# TAFTCOLLEGE

# BRAND GUIDE

EDITED ON: 6.8.21

# This guide will help communicate our brand identity. We love our look. Be kind to our new style. Enjoy.

To ensure that our image is consistent, it is essential that this Brand Guide be followed carefully and implemented college-wide. This guide offers useful specifications for incorporating our visual image in a wide range of situations and environments. Please ensure these guidelines are adopted to help facilitate a consistent, up-to-date, and unified image to our students and the community that we serve.

# Unification is key

Every element in the Taft College brand, such as color choices, fonts, tone of voice and photography help communicate Taft College to current and prospective students. A cohesive look in all materials, centered around a well-designed logo, lays a foundation for the student experience. It brings a sense of pride in the school and increases the ownership each individual feels over his/her academic and athletic endeavors.

**Goal: Attract students 18-24 with a modern, clean and updated look.**

Enclosed you will find a simple and clear guide for developing materials. These brand guidelines include:

• Brandmark
• Logo Spacing / Minimum Size
• Logo Placement
• Logo Guidelines
• Color Theory
• Color Palette
• Typography
• Apparel / Promotion

The protection of the visual integrity will be of primary importance; it should never appear in a way that is inconsistent with these guidelines. All applications of the brandmark must be approved by one of the following appointed brand managers. A written response from one of the brand managers is required before proceeding:

**Print Materials:**
Susan Groveman, Executive Director, Marketing and Community Relations
sgroveman@taftcollege.edu
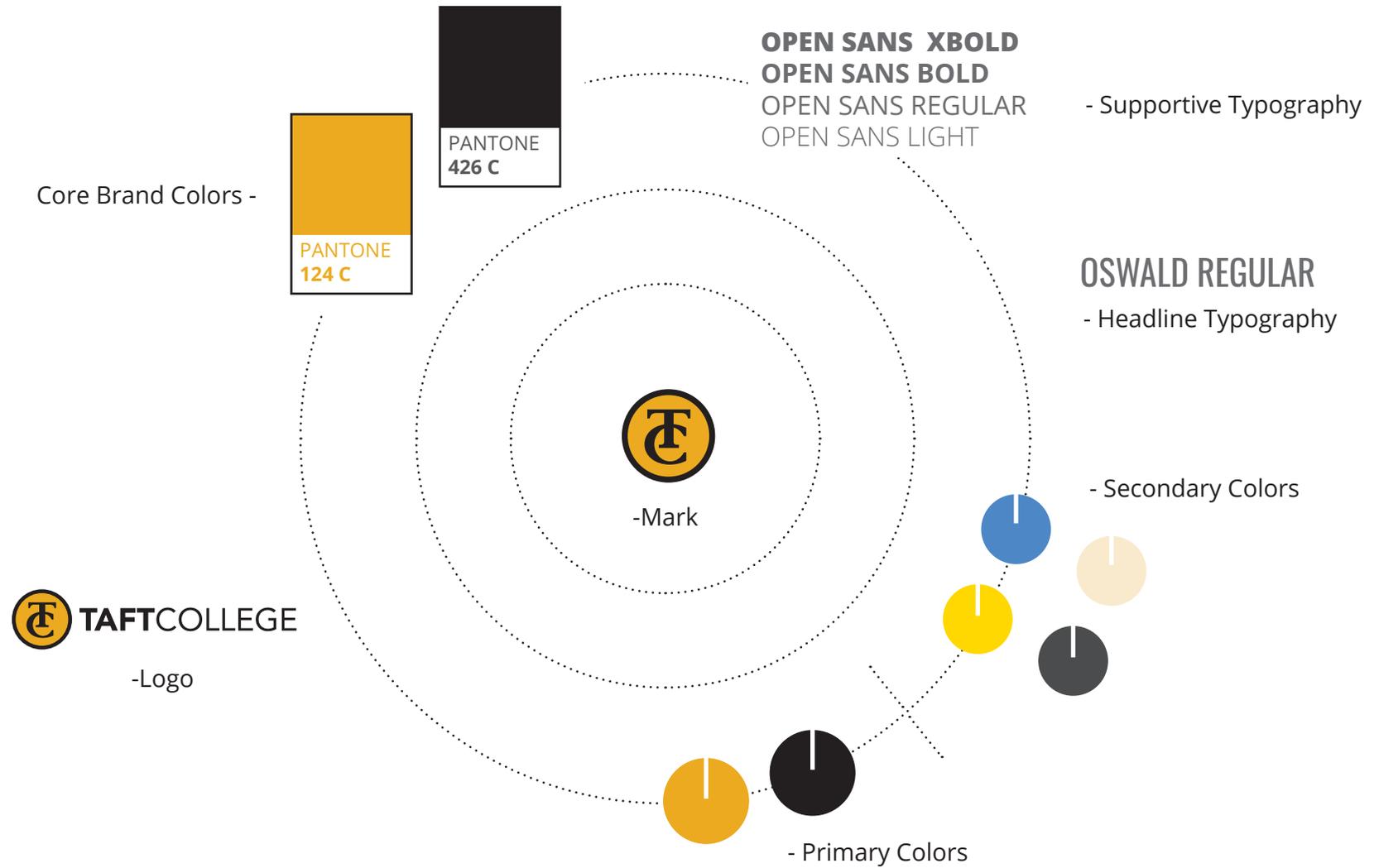661-763-7942

