

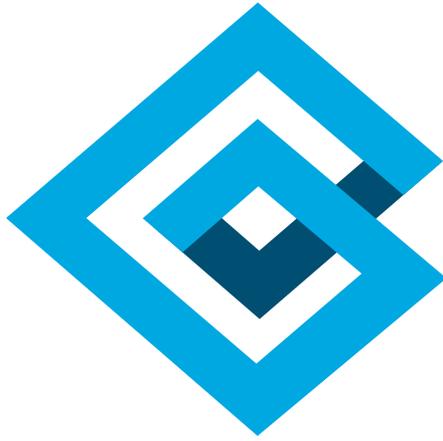
Coastal Bend
COLLEGE

**Graphic
Standards &
Branding Guide**

Coastal Bend College is a leader in providing quality education for lifelong learning by dedicating its resources to promoting a learning-centered environment that empowers its students to reach their highest potential and become responsible members of the global community. CBC is located in Alice, Beeville, Kingsville, and Pleasanton, Texas. Coastal Bend College is your choice destination at four locations.

Coastal Bend College is accredited by the Southern Association of Colleges and Schools Commission on Colleges (SACSCOC) to award associate degrees. Degree-granting institutions also may offer credentials such as certificates and diplomas at approved degree levels. Questions about the accreditation of Coastal Bend College may be directed in writing to the Southern Association of Colleges and Schools Commission on Colleges at 1866 Southern Lane, Decatur, GA 30033-4097, by calling (404) 679-4500, or by using information available on SACSCOC's website (www.sacscoc.org).

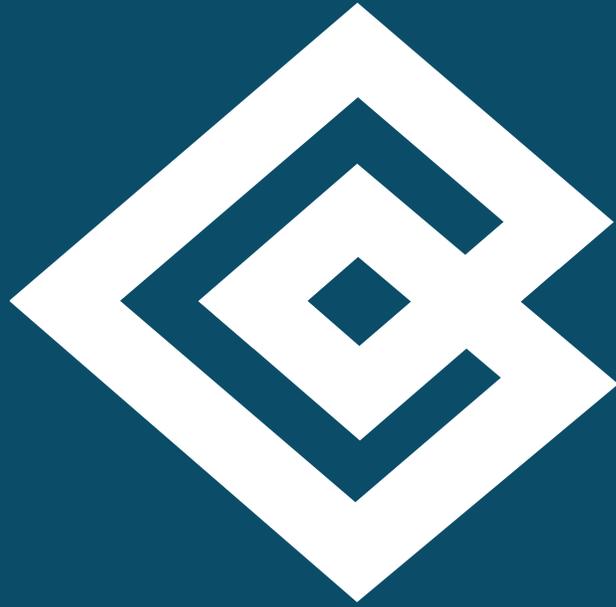
Coastal Bend College
Marketing & Public Relations
3800 Charco Road
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(361) 354 - 2259
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As a leading institution of higher education, Coastal Bend College takes pride in its commitment to academic excellence, student success, and community service. Our brand identity plays a vital role in supporting this mission by presenting a consistent, professional image to the public we serve.

This Graphic Standards and Branding Guide offers clear guidance on the appropriate use of our college’s logos, colors, typography, and other design elements. Adhering to these standards helps us maintain a unified and recognizable presence across all communications—reinforcing trust, credibility, and connection with our students, partners, and communities.

We encourage all faculty, staff, and collaborators to familiarize themselves with the contents of this guide. By following these guidelines, we collectively uphold the values and vision of Coastal Bend College, ensuring our communications reflect the excellence and integrity of our institution.

Thank you for helping us represent Coastal Bend College with pride and professionalism.

