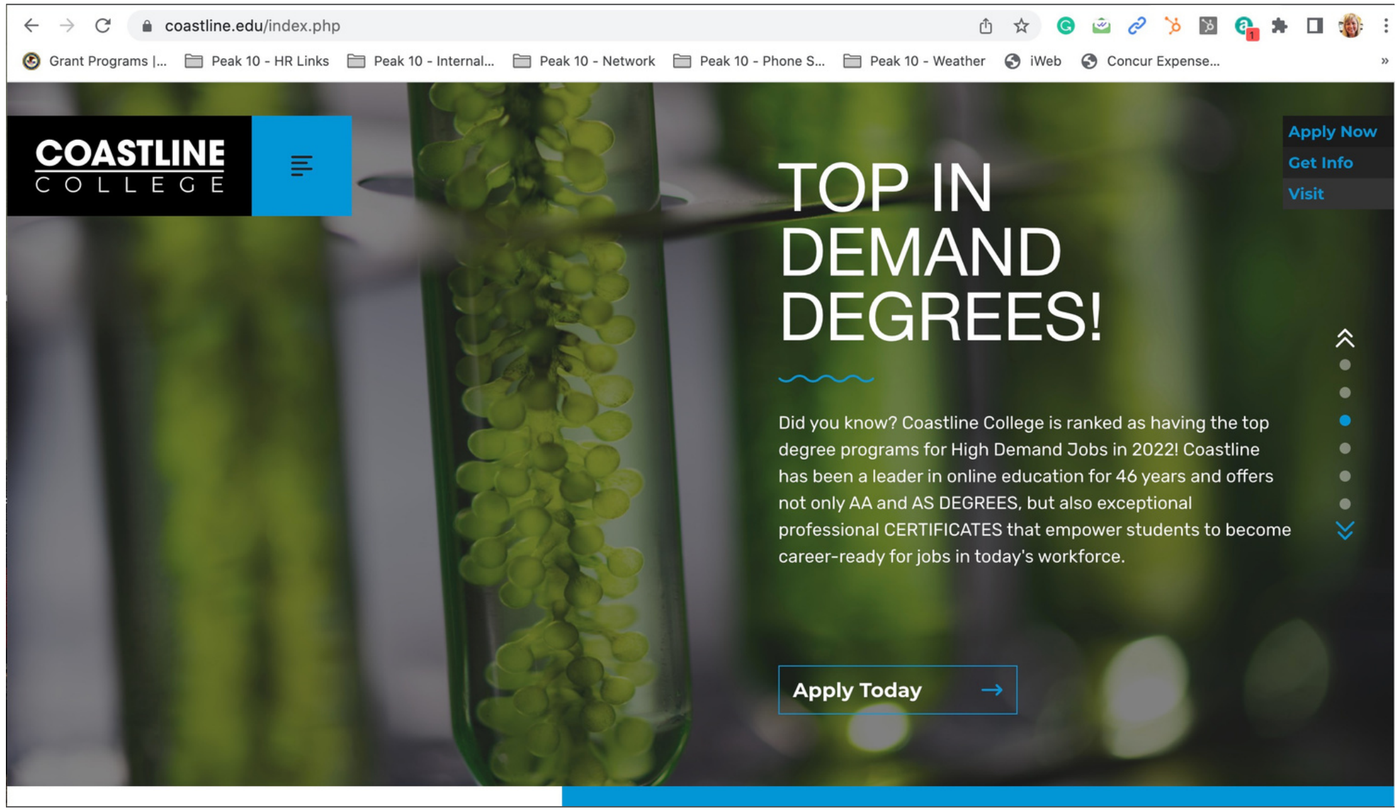
Our brand positioning statement is informed by the following tonal words that reflect the College's personality:

- Innovative
- User-friendly
- Bold
- Flexible
- Direct
- Aspirational

Use these words to guide you when developing communication pieces. Not all the tone words are used in every piece. They can be dialed up or dialed down depending on your audience and message. All Coastline communications should reflect at least two of these tone words.

