



BRAND GUIDELINES

CORRECT LOGO USAGE,
VALUES AND SUPPORT



**Career
Education**
COLLEGE YOUR WAY



California
Community
Colleges
CAREER EDUCATION

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



Muted Red
PMS 2033C

Values:
R:219
G:81
B:73

C:9
M:83
Y:73
K:1

HEX:
db5149



Darker Cyan
PMS 638

Values:
R:40
G:168
B:224

C:70
M:16
Y:0
K:0

HEX:
28a8e0

Secondary Colors



Orange
PMS 143

Values:
R:247
G:191
B:34

C:3
M:25
Y:96
K:0

HEX:
f7bf22



Dark Blue
PMS 5473

Values:
R:29
G:104
B:127

C:88
M:50
Y:37
K:12

HEX:
1d687f



Grey
PMS 2332

Values:
R:127
G:127
B:127

C:52
M:43
Y:43
K:7

HEX:
7f7f7f

Primary and Secondary Typefaces

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



**Career
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Primary Typeface:
ITC Avant Garde Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Secondary Typeface:
ITC Avant Garde Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Grayscale Use of Logo



**Career
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70% Black

Black and White Use of Logo

100% Black



**Career
Education**
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Normal and Reversed Logo



Logo appearance against a light/white background



Logo appearance against a dark background

Use of Logo: Vertical Lockup



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.

Horizontal Find It Be It Lockup with CCCCCO Logo



Vertical Find It Be It Lockup with CCCCCO Logo



Horizontal Find It Be It Lockup with College Logo



PROUD PARTNER



Career
Education
COLLEGE YOUR WAY



California
Community
Colleges
CAREER EDUCATION

Vertical Find It Be It Lockup with CCCCO Logo



PROUD PARTNER



Career
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COLLEGE YOUR WAY



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