

# Cuyamaca College Brand Guidelines



## Logo Usage



Original



Horizontal



One-color

There are limited one-color logo variations (all-white and all-black). Do not alter the logo in any other color, proportion or variation. When using the logo with other logos, the Cuyamaca College logo must be used in equal size and space. Full logo usage guidelines can be found online.

## Brand Colors

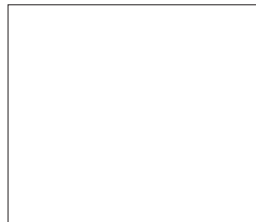
### Primary



#### Cuyamaca Blue

Hex #0D204A  
RGB (13, 32, 74)  
CMYK (82, 57, 0, 71)

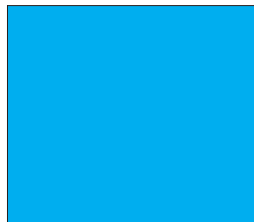
### Secondary



#### White

Hex #ffffff  
RGB (255, 255, 255)  
CMYK (0, 0, 0, 0)

### Accent



#### Cyan

Hex #00aeef  
RGB (0, 174, 239)  
CMYK (100, 0, 0, 0)

## Brand Feel

Clean  
Personal  
Welcoming  
Bright  
Approachable

## Brand Elements

Bold type heads  
Quadrants/Windows  
Clean Lines

## Recommended Fonts

### Primary

**Noto Sans**  
(Sans Serif)

All styles approved including Noto Sans light, **regular**, medium, **semibold**, **bold**, **extra bold**, **black** and *all italics*.

**Noto Serif**  
(Serif)

All styles approved including Noto Serif light, **regular**, medium, **semibold**, **bold**, **extra bold**, **black** and *all italics*.

### Cursive Display

*Felt That*

### Condensed Display

**League Gothic**

# Cuyamaca College Brand Guidelines



## Inappropriate Usage

Even in the most flexible and dynamic visual system, guidelines and consistency are critical to ensure we understand who we are. Here, we offer guideleines on what not do do with Cuyamaca's logo system.



C U Y A M A C A  
• C O L L E G E •

Never add any software effect to the logo (outlines, drop shadow, bevel, etc.)



C U Y A M A C A  
C O L L E G E

Never change the Cuyamaca College font.



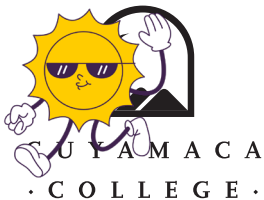
C U Y A M A C A  
• C O L L E G E •

Never stretch, warp, or squash the logo.



C U Y A M A C A  
• C O L L E G E •

Never use the logo in any color other than colors used in the brand guidelines.



Never cover the logo.



C U Y A M A C A  
• C O L L E G E •

Never change the logo images or alter the shapes of the logo.



Do not angle logo.



C U Y A M A C A  
• C O L L E G E •

Never use multiple colors in the logo

## Incorrect Logo Placement



Make sure logo is placed against a solid color or area in the background.



Edges of black rectangle are too close to the logo and name. logo should always be centered.



Never use similiar colors as background of the logo.



Make sure background doesnt conflict with the logo in the foreground.

# Cuyamaca College Brand Guidelines



## Department and Division Logos

All college Divisions are permitted and encouraged to use and pair their department/Division name with the Cuyamaca logo. Department names should only be combined with the fully intact logo, per the parameters below. Acceptable logo designs are shown here and are available upon request from the College and Community Relations department.

### Vertical Format with Primary Logo

Font Name: Noto Sans Condensed Bold, Pt Size: 38pt, Leading: 40pt



**Entity Name  
Second Line**

### Horizontal Format with Primary Logo

Font Name: Noto Sans Condensed Bold, Pt Size: 42pt, Leading: 42pt



**Entity Name  
Second Line**

### Horizontal Format with Secondary Logo

Font Name: Noto Sans Condensed Bold, Pt Size: 42pt, Leading: 42pt



**Entity Name  
Second Line**

### Sample Design with Primary Logo

Font Name: Noto Sans Condensed Bold, Pt Size: 38pt, Leading: 40pt



**Student Services**

# Cuyamaca College Brand Guidelines



## College Seal

The College Seal is reserved for official use such as diplomas, certificates of graduation, scholarly papers, etc. The seal should not be used on letterhead or business cards, or for marketing purposes (brochures, flyers, posters, direct mail, etc.). To request permission to use the college seal, please contact the College and Community Relations Department.

## Athletics Symbols

The Coyote icon, "C", and the word Cuyamaca as represented below are reserved for use by the athletic programs of Cuyamaca College and may not be used as a logo in combination with other identifying college marks. To request permission to use these symbols, please contact the College and Community Relations Department.



This icon must be used in conjunction with the coyote icon, as shown below.



# Cuyamaca College Brand Guidelines



## Email Signature

Below is the institutionally approved signature for GCCCD email.

Cuyamaca  
Justice  
Logo



C U Y A M A C A  
· C O L L E G E ·

EQUITY, EXCELLENCE,  
AND SOCIAL JUSTICE  
THROUGH EDUCATION

**Jane Doe**  
*Job title*  
*she/her/hers*

900 Rancho San Diego Parkway  
El Cajon, CA 92019-4369  
Phone: 619-660-0000  
jane.doe@gcccd.edu

Name

Job title

Pronouns  
(optional)

Address  
Phone #  
Email

Font:  
Noto Sans  
(Adobe Fonts)

Color:  
Black  
(C:0 M:0 Y:0, K:100)

Blue  
(C:82 M:57 Y:0, K:71)

## How to add an email signature in Outlook:

### Windows:

- Open Outlook and go to Settings: Click on "File" > "Options" > "Mail" > "Signatures".
- Create a new signature: Click "New", name your signature, and click "OK".
- Compose your signature: In the "Edit signature" box, type your desired text and use the formatting options (font, color, etc.) to customize it.
- Set default signatures: Choose your default signature for new messages and replies/forwards.
- Save your changes: Click "OK" to save the signature and close the window.

### Mac:

- Go to Settings: On the Outlook menu, select "Settings".
- Find the signature settings: Under "Email", select "Signatures".
- Create or edit a signature: Select "New", name your signature, and then type your desired text and formatting.
- Set default signatures: Choose your default signature for new messages and replies/forwards.
- Save changes: Select "Save" and close the editor.