VISUAL IDENTITY

OUR TEAM HAS DEVELOPED GUIDELINES THAT SHAPE OUR REPUTATION AND SHOWCASE OUR BOLDNESS AND ORIGINALITY WITH IMPACTFUL LOGOS, A UNIFIED COLOR SCHEME, AND ASPIRATIONAL GRAPHICS AND IMAGES.



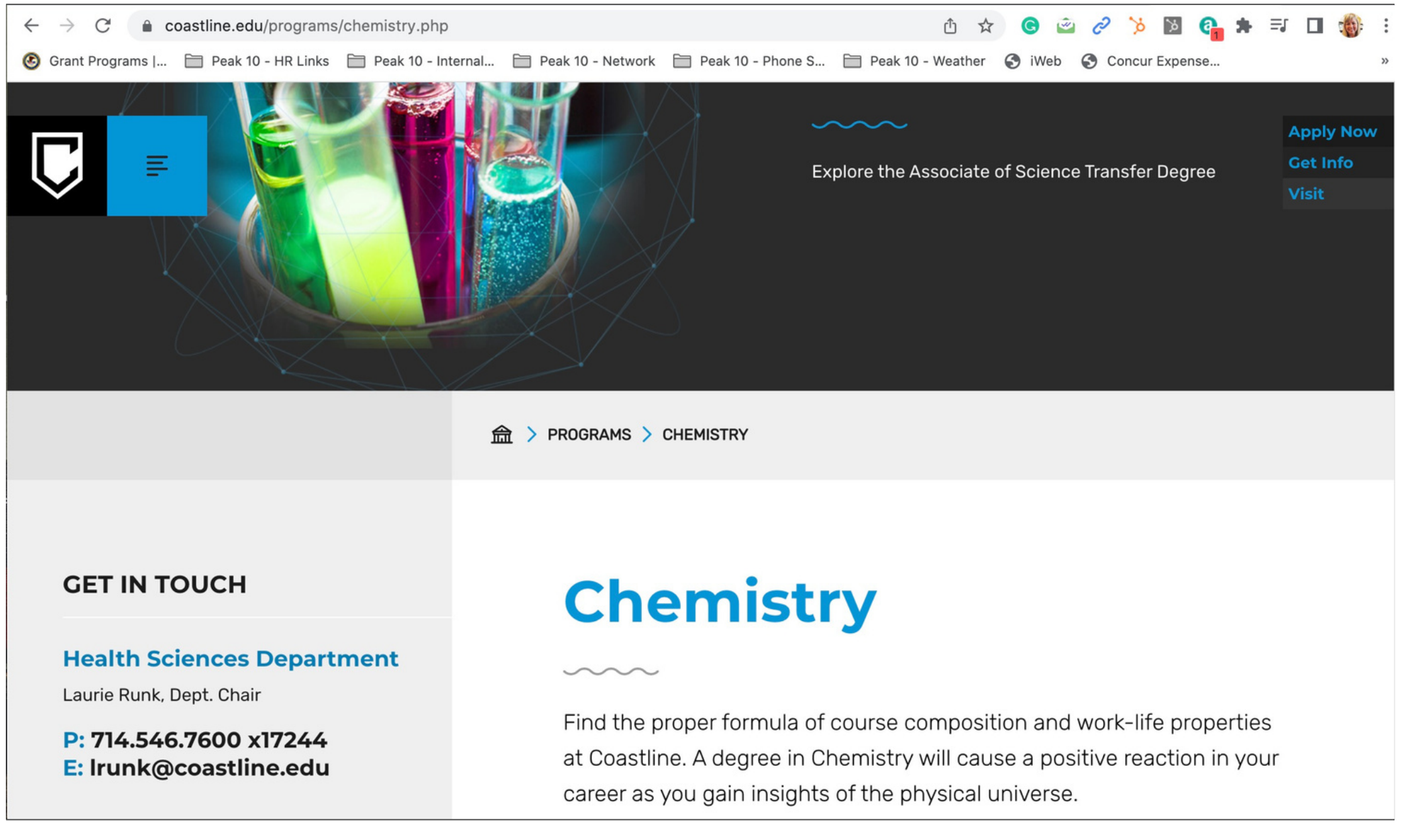
The Unexpected Is Engaging—Embrace It

Surprising or unusual combinations—such as the intersection of science and art—create intrigue; they're great ways to engage an audience and bring to life Coastline's interconnected culture. Example: This homepage forces the reader to consider the Environmental Sciences in a new light.

