

Brand Guidelines

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

Typography | DIN

DIN Regular

ABC abc 123

DIN Bold

ABC abc 123

DIN Italic

ABC abc 123

DIN Condensed

ABC abc 123

DIN Condensed Bold

ABC abc 123

DIN Regular	Body Copy
DIN Bold	Titles, sub-titles
<i>DIN Italic</i>	<i>Highlighted Copy</i>
DIN Condensed	Copy, sub-titles
DIN Condensed Bold	Titles, sub-titles

Typography | Sub Fonts

Dynalight

ABC abc 123

Caroni

ABC abc 123

Baskerville

ABC abc 123

Baskerville Italic

ABC abc 123

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



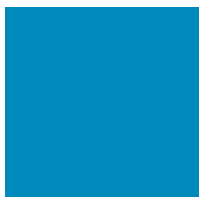
GREEN

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

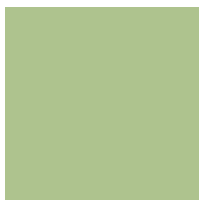


DEEP NAVY BLUE

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

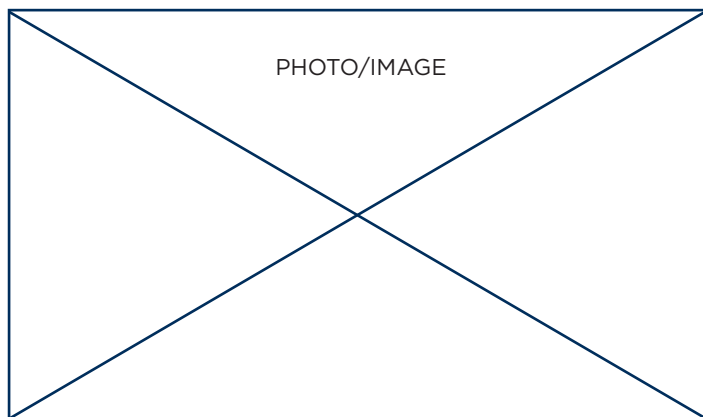
Flyer/Poster Example

(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

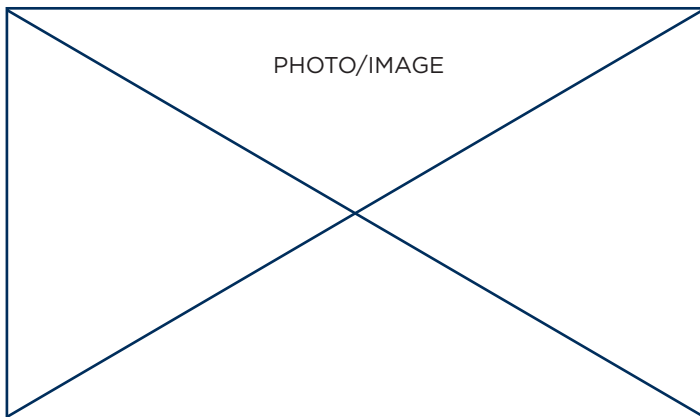
Flyer/Poster Example

(SIMPLE)



SAMPLE TITLE

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

College Club Logo

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.

START HERE. GO ANYWHERE.

WWW.MASSBAY.EDU

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.

START HERE. GO ANYWHERE.

WWW.MASSBAY.EDU/REGISTRATION
