## COLLEGE OF MARIN

# BRAND GUIDELINES

**AUGUST 18, 2025**

# CONTENTS

MARIN
COLLEGE OF MARIN

MARIN
COLLEGE OF MARIN

ESTABLISHED 1926
100
YEAR ANNIVERSARY

INDUSTRY
Avenir Rom
Georgia Re

COLLEGE OF MARIN
OUR COMMITMENT.
OUR COMMUNITY.
OUR CENTENNIAL.

# OUR VOICE IS:

**INTELLIGENT**

Our students and campus community are smart, motivated, and hard working. Meet them where they are.

**RELATABLE**

Our voice is genuine, welcoming, straightforward, clear, direct, and positive – without pretense.

**INVITING**

Our messages are positive and inspire action, drawing