**Apparel/Promotional Materials:**
Bill Norris, Bookstore Manager
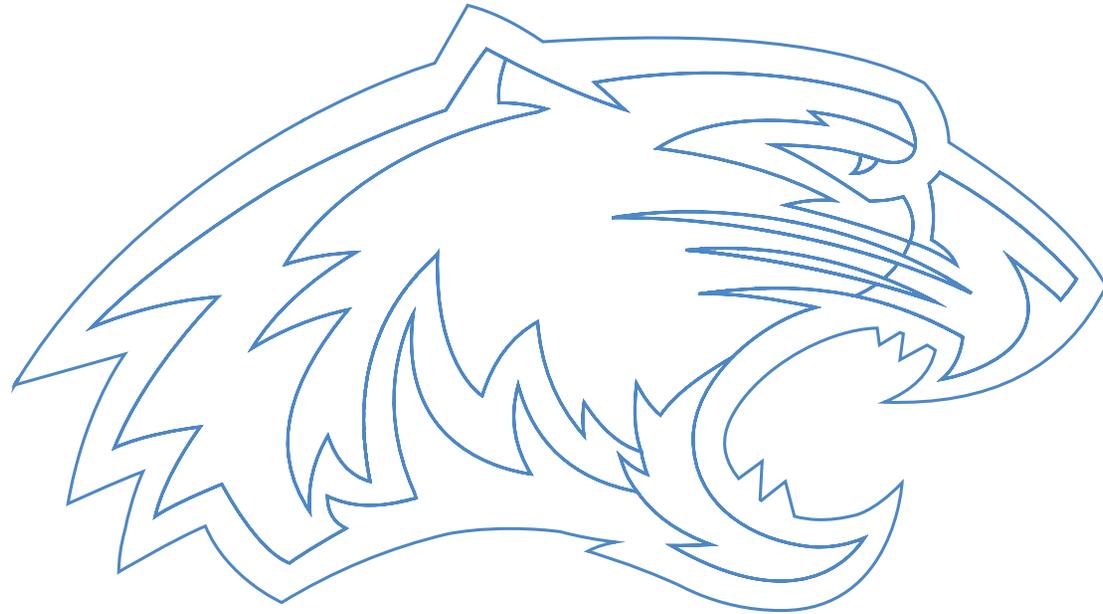bnorris@taftcollege.edu
661-763-7818

**ASB/Student Activities:**
Myisha Cutrona, Activities Coordinator
mcutrona@taftcollege.edu
661-763-7887

**Athletics:**
Kanoe Bandy, Athletic Director
kbandy@taftcollege.edu
661-763-7779

Core Brand Colors -

PANTONE
**426 C**

PANTONE
**124 C**

**OPEN SANS  XBOLD**
**OPEN SANS BOLD**
OPEN SANS REGULAR
OPEN SANS LIGHT

- Supportive Typography

OSWALD REGULAR

- Headline Typography

-Mark

- Secondary Colors

-Logo

TAFTCOLLEGE

- Primary Colors

## Modern + Contemporary = Timeless

**TAFT**COLLEGE

**Horizontal Version**
Color

**TAFT**COLLEGE

**Horizontal Version**
Black

**TAFT**COLLEGE

**Vertical Version**
Color
*use only when necessary**

**TAFT**COLLEGE

**Vertical Version**
Black
*use only when necessary**

**TAFT**COLLEGE

**Horizontal Wordmark**
Color—
DO **NOT** USE THIS
VERSION

**TAFT**COLLEGE

**Horizontal
Wordmark** Black—
DO **NOT** USE THIS
VERSION

**Mascot**
Color



**Macot**
Black

**Monogram + Mascot**
Color



**Mascot**
95% Black + Over Black

85% should be used for print
mediums where visibilty is a
factor, ie: signage, news print.