IN BODY COPY

Weaving the Brand into Your Materials

This PROGRAM copy explains COASTLINE's commitment to CREATIVE collaboration. Similar copy can easily be woven into many communications throughout the COLLEGE without overshadowing a different primary message.



Sample:

Chemistry - Find the proper formula for course composition and work-life properties at Coastline. A degree in Chemistry will cause a positive reaction in your career as you gain insights of the physical universe.

BRANDING

Our colors, logos, and fonts are just a small part of the branding, but the most important part of the **brand** in order to retain:

brand recognition.

COLOR HARMONY GUIDE (WEB)

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

*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

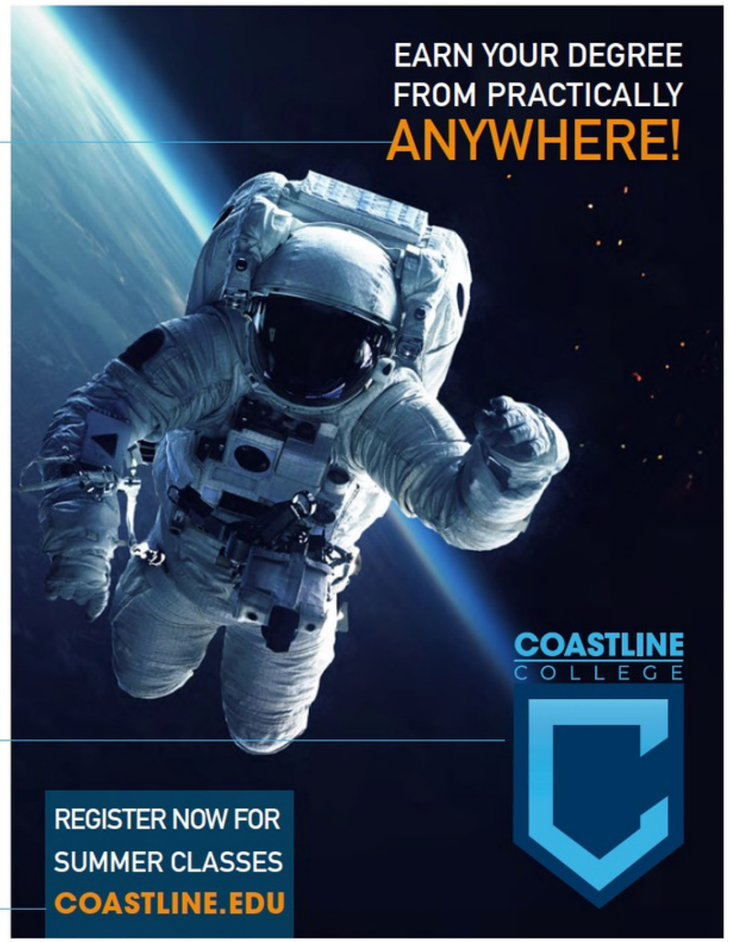
PANTONE 298C

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

THE GEOMETRY OF OUR PRIMARY LOGO

"COLLEGE" is not extended unto edges

PRIMARY LOGO COLOR GUIDE

OFFICIAL COLORS

PANTONE 2955C

C	M	Y	K
100	78	36	29

WEB #003764

PANTONE 297C

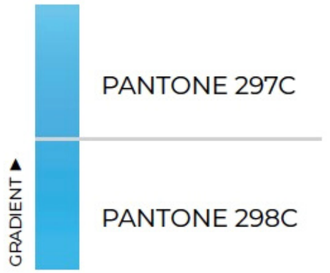
C	M	Y	K
53	5	3	0

WEB #6BC4E8

PANTONE 298C

C	M	Y	K
65	10	1	0

WEB #3CB4E5



SECONDARY LOGO

COASTLINE
COLLEGE

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)

