Logo

White space should be at a minimum the size of the M in Community College

FONT = ADOBE DEVANGARI

Logo should not be manipulated in anyway.
Typography | Arial

Arial Regular

ABC abc 123

Arial Bold

ABC abc 123

Arial Italic

ABC abc 123

Arial Regular ------------------------ Body Copy
Arial Bold ------------------------ Titles, sub-titles
Arial Italic ------------------------ Highlighted Copy
These fonts should be used sparingly.
- Pull-out quotes
- Highlighted copy
- Need a classier feel? Try Dynalight for a title and Baskerville styles for copy
- Want something more fun and hand-made looking? Try Caroni
Primary Colors

**NAVY BLUE**
PANTONE: 648C
CMYK: 100, 86, 36, 31
RGB: 0, 44, 92

**GREEN**
PANTONE: 370U
CMYK: 62, 29, 89, 11
RGB: 104, 136, 72

Secondary Colors

**LIGHT BLUE**
PANTONE: 640U
CMYK: 88, 33, 12, 0
RGB: 0, 137, 187

**MEDIUM BLUE**
PANTONE: 647C
CMYK: 90, 63, 20, 3.5
RGB: 38, 97, 147

**DEEP NAVY BLUE**
PANTONE: 282C
CMYK: 100, 90, 42, 55
RGB: 1, 15, 50

**SPRING GREEN**
PANTONE: 578U
CMYK: 36, 10, 54, 0
RGB: 170, 195, 140

**YELLOW/GOLD**
PANTONE: 7406C
CMYK: 5.5, 22, 100, 0
RGB: 245, 196, 0

**RED**
PANTONE: 201C
CMYK: 24, 100, 80, 17.5
RGB: 164, 31, 53

**RED/ORANGE**
PANTONE: 1675C
CMYK: 23, 84, 100, 14
RGB: 174, 69, 37
Flyer/Poster Example
(SIMPLE)

SAMPLE TITLE

This is a “Body Copy” sample, this is where you would put a description of your event/function. Copy should be center justified, short and sweet.

DATE: 00/00/0000
TIME: 00:00PM - 00:00PM
LOCATION: Location

For questions/information contact:
  bblank@massbay.edu

START HERE. GO ANYWHERE.
WWW.MASSBAY.EDU
SAMPLE TITLE

This is a “Body Copy” sample, this is where you would put a description of your event/function. Copy should be left justified, short and sweet.

DATE: 00/00/0000
TIME: 00:00PM - 00:00PM
LOCATION: Location

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Unifying the sub-division college logos will help bring branding consistency as well as a more sophisticated look and feel to the college as a whole.

**FONT**

GOTHAM MEDIUM - MASSBAY
GOTHAM BOOK - CLUB NAME

Symbol representing the group will be placed inside master logo

1 COLOR LOGO - MASTER

DOTTED CIRCLE - MASTER
*Duplicate only, then erase from inside logo!

LOGO EXAMPLES
MassBay Slogan

MassBay slogan:

**Start Here. Go Anywhere.**

*(Do not use: Your Dreams. Our Mission.)*

MassBay slogan and website should be present on almost all marketing materials unless it is omitted for a specific reason. Branding consistency is an important part of marketing and for a community college we have a positive slogan and it is important to us that we get that message out to our students as much as possible.

**Best practices for using website and slogan:**
This usually lives at the bottom of a flyer/poster, making the slogan bold and the website regular will create depth and add to the design.

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**START HERE. GO ANYWHERE.**
WWW.MASSBAY.EDU

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If you have a specific webpage you want to drive students to that is not already listed in the piece of marketing material you can add it to the website at the bottom of the page, see below for example.

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**START HERE. GO ANYWHERE.**
WWW.MASSBAY.EDU/REGISTRATION