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.
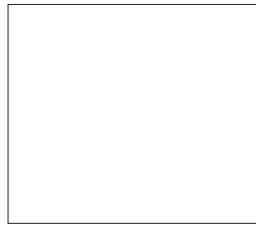
BRAND COLORS

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