**Seal**
Color



**Seal**
Black

# We are TC!

Key to your communications, the brandmark plays an important role in establishing the forward-thinking image of Taft College. For students, the Taft College rebrand represents a positive change towards a better future. Below are the brand preferences only for various logo usages. You may not use the Taft College wordmark without the TC. Do not use any of the logos below without official approval.



DO **NOT** USE THIS VERSION



Print, Apparel, Accessories



Apparel, Accessories ONLY



Print, Web, Digital, Apparel, Accessories, Signage



DO **NOT** USE THIS VERSION



Legal Document, Apparel, Accessories

# Tagline lockup.

# Different ways to use our logomark.



- Positive Color Logo Version



- Positive 1-color Logo Version



- Reversed Color Logo Version



- Reversed 1-color Logo Version
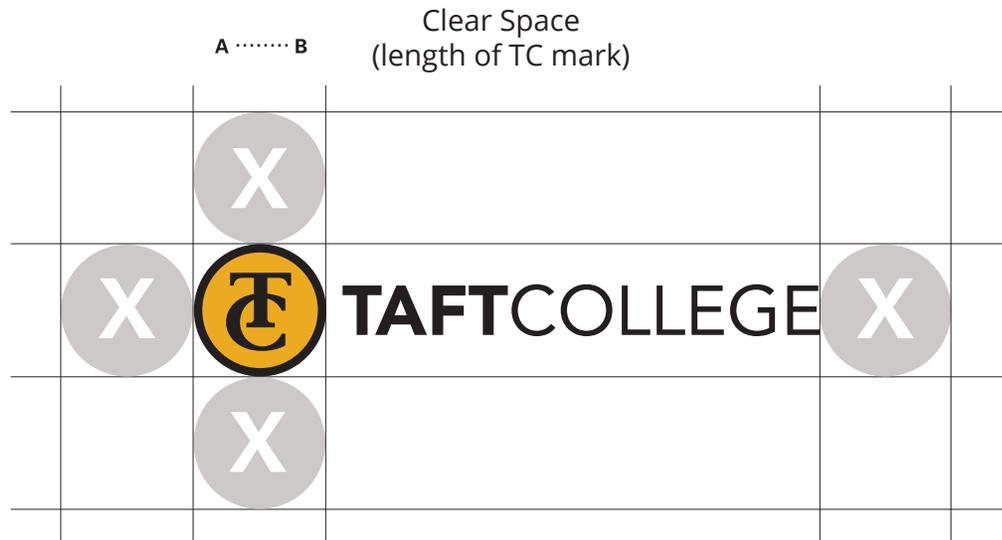
# Give us some space.

20mm"

**TAFT**COLLEGE

Minimum Size
Allowed Print

70 pixels

**TAFT**COLLEGE

Minimum Size
Allowed Web

A ········ B    Clear Space
(length of TC mark)

