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A message from the President

Coastal Bend College provides a challenging and focused curriculum to the communities we serve. Having a recognizable and positive image reflects that style, and the strength of marketing communication is dependent upon a strong, unified graphic identity. By understanding and complying with the Coastal Bend College graphic standards, you help promote the college as a well-integrated and cohesive organization to both internal and external audiences. It is crucial that everyone follow the rules and guidelines as presented in this manual and any additional marketing guidelines as they are provided. In addition to this manual, it is important to have a main point of contact within the college’s Marketing Department who will serve as the guardian of the brand and give final approval for unique uses of the Coastal Bend College mark and printed items produced or distributed to the general public and/or students. Please call the Marketing Department when you have questions.

This graphic standards manual explains the proper use of the Coastal Bend College’s logo and other elements used in the design of printed materials. The manual is designed to familiarize you with our official graphic symbols and assist you in implementing these symbols easily and accurately.

This manual is a guide to the basic standard uses of the Coastal Bend College logo. While it is not possible to address every variation concerning application and use of the logo, this guide will provide a foundation from which to work from.

If you have any questions regarding the use of the Coastal Bend College’s branding, please call:

Bernie Saenz
Director of Marketing & Public Relations
361-354-2258
bsaenz@coastalbend.edu

Sincerely,
Dr. Beatriz Espinoza
President
Coastal Bend College
The most critical visual identification device for Coastal Bend College is the main college logo. This unique graphic expression of individuality is to the college what a handwritten signature is to a person. The college's graphic identity is meant to make great impact. Therefore, the logo must be consistent in appearance and in color.
**Color**

These are the main logos and should be used whenever possible.

- **Horizontal Logo:**
  - Blue: Pantone 2995
    - Process: 99c 11m 0y 0k
    - Web: 0r 164g 228b
  - Dark Blue: Pantone: PMS 3025
    - Process: 100c 64.68m 37.09y 20.69k
    - Web: 0r 77g 113b

- **Vertical Logo:**

**Black & White**

This logo should be used only for black & white / grayscale purposes like newsprint, print ads, forms or when necessary. Color is always preferred.

- **80 % Black**

- **100 % Black**

- **70 % White**

If you have any questions on which color to use, call 361-354-2258
Clear Space & Size

In order to command attention, the Coastal Bend College logo must always have a certain amount of clear space around it. It should not be crowded or overwhelmed by other elements competing for the space. If placed within a cluttered environment, the logo’s message risks becoming obscured and insignificant. As a general rule, make the amount of clear space even larger when possible. The minimum requirement of clear space can be measured in relation to the width of the letter “d” in Coastal Bend (“x”). The clear space around the Coastal Bend College logo requires at least 1x of space surrounding the entire logo top and bottom; left and right.

Application will determine not only the color version but also the minimum size. These are minimum recommended sizes for all the logos in both print and electronic media. Make sure both images and type reproduce clearly and are legible in all applications by reviewing proofs or a test beforehand. Make sure a printer is able to hold registration on full color logo.
Coastal Bend College’s family of logos were developed to work well together or stand alone, but still maintain a specific look and feel in either case. By using the mark consistently across the main college logos, the college maintains a strong brand and appearance.
Logo Family

Coastal Bend College

COASTAL BEND COLLEGE Alumni Association

COASTAL BEND COLLEGE Foundation

COASTAL BEND COLLEGE Athletics
Athletics Logos

Main Athletic Logo
This is the main athletics logo and should be used for all athletic groups and events. The cougar instills community pride and school spirit.

Cougar Text
To be used on athletic gear, t-shirts, promos, etc.

Cougar
To be used on athletic gear, t-shirts, promos, etc.

Formal/Fundraising Logo
To be used on formal letterhead and fundraising efforts.
A strong brand begins with consistency. Improper usage of approved logos, colors, fonts and design elements can give the impression of a disjointed organization. The Coastal Bend College brand is clean, organized and sophisticated. Attention to detail when using the Coastal Bend College logo and coordinating elements is necessary and greatly appreciated.
Improper Usage

Do not change colors or rearrange any part of the logo.

Do not distort the logo in any way. Resizes must be proportionate.

Do not tilt or rotate the logo in any way.

Do not alter the design of the logo or substitute a typeface for the wordmark.

Do not use the logo without the shape.

Do not outline the logo or any of the fonts in any way.

Do not add a drop shadow of any kind to the logo regardless of background image.

Do not place the shape anywhere other than how it is intended.

Do not place the logo on top of a heavy texture, pattern, background or conflicting visual material.

Do not add department names to the logo

For special considerations of the logo, please call 361-354-2258 or email bsaenz@coastalbend.edu
**Improper Usage**

There may be some instances where the logo does not work well with the background color or image. In that case a black or white, one color logo should always be used.

The key is to make the Coastal Bend College logo stand out from the background. Use your best judgement and choose the most appropriate logo variation approved in this guide as it pertains to each individual application.
Fonts

With thousands of fonts available, a unique typeface is a great way to complement the rest of the graphic standards presented in this guide. For Coastal Bend College, a clean, modern, yet casual font family was chosen for overall style, flexibility and readability. Utilizing this font whenever possible is a great way to further enhance the Coastal Bend College brand and incorporate it into everyday documents as well as external and inter-office correspondence.
Fonts

Source Sans Pro
ABCDEFHGIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Source Sans Pro Italic
ABCDEFHGIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Source Sans Pro Bold Italic
ABCDEFHGIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Source Sans Bold
ABCDEFHGIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
Taglines

A tagline is a great way to communicate quickly with an audience. Taglines are an extension of the logo that states what you’re all about.
Coastal Bend College has a series of taglines using the formula: ________ happens here. The blank filled in with a positive word that describes the college’s mission for providing higher education. Positive words containing the letter ‘C’ allow us to inject the main college mark into the headline or tagline. Please get approval before using any words other than the ones provided below.
Taglines should only be used in marketing materials. For permission to use a tagline, please call 361-354-2258

SUCCESS
happens here.

VICTORY
happens here.

ACHIEVEMENT
happens here.

CONFIDENCE
happens here.
Examples of taglines in advertising.

CONFIDENCE
happens here.
coastalbend.edu

SUCCESS
happens here.
coastalbend.edu

VICTORY
happens here.
coastalbend.edu
Apparel

Following are examples of proper logo usage and apparel / promotional items. For help with ordering apparel or promos, please call 361-354-2258.
Apparel & Promotional Items

CBC Logo
To be used on apparel, promos, etc.
Contact

Coastal Bend College
3800 Charco Road
Beeville, Texas 78374
costalbend.edu

**Bernie Saenz**  
*Director of Marketing & Public Relations*
361-354-2258  
bsaenz@coastalbend.edu