OFFICIAL COLORS

PANTONE 2955C

C	M	Y	K
100	78	36	29

WEB #003764

PANTONE 297C

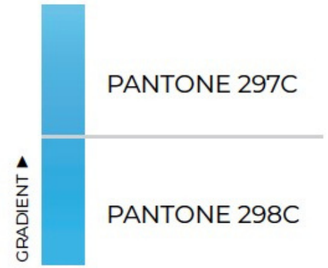
C	M	Y	K
53	5	3	0

WEB #6BC4E8

PANTONE 298C

C	M	Y	K
65	10	1	0

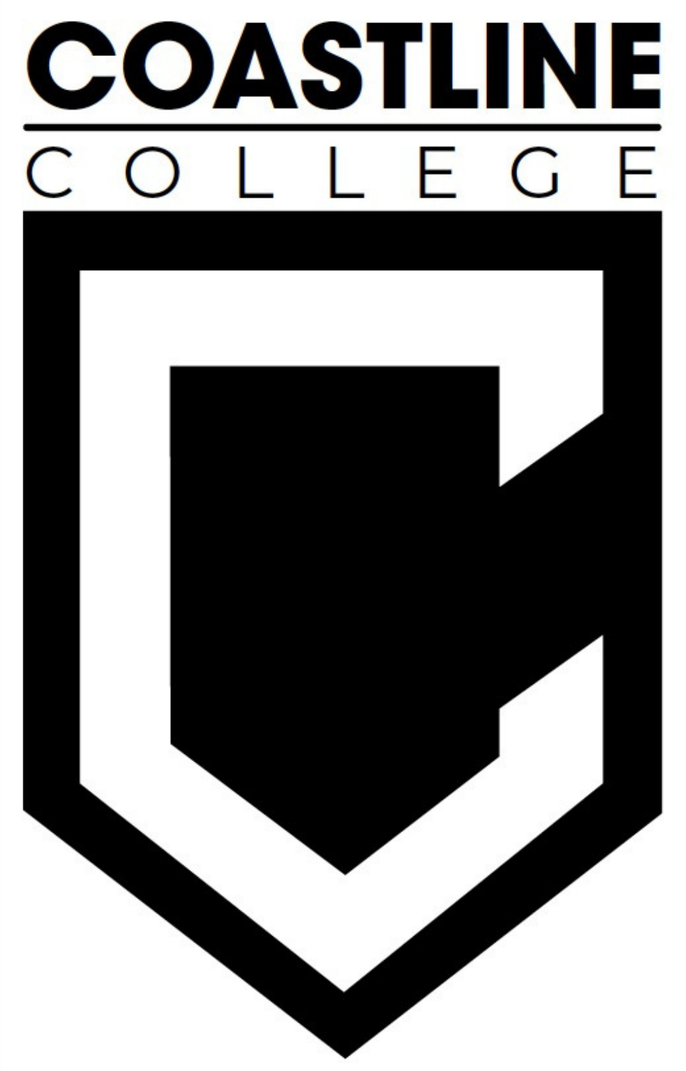
WEB #3CB4E5



WORD LOGO

COASTLINE
COLLEGE

MONOCHROME LOGO



COASTLINE
COLLEGE

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

COASTLINE PROGRAM LOGOS

COASTLINE COLLEGE
MILITARY PROGRAMS

COASTLINE COLLEGE
EXTENDED OPPORTUNITIES PROGRAMS & SERVICES (EOPS)

COASTLINE COLLEGE
MILITARY PROGRAMS

COASTLINE COLLEGE
EXTENDED OPPORTUNITIES PROGRAMS & SERVICES (EOPS)

COASTLINE COLLEGE
ONLINE LIBRARY

COASTLINE COLLEGE
ASG

COASTLINE COLLEGE
MILITARY PROGRAMS

COASTLINE COLLEGE
EXTENDED OPPORTUNITIES PROGRAMS & SERVICES (EOPS)

COASTLINE COLLEGE
MILITARY PROGRAMS

COASTLINE COLLEGE
EXTENDED OPPORTUNITIES PROGRAMS & SERVICES (EOPS)

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 can be used by itself.

