



**COSUMNES**  
RIVER COLLEGE

# Logo Usage Guide

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# Identity System

Through this established identity system, the brand's integrity is maintained, and its recognition is reinforced over time.

Cosumnes River College's (CRC) focus on student success and, as a result, enhancing the vitality of our region is represented in this system. With its strong sense of place and history, the mark features the river and foothills of the Sacramento region and a hawk symbolically taking flight.

Our logo is the visual cornerstone of the brand. This guide should be followed to ensure correct use of the logo and its variations.



## Our Logo

Our logo is vital to the brand. Acting as a signature, an identifier, and a stamp of quality, it represents us at the very highest level. The Cosumnes River College logo is used on all publications, internal documents, promotions, and collateral material representing the College.



**COSUMNES**  
RIVER COLLEGE

## Logo Variations

### ORIENTATION

The logo is available in two variations:

- Horizontal orientation
- Vertical (stacked) orientation

Variations of the logo are provided to ensure wide implementation in a variety of end uses and dimensions.

Using the symbol-only version of the logo requires approval from the Public Information Office.

### HORIZONTAL



### VERTICAL



### SYMBOL



## Logo Variations

### COLOR

There is a full color, black, and white logo. Make sure there is enough contrast for the white logo on a colored background.



## Clear Space

It is crucial to protect the space around the logo in order to retain its integrity and impact. The minimum clear space must be used and maintained throughout all College materials. Use the “O” within the wordmark when measuring for the proper clear space. This measuring tool is always in relation to the size of the logo on the page.



## Minimum Size

Never reduce the logo to less than 1.5 inches for print materials and maintain 100-pixel width for any and all digital collateral. There is no maximum size limit but use discretion when sizing the logo.



1.5" WIDE (PRINT)

100 PX WIDE (DIGITAL)

## Logo Misuse

The logo must be used with consistency in order to keep brand continuity and visual impact. Here are some examples of how not to use the logo.



**DON'T USE AN OLD LOGO**



**DON'T STRETCH OR DISTORT LOGO**



**DON'T USE A LOW RESOLUTION LOGO**



**DON'T ENLARGE ONLY ONE PART**



**DON'T USE AN UNAPPROVED COLOR**



**DON'T ALTER THE LOGO'S TYPEFACE**



## Program Lockups

Many college departments and programs have unique logos created to better help individualize them for marketing purposes. As a general rule horizontal logos require lockup with the CRC horizontal logo and vertical logos with CRC's vertical logo.

While they may contain unique graphic elements and font styling, these logos must follow this defined lockup format to create harmony across all CRC initiatives.

*Here are some examples of approved specialty logo lockups.*

*The Public Information Office can assist in creating your program lockup.*

### OPTION A



### OPTION B



## Department Lockups

Contact the Public Information Office when it is necessary to lock up a specific college department with the logo.

The PIO can provide you with your specific department logo in a variety of file formats.

[crc-pio@crc.losrios.edu](mailto:crc-pio@crc.losrios.edu)

*Department lockup example shown to the right.*



**COSUMNES  
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AUTOMOTIVE, CONSTRUCTION  
& DESIGN TECHNOLOGY

## District Lockups

Cosumnes River College is a proud partner of the Los Rios Community College District. As such, it is our duty to ensure visual continuity and cohesion between the College and the District. Following these guidelines will help ensure that students, faculty, and members of our community understand the relationship between CRC and the District. That consistent brand connection reinforces a level of quality and opportunity throughout our region.

Logo lockups are available in two orientations to ensure wide implementation in a variety of end uses and dimensions.

### OPTION A



### OPTION B



# Color

The logo colors create consistency and recognition across all brand elements.

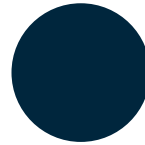
The palette allows audiences to identify visually with the brand. It also sets the mood and creates an environment for graphics, imagery, and messages to operate within.



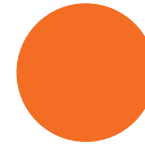
## Color Palette

It is important to maintain visual consistency by **only** using the colors represented here, though additional accent colors will be used on official website(s).

### PRIMARY

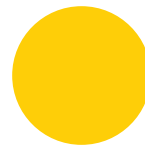


CMYK 100, 78, 49, 54  
RGB 0, 38, 61  
PANTONE 2965 C  
HEX #00263d

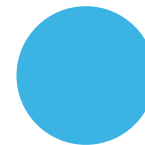


CMYK 0, 71, 98, 0  
RGB 242, 110, 33  
PANTONE 1505 C  
HEX #f26e21

### SECONDARY



CMYK 0, 20, 98, 0  
RGB 255, 203, 19  
PANTONE 116 C  
HEX #FFCB13



CMYK 64, 6, 0, 0  
RGB 53, 186, 236  
PANTONE 298 C  
HEX #35BAEC

# Typography

The specific typefaces chosen to represent the brand put forth a visual voice and tone to convey key words and messages. Our brand typography establishes the College's dignity and prestige in an approachable and modern way.



## Primary Typefaces

When available, use Brandon Grotesque Bold and Open Sans as the primary header and body fonts. Use a mix of regular, bold, and italic to create hierarchy when necessary. Additional fonts may be used on official website(s).

### PRIMARY HEADER

**Brandon Grotesque Bold**

AaBbCcDdEeFfGgHhIiJjKkLlMm  
NnOoPpQqRrSsTtUuVvWwXxYyZz

### PRIMARY BODY

Open Sans

AaBbCcDdEeFfGgHhIiJjKkLlMm  
NnOoPpQqRrSsTtUuVvWwXxYyZz

## Alternate Typefaces

Use Times New Roman and Arial, when Brandon Grotesque Bold and Open Sans are not available.

### ALTERNATE HEADER

Times New Roman

AaBbCcDdEeFfGgHhIiJjKkLlMm  
NnOoPpQqRrSsTtUuVvWwXxYyZz

### ALTERNATE BODY

Arial

AaBbCcDdEeFfGgHhIiJjKkLlMm  
NnOoPpQqRrSsTtUuVvWwXxYyZz



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