The Logo



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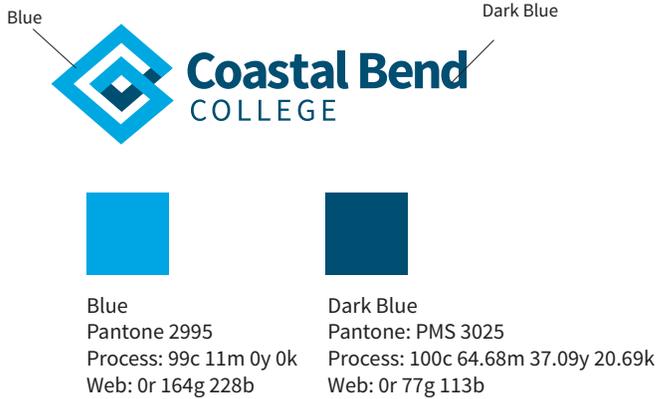
The logo serves as the visual representation of our community college's identity, values, and mission. It establishes brand recognition and creates a professional image that conveys our commitment to providing a high-quality education. A well-designed logo can also help to make our institution more memorable and recognizable to prospective students, faculty, and community members.

Consistency in using the logo across all marketing materials is crucial in creating a cohesive brand identity that resonates with our target audience. By understanding the importance of our brand's logo, we can all contribute to maintaining and strengthening our college's image and reputation.

Color

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

Horizontal Logo:



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.



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.



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.

Please note: The Cougar image is for the exclusive use of the CBC Athletic Department.

Improper Usage



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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.



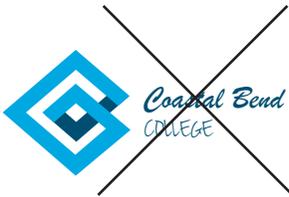
Do not distort the logo in any way. Resizes must be proportionate.



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.



For special considerations of the logo, please call 361-354-2259 or email alamirez1@coastalbend.edu

Fonts



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.

Fonts

Source Sans Pro

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Source Sans Pro Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Source Sans Pro Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Source Sans Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890



Coastal Bend
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Source Sans Bold

SOURCE SANS PRO

Social Media



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Social media guidelines play a crucial role in Coastal Bend College's brand promotion efforts. They help in maintaining consistent branding, professionalism, clear communication, and audience engagement. These guidelines also contribute to strengthening the college's online presence, building audience trust, and enhancing marketing strategies. It's essential to maintain a professional online presence that reflects the college's values.

Please note: All social media accounts must be approved by the requestor's supervising cabinet member. To set up an account, please contact the CBC Marketing Department.

The CBC Marketing Department must have login access to all CBC affiliated accounts.

For more information, please refer to the CBC Social Media handbook or contact the CBC social media specialist at 361-354-2270.

Social Media Accounts

 Instagram @coastalbendcollege

 Facebook /CoastalBendCollege

 X (Formerly Twitter) @CBCFuture

 YouTube @coastalbendcollege

In accordance with Governor Greg Abbott's mandate, TikTok is prohibited at Coastal Bend College.

Social Media Rules

Respectful Communication: Be respectful and professional. No offensive or discriminatory content.

Accurate Information: Share only accurate and verified information.

Confidentiality: Respect privacy and avoid discussing sensitive matters.

Personal Views: Differentiate personal opinions from official college stances.

Credit and Ownership: Give credit, avoid plagiarism, and respect copyright.

Positive Promotion: Showcase college achievements positively.

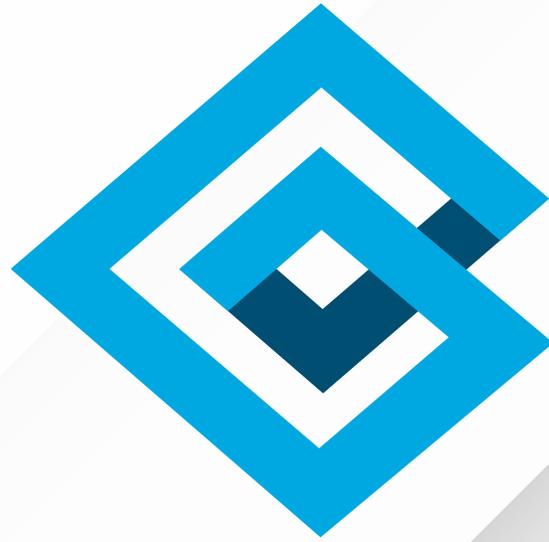
Engagement: Respond promptly, encourage constructive discussions.

Avoid Controversy: Stay focused on educational and community content.

Regular Updates: Post quality content regularly.

Accessibility: Ensure content is accessible to all.

Platform Rules: Adhere to platform terms and policies.



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