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.
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Key Messaging

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 124 C

PANTONE 426 C

- Mark

- Primary Colors

- Secondary Colors

OSWALD REGULAR

- Headline Typography

- Supportive Typography

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

TAFT COLLEGE

- Logo
Modern + Contemporary = **Timeless**
Vertical Logo Treatment - Secondary

Vertical Version
Color
use only when necessary*

Vertical Version
Black
use only when necessary*
Mascot - Primary

| Mascot Color | Black |
Mascot - Secondary

Monogram + Mascot
Color

**Mascot**
95% Black + Over Black
85% should be used for print mediums where visibility is a factor, i.e.: signage, news print.
College Seal

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.

**TAFTCOLLEGE**

DO NOT USE THIS VERSION

Print, Web, Digital, Apparel, Accessories, Signage

**TC**

Apparel, Accessories ONLY

Print, Apparel, Accessories

**TAFTCOLLEGE**

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”**
  - Minimum Size
  - Allowed Print

- **70 pixels**
  - Minimum Size
  - Allowed Web

---

**Clear Space**

(length of TC mark)
Improper Usage of Brandmark

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

PMS 131 C & 124 U
- c 7 m 35 y 100 k 0
- r 235 g 171 b 33
- HTML EBAA20

PMS 426 C & Process Black U
- c 0 m 0 y 0 k 100
- r 0 g 0 b 0
- HTML 000000

Secondary Colors - Product Icons

PMS 115 C & 108 U
- c 0 m 12 y 100 k 0
- r 255 g 218 b 0
- HTML FFD900

PMS 2925 C & 299 U
- c 70 m 40 y 0 k 0
- r 80 g 135 b 199
- HTML 4F87C6

PMS 425 C & 426 U
- c 0 m 0 y 0 k 85
- r 77 g 77 b 79
- HTML 4C4C4E

PMS 7506 C & U
- c 2 m 7 y 20 k 0
- r 248 g 233 b 205
- HTML F8E8CD
Our chosen typeface - **print**

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

Open Sans Regular
(body copy typeface)

Open Sans Bold
(subhead typeface)

Oswald Regular
(headline typeface)

abcdefghijklmn
opqrstuvwxyz
0123456789!@#$&

abcdefghijklmn
opqrstuvwxyz
0123456789!@#$&

abcdefghijklmn
opqrstuvwxyz
0123456789!@#$&
Our chosen typeface - **microsoft office font**

Arial Regular  
*(office bodycopy typeface)*

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

Arial Bold  
*(office headline typeface)*

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


Sincerly,
Sender

Date
Recipient
Title
Address
City, State Zip

8888 Address Street
City State Zip

Apparel / Promotions
Signage

Pole Signs
Vertical Portrait
24” W X 48” H

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.