

### BRAND GUIDELINES

CORRECT LOGO USAGE, VALUES AND SUPPORT





## PURPOSE AND INTRODUCTION

These brand guidelines have been developed for the 14 member colleges of the Central/Mother Lode Regional Consortium, which focuses on preparing the current and future workforce for the demands of regional employers.

The Find It. Be It. identity is the brand for the regional career education campaign to recruit students into career education courses and to engage employers as a partner with the CRC colleges.

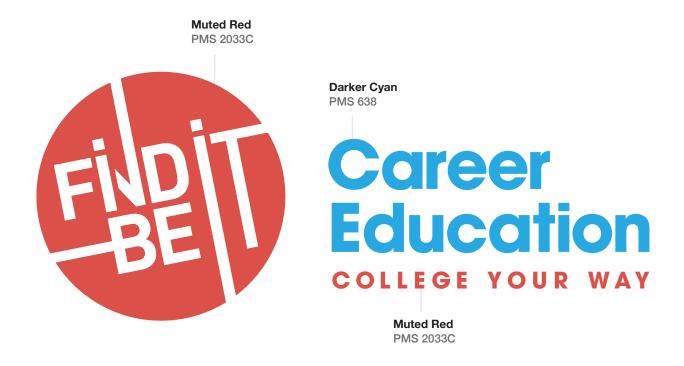
While individual colleges may have guidelines for their associated brands, when promoting the Find It. Be It. campaign, they should use the logo lockup options presented in this document. The lockup includes the college logo displayed together with the Find It. Be It. and California Community Colleges logos as a "proud partner" of the campaign.

Promotions include items such as communications materials, web pages that describe the Find It. Be It. campaign, fact sheets, etc.

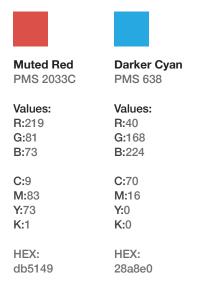
Download high resolution logo files as noted in these guidelines at: http://crconsortium.com/regional-career-education-campaign-tools

#### **Color Values**

When printing the Find It. Be It. logo in color, please use the following specifications.



#### **Primary Colors**



#### **Secondary Colors**



#### **Primary and Secondary Typefaces**

When printing the Find It. Be It. logo, please use the following typeface specifications.



Primary Typeface: ITC Avant Garde Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890

Secondary Typeface: ITC Avant Garde Bold

## ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890



# Career Education

70% Black

Black and White Use of Logo

100% Black



# Career Education COLLEGE YOUR WAY



Logo appearance against a light/white background



Logo appearance against a dark background



Use of Logo: Horizontal Lockup



### LOGO LOCKUPS

There are several logo options and configurations. The Find It. Be It. logo and tagline can be used alone, vertically or horizontally, or accompanied by the California Community Colleges logo, as a lockup. The third option is to use a lockup that includes the college logo and the words "Proud Partner" to introduce the Find It. Be It. and California Community Colleges logos.

For this option, the logos may be configured with the college logo on top and the Find It. Be It. and California Community Colleges logos beneath it (stacked), with the words "Proud Partner" between the two. Alternately, the logos may be displayed horizontally, with the college logo at left, followed by the Find It. Be It. and California Community Colleges logos.





Vertical Find It Be It Lockup with CCCCO Logo













Vertical Find It Be It Lockup with CCCCO Logo



**PROUD PARTNER** 



