Guide of Visual & Graphic Standards

COM

College *of the* Mainland®

Table of Contents

A Message from the President

Dear Friends of College of the Mainland:

It is our privilege to commend to you this Guide of Visual and Graphic Standards. In the pages that follow, you will discover the meaning and intent of COM's new brand, and why its consistent application is important for the future of the College.

These guidelines were developed over many months with the involvement of every segment of the College. Special thanks must go to the Marketing Council, which provided valuable input. The result of this collaboration is an updated and "renewed" brand identity that represents the rich heritage of College of the Mainland, and

expresses it with distinction. Such a visible and unique "signature" conveys to the world that COM is a college with a mission and purpose, committed to excellence and diversity, and focused on the higher educational needs of its students.

These guidelines will help every individual member of the COM family, as well as vendors, to apply this new brand identity consistently and accurately.

It is the responsibility of the Director of Marketing and Public Affairs to oversee and coordinate the application of our brand, thereby assuring the College and board that these standards are applied correctly and appropriately in publications, advertisements, digital media, signage and products.

Please familiarize yourself with these guidelines. Should you have a question about the application of this system, need help appropriating elements of the system, or need authorization for products and elements bearing the College logo and brand, please contact the Director of Marketing and Public Affairs.

Sincerely,

Dr. Warren Nichols,
President

Introduction

A college's brand identity is the most important element of its visual image. Because of its potential for credibility and influence, and the impression it has on the public, a brand identity can be considered the foundation of all marketing and communications efforts.

The brand identity demonstrates COM's commitment to quality, its staff, its public and its goals. It must make a memorable impression, one that clearly communicates the College's basic mission and philosophy and reflects its significance. A single, consistent message, therefore, is key.

These guidelines were developed over many months with the involvement of every segment of the College. The result of this collaboration is a Brand Identity System that represents the rich heritage of College of the Mainland, and expresses it with distinction. Such a visible and unique "signature" conveys to the world that COM is a college with a mission and purpose, committed to excellence and diversity, and focused on the higher educational needs of its students.

These guidelines will help every individual member of the COM family, as well as vendors, to apply this new Brand Identify System consistently and accurately.

The Marketing and Public Affairs Office is charged with the responsibility to oversee and coordinate the application of the Brand Identity System, thereby assuring the Board that these standards are applied correctly and appropriately in publications, advertisements and products used throughout the College and its learning centers.

Purpose of this Styleguide

The primary purpose of this Styleguide is to provide guidelines and specifications for the use and presentation of the COM logo. It also provides helpful marketing information. The manual includes examples of how and how not to use the College's logo, fonts and colors in a variety of materials and situations. It is important that these standards are applied when the new identity is incorporated into all communications to create familiarity and maintain consistency and continuity. When the College signature is treated consistently, it becomes the visual cornerstone that supports the COM message and identity across the entire organization and throughout its service area, in all College programs, services and activities.

For More Information

The COM Marketing and Public Affairs Office monitors and maintains the COM Brand Identity. Questions about this manual, use of the logo and other visual identification elements, should be addressed to the Marketing and Public Affairs Office at 409-933-8437 or marketing@com.edu.

These branding guidelines are available on the College website at www.com.edu/marketing.

Institutional References

College Name

The official name is College of the Mainland. The acceptable acronym is COM. Use the complete name on any first reference. Subsequent references in written form may use COM (with no periods). Do not use any other variation such as "C.O.M." or "COTM."

The COM Internet Address

The correct website address for the College is www. com.edu. Use the complete website address in all written and visual communications and publications when possible. Omitting the www. prefix from the website address is not recommended because it is not always equivalent. It is acceptable to omit the http:// prefix from the fully qualified Internet website address http://www.com.edu as the overwhelming majority of Web browsers automatically add that prefix.

College District and Service Area

College of the Mainland district consists of residents in the Dickinson, Hitchcock, La Marque, Texas City, and Santa Fe school districts. The Texas Legislature also mandates that the college serve the higher education and workforce training needs of the Friendswood, Kemah, and League City school districts which lie in Galveston County.