-The Crest can't 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 somewhere on the page. This is acceptable.

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

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.

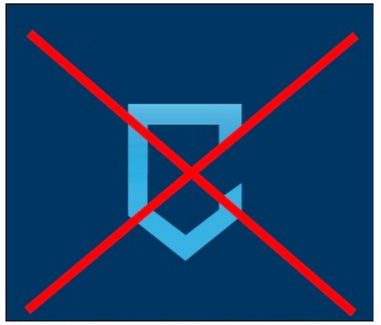
Primary logo has been used on top of a light background to ensure contrast.

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.

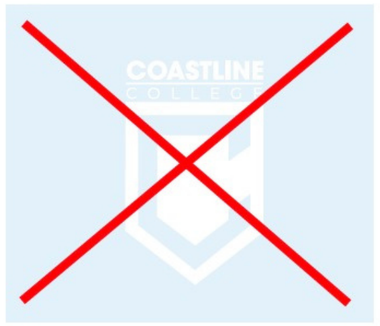
DO NOT tilt the logo.

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.

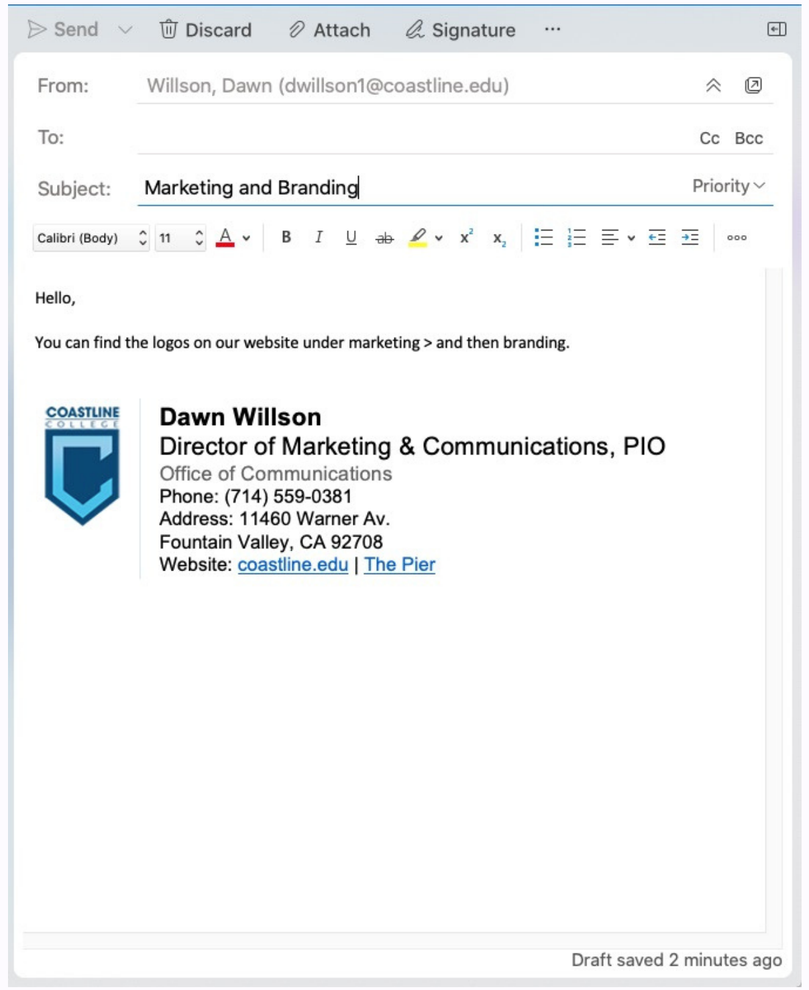
DO NOT place a drop shadow on the logo.