X

X    **TC** **TAFT**COLLEGE    X

X

# Stay away from the effects.

Do not flip colors

Do not add effects

Do not distort

Do not use old logo

# Our colors - print / web / icons

Primary Colors

Secondary Colors - Product Icons

**PMS 131 C & 124 U**

c 7 m 35 y 100 k 0

r 235 g 171 b 33

HTML EBAA20

**PMS 115 C  & 108 U**

c 0 m 12 y 100 k 0

r 255 g 218 b 0

HTML FFD900

**PMS 425 C & 426 U**

c 0 m 0 y 0 k 85

r 77 g 77 b 79

HTML 4C4C4E

**PMS 426 C & Process Black U**

c 0 m 0 y 0 k 100

r 0 g 0 b 0

HTML 000000

**PMS 2925 C & 299 U**

c 70 m 40 y 0 k 0

r 80 g 135 b 199

HTML 4F87C6

**PMS 7506 C & U**

c 2 m 7 y 20 k 0

r 248 g 233 b 205
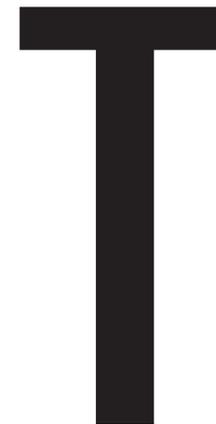
HTML F8E8CD

# Our chosen typeface - print

# T  T  T

Open Sans Regular
**(body copy typeface)**

abcdefghijklmn
opqrstuvwxyz
0123456789!@#$&

**Open Sans Bold**
**(subhead typeface)**

**abcdefghijklmn**
**opqrstuvwxyz**
**0123456789!@#$&**

Oswald Regular
**(headline typeface)**

abcdefghijklmn
opqrstuvwxyz
0123456789!@#$&

# Our chosen typeface - web

T    T    T

**Open Sans Regular**
**(body copy typeface)**

abcdefghijklmn
opqrstuvwxyz
0123456789!@#$&

**Open Sans Bold**
**(subhead typeface)**

**abcdefghijklmn
opqrstuvwxyz
0123456789!@#$&**

Oswald Regular
**(headline typeface)**

abcdefghijklmn
opqrstuvwxyz
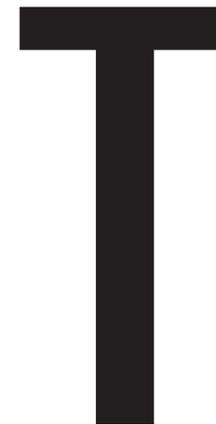0123456789!@#$&

# Our chosen typeface - microsoft office font

T                               T

Arial Regular
(office bodycopy typeface)

abcdefghijklmn
opqrstuvwxyz
0123456789!@#$&

**Arial Bold**
**(office headline typeface)**

**abcdefghijklmn**
**opqrstuvwxyz**
**0123456789!@#$&**

**TAFTCOLLEGE**

**ARTS & SCIENCES**

Date

Recipient
Title
Address
City, State Zip

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Etiam ac magna a tortor laoreet viverra eu tristique nisl. Ut justo ipsum, ultricies vitae elementum sit amet, ultrices et dolor. Maecenas vestibulum at ipsum non iaculis. Aliquam tincidunt risus ac sem cursus, ut convallis elit luctus. Cras tempor leo quis euismod vulputate. Curabitur tortor eros, auctor sed metus quis, dapibus imperdiet diam. Curabitur at nisi posuere, accumsan metus sed, hendrerit quam. Nulla eu egestas leo, sit amet sollicitudin justo. Sed dictum dui dui, in fringilla mauris consectetur non. Etiam dictum non quam ac sagittis.

Nam viverra arcu vitae est suscipit, eget aliquam libero imperdiet. Morbi dignissim, diam at egestas vehicula, nibh nunc pellentesque quam, ac sagittis diam urna in libero. Donec condimentum luctus nunc, nec vulputate eros aliquam in. Quisque volutpat, dui sit amet malesuada faucibus, ipsum est maximus leo, vel tincidunt ex ante eu nulla. Nulla facilisi. Proin onec ultrices justo ultrices, ornare enim nec, malesuada est. tellus hendrerit, vitae euismod arcu iaculis. Curabitur mollis m. Integer ac augue non ipsum egestas tristique quis id nunc.

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29 Cougar Court  |  Taft CA 93268  |  661 763 7700  |  **taftcollege.edu**

taftcollege.edu

**TAFTCOLLEGE**

**First Lastname**
*Title*
Department

first@taftcollege.edu

Office    888 888 8888
Mobile    888 888 8888
Fax       888 888 8888

8888 Address Street
City State Zip

**TAFTCOLLEGE**

8888 Address Street
City State Zip

**Pole Signs**
Vertical Portrait
24" W X 48" H



ADMISSIONS

FINANCIAL AID

STUDENT SERVICES

**Hanging Signs**
Landscape
48" W X 10" H

This Brand Guide Appendix is intended to provide additional assistance to offices and departments college-wide in strengthening the Taft College message and brand identity.

## ADDITIONAL LOGO GUIDELINES

### Obtaining the Logo
For inquiries on applications of the brandmark, or to obtain a logo in electronic form, please consult with a brand manager. To ensure quality, logos should not be copied from webpages because the relatively low resolution of web graphics will cause the logo to look fuzzy and unsharp when copied to printed publications.

### Logo Extensions
Offices and departments are asked not to create their own visual identifiers or alter the official logos outlined in the brand guide in any way. Offices and departments may use their name with the wordmark. Names should only be combined below the college logo as a sub-heading.

## PRINT COLLATERAL

### Business Stationary
All stationary is ordered in bulk through the Office of Administrative Services and printed by an outside vendor. Business cards, letterhead, envelopes, and other stationary are stored and distributed through the Administrative Assistant(s) of the appropriate office.

### Business Cards
Business cards must be ordered through the Administrative Assistant(s) of the appropriate office.

### Digital Collateral
May be downloaded for digital use and is available by contacting the Administrative Assistant(s) of the appropriate office.