The Torch, named for College of the Mainland's distinctive logo adopted in 2004, reflects the college's commitment to providing outstanding, relevant higher education. This commitment is represented by a double flame, depicting the enlightenment of the human mind and spirit through education. The emblem, a torch, signifies tradition, heritage, and the eternal value the college places upon education.

These are the acceptable variations of the full-color version of the logotype.

Minimum width: 1.25 inches

Minimum height: .25 inches

The 2017 Brand Renewal

In August 2017, College of the Mainland updated and expanded its brand identity system with a distinctive new version of its logotype.

In so doing, the College has retained its traditional colors, fonts, and applications which were adopted in 2006.

The new and shortened COM logotype is a registered brand mark of the College. The distinctive COM.EDU design is also a registered brand mark.

These new faces for College of the Mainland will interact with previous graphic standards to allow flexibility to any given communication.

The COM Logotype

College of the Mainland's logo reflects the College's commitment to providing outstanding, relevant higher education. This commitment is represented by a double flame, depicting the enlightenment of the human mind and spirit through education. The emblem, a torch, is deep red, signifying tradition, heritage and the eternal value the College places upon education. The stylized name of the College is deep blue, signifying strength and honor.

Trademark

The College logo, the College icon (torch and double flame) and stylized name are trademarked expressions of College of the Mainland.

Registered trademarks are regulated by federal and state law. Accordingly, no unauthorized use of these elements is permissible. With written permission, usage of these elements is conditional on proper application of the elements according to the specifications defined in this Communications Guide. Vendors using any of these elements on products for commercial sale may be charged royalties.

To request written permission to use these elements and to obtain current policies and regulations regarding royalties, contact the Marketing and Public Affairs Office.

Standards of Usage

The COM logo specifications for publications (print and digital), signage, commercial use, and print advertising will follow these guidelines. The common standards are adherence to typography, style, color, and size relationships determined for all applications.

In all situations where style has not been previously determined, the Marketing and Communications Office must be contacted for policy regarding usage.
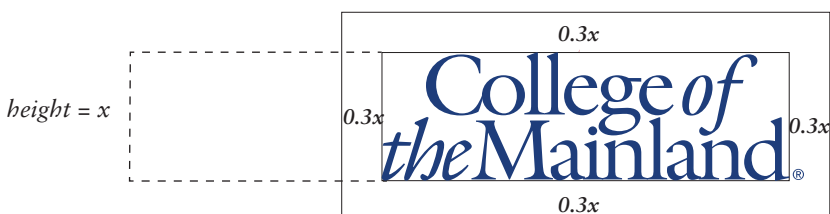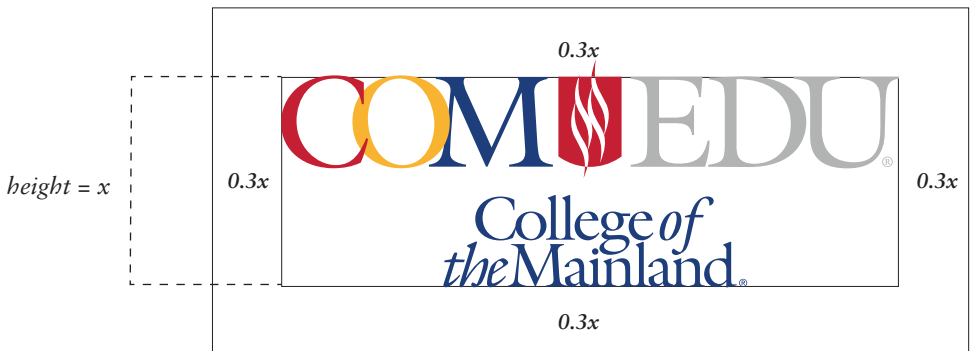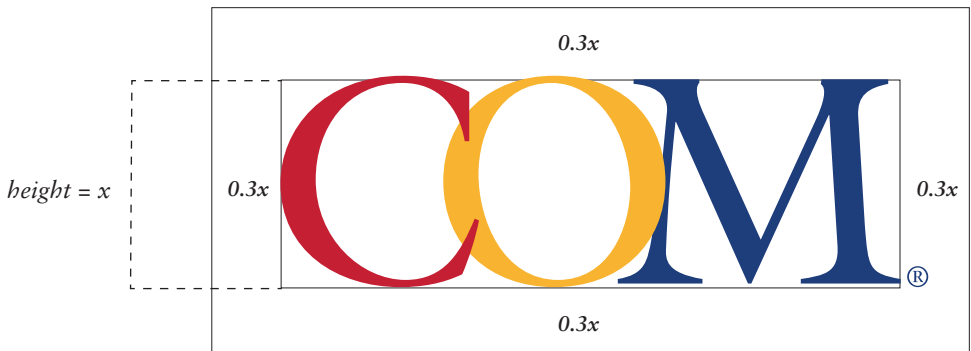
Misuse of the Logo