BRAND IDENTITY

Business Card Template

Name Badges

Letterhead



Email Signature

DOLPHIN CREST LOGOS

DOLPHIN CREST LOGO

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

COASTLINE
COLLEGE

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

GRADIENT ▸ PANTONE 297C / 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.

A Grayscale version of the Dolphin is also available.

MERCHANDISE EXAMPLES

MASCOT BRAND IDENTITY

CORRECT DOLPHIN CREST 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.

Playful theme that targets a young audience.

INCORRECT DOLPHIN CREST 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.

MASCOT BRANDING

MASCOT BRAND IDENTITY

MASCOT BRANDING FAMILY

COASTLINE
COLLEGE

COASTLINE COLLEGE
DOLPHINS

COASTLINE
COLLEGE
ESPORTS

OFFICIAL BRAND IDENTITIES

THE PIER
A COASTLINE COLLEGE SHOP

GIVINGTUESDAY

OFFICIAL BRAND IDENTITIES

BRAND IDENTITIES

THESE ARE NOT LOGOS - THESE ARE THEMES

Class Schedule →

EXPLORE COASTLINE

Catalog & Schedule

Choose from over 120 degrees or certificates and find a program that is the right fit for you. You'll also love our dedicated support team at your service.

→

Remote Resources

Need help as an online student? Easy! We're experts. Coastline College has the resources to make sure you can continue school no matter the challenge.

→

Explore Career Coach

Find careers that match your strengths and discover programs at our college that will prepare you for success with our cool new Career Coach tool.

→

Financial Aid

Coupled with numerous financial aid opportunities, a Coastline education is a smart investment, and one of the most affordable education opportunities.