It is important that the appearance of the logo remain consistent. The logo should not be misinterpreted, modified or added to.

The logo must never be redrawn, adjusted or modified in any way. It should only be reproduced from artwork provided through the Marketing and Public Affairs Office.

To illustrate this point, some of the more likely mistakes are shown.

Do not distort the logo.

Do not substitute colors on the logo.

Do not rearrange or resize
elements of the logo.

Do not substitute fonts on the logo.

Color Usage

Three colors constitute the primary color palette. Substitute colors are never to be used. The chart on the opposite page displays value equivalents for all the colors when used for various applications, including print and web.

If used in graphic applications other than the logo, such as for coloring graphic elements, either solid or percentage tints may be used.

For most applications, if used in a full-color representation, it is preferable that the logo appear on a white background, with limited exceptions (see below).

If used as a full-color representation, the logo must always be shown in its official colors. If using only a single color, the individual colors must be converted to percentage of either black or blue (PMS 287).

It is not recommended that the full-color logo be used over a photograph or an image. However, in the rare occasion that this is necessary, the image value must be scaled substantially so that the individual letters are clearly distinguishable against the background.
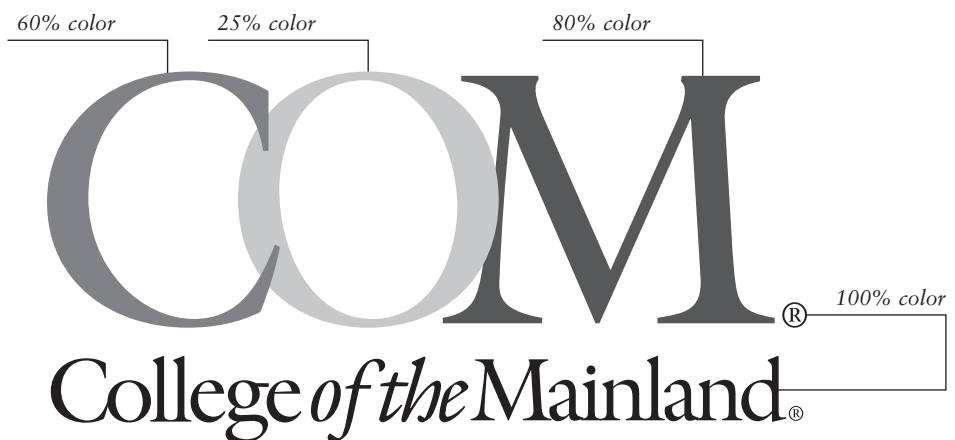

Not acceptable.

Acceptable.

Primary Color Palette

Pantone 200	C20 M100 Y81 K10	R193 G4 B53	Hex C10435
Pantone 143	C9 M37 Y94 K0	R239 G170 B35	Hex EFEA23
Pantone 287	C100 M81 Y19 K9	R0 G55 B152	Hex 003798
Pantone 421	C31 M24 Y25 K0	R177 G180 B179	Hex B1B4B3

Pantone 200   *Pantone 143*   *Pantone 287*

COM
College *of the* Mainland®

60% color   *25% color*   *80% color*   *100% color*

COM
College *of the* Mainland®
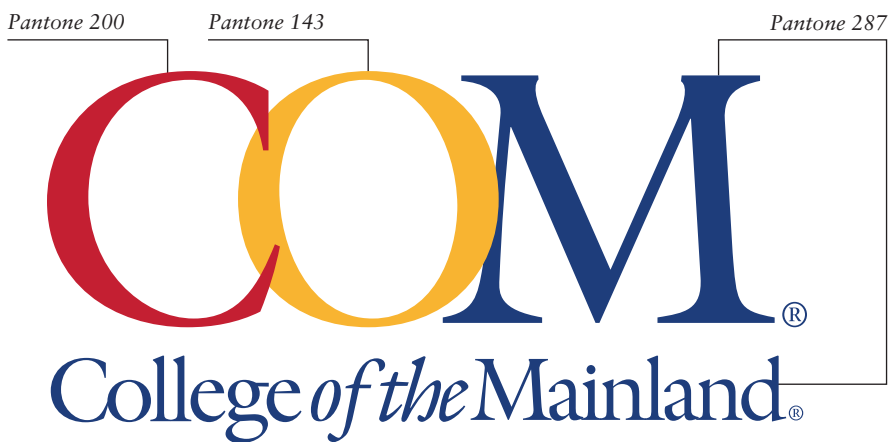
Typography

The College of the Mainland logotype is made up of two separate type faces. Sabon is used for "College" and "Mainland," and Galliard is used for "of" and "the."

Typography in Secondary Names or Titles

Learning centers, College offices, departments, programs or department names may be used with the logotype on letterhead, business cards and envelopes, as long as the usage follows the design and style shown in this Styleguide.

Type used for these names must be Frutiger (Roman or Light-Condensed), in all capitals. If the full-color logotype is used, the secondary name must appear in COM Blue.

If the logotype is used in one color, the secondary name or title must appear in the color of the logo in use.

These are the only typeface and color options permitted.

Secondary Type Guidelines

When a secondary line (a department name or the theme line) appears beneath the logo, two specifications determine proper display: font size of the secondary line and space between the logotype and secondary line. These are illustrated on the following page.

The font size of the secondary line may vary beneath the COM logo, depending on the length of the secondary name. Shorter names may be no larger in size than the type size used for the logo. Longer names should be set in smaller type, but large enough to be clearly readable.

The secondary line are centered beneath the logo at a distance that is equal to the height of the capitalized "C" in "College of the Mainland." The baseline of the secondary line is the same distance from the logotype as the baseline of the capitalized "C."

The secondary line must always be center-aligned underneath the logotype. In cases where the icon is flushed left of the logotype, the secondary line remains centered beneath the logotype, not including the icon.

Typography in Publications

The typefaces listed here are recommended for COM publications, signs, and advertisements. Do not modify (expand or condense) the type in any way. When type is set, letters should be spaced tightly but not touching. Never set kerning (the distance between letters) to more than 5 points.

ITC Galliard Roman

Sabon Roman

ITC Galliard Italic

College *of the* Mainland.

Sabon Roman
Sabon Italic
Sabon Bold
Sabon Bold Italic

Frutiger Light
Frutiger Light Italic
Frutiger Roman
Frutiger Italic
Frutiger Bold
Frutiger Bold Italic
Frutiger Black
Frutiger Black Italic

ITC Galliard Roman
ITC Galliard Italic
ITC Galliard Bold
ITC Galliard Bold Italic

Advertising, Publications and Signage

The logo will be positioned in a printed advertisement as a "signature" at or near the bottom of the image. Recommended position is centered or flush left.

The logo should never be placed on a background that would visually compete or reduce its impact.

Usage of the COM logo in advertising and publications follows the same guidelines for color, style, sizing, dominance and maintenance. Logo size will be determined by the logo's position on the page.

Requirements for Space Around Logo

In order for the College signature to aptly represent COM, it must be displayed in a prominent, uninterrupted manner. Space, therefore, must always exist around the signature. The logo must never appear "crowded."

Special Application for Use with Established Corporate Identities

The logotype may be use in proximity with other identities.

On COM letterhead, the College logo should maintain its traditional placement (upper left corner). Other logos and icons can be place in other corners, or in the visual "column" below the COM logo, maintaining appropriate spacing.

In other uses, such as ads, posters and brochures where two or more logos are used in a horizontal space, it is recommended that the COM logotype appear a reasonable distance from another identity and be separated with a vertical bar. Both logos should be of similar size.