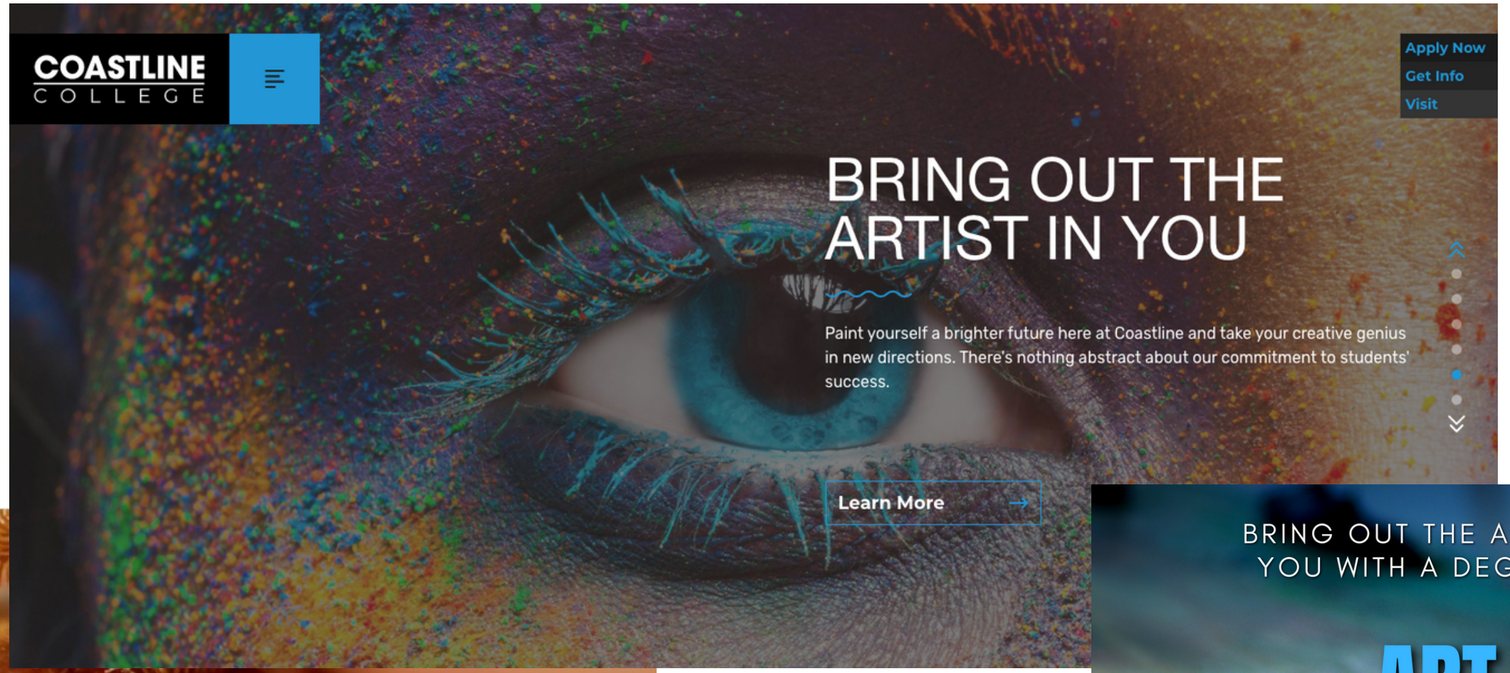
→

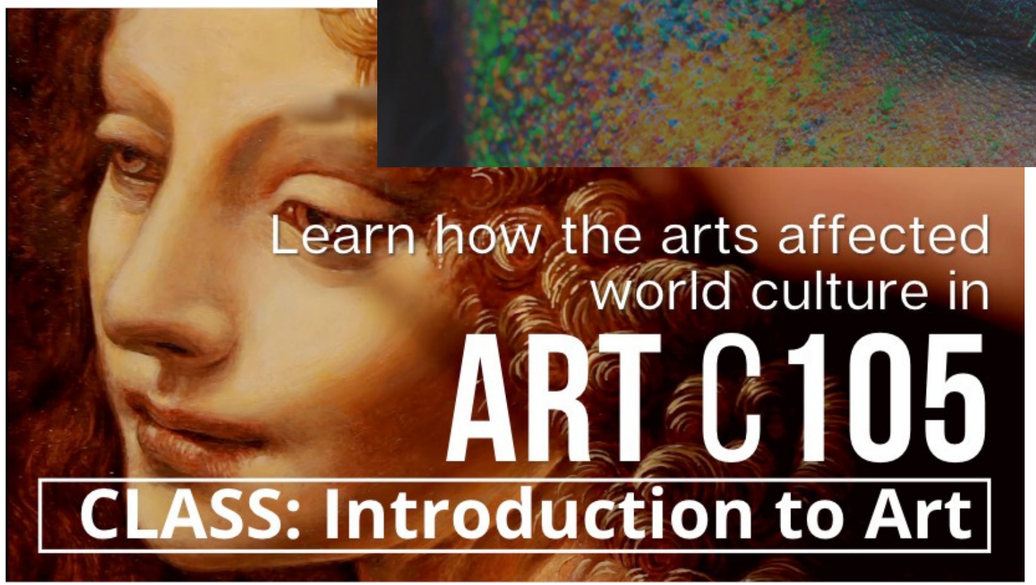
EXPLORE MORE

GRAPHICS - BOLD, CLEAR, EASY-TO-READ

IMAGERY - BOLD, CLEAR, AUTHENTIC

Website

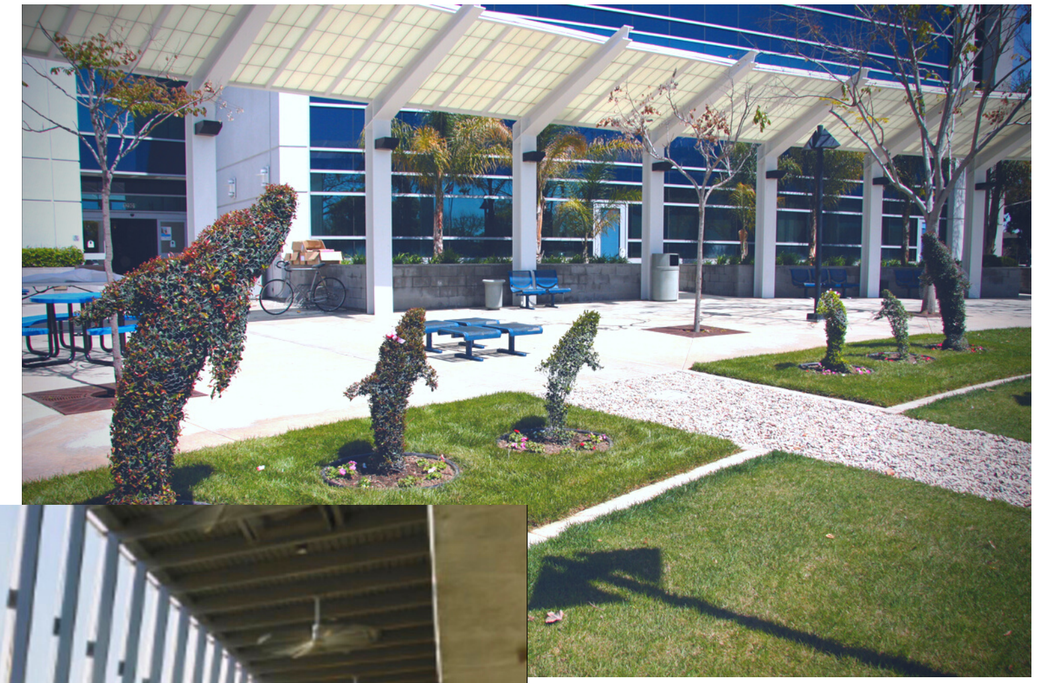


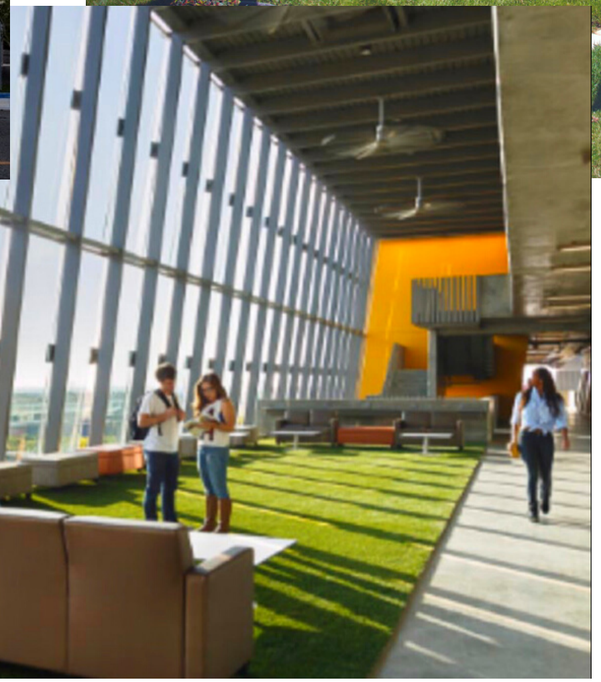


Video

Print

IMAGERY - BOLD, CLEAR, AUTHENTIC





MARKETING

DIGITAL MARKETING

UNDERSTANDING THE FUNNEL

DIGITAL TACTICS

- SOCIAL MEDIA MARKETING PLATFORMS
- INFLUENCER MARKETING
- EMAIL MARKETING
- CONTENT MARKETING
- SEARCH ENGINE OPTIMIZATION (SEO) MARKETING. ...
- PAY-PER-CLICK (PPC)
- AFFILIATE MARKETING
- MOBILE MARKETING