Secondary and Departmental Logos

Divisions, departments and academic programs do not have separate logos because these dilute brand consistency.

Patches and Seals

The COM logo or logotype cannot be used in program or departmental patches or seals, such as those commonly used for health care, police, firefighter, or other related programs. When patches are required for uniforms, an icon representing the industry or profession should be used.

Patches require approval in advance by the Marketing and Public Affairs Office.

Patches and seals created for departments such as Nursing, Police Academy, Firefighting, should be limited in use to clothing and certificates, or as secondary elements in official publications and advertising, as space allows. Patches and seals must not replace official COM branding elements in marketing and communication materials.

College of the Mainland

Visual Graphics for Clubs and Student Organizations

Visual identification for college-sponsored clubs and organizations are allowed, so long as they are not used in conjunction with the College's logotype. If an organization's name is needed to appear with the official logotype, it must confirm to these guidelines. Visual graphics for clubs and student organizations require approval in advance by the Marketing and Public Affairs Office.

Visual Graphics for Walls, Windows, Doors, and Signage

All campus signage must conform to the College's brand identity. Campus graphics for walls, windows, doors, wayfaring signs, and campus identification will be developed by the College's branding team through the Marketing and Public Affairs Office.

COM
College of the Mainland

MECHANICAL MAINTENANCE
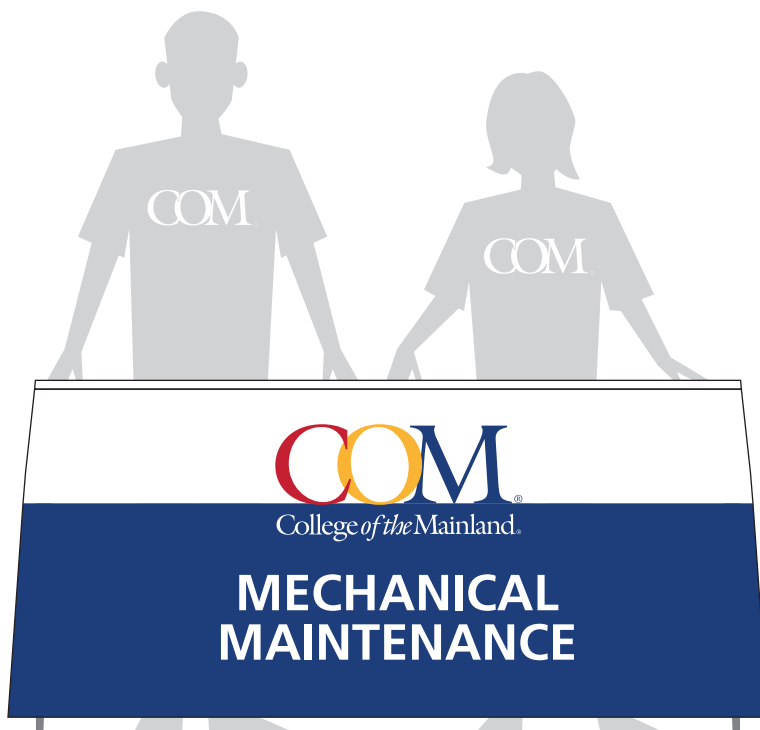
Specialty and Promotional Items

Specialty and promotional item used for College recruitment are branded though the Marketing and Public Affairs Office. Submit a request for items through the Marketing and Public Affairs Marketing Request System, www.com.edu/marketing.

When reversing the COM logo against a solid background, use this specially modified version.

Improper logo

Stationary and Nametags

All letterhead, business cards and mailing envelopes must follow exact design specifications. Templates and guidelines may be obtained by contacting the Marketing and Public Affairs Office.

COM
College *of the* Mainland®

1200 Amburn Road
Texas City, TX 77591

COM
College *of the* Mainland®

Person's Name
Title,
College of the Mainland

personame@email.org
m 000.000.0000
c 000.000.000

www.com.edu

COM
College *of the* Mainland®

1200 Amburn Road
Texas City, TX 77591

COM
College *of the* Mainland

1200 Amburn Road
Texas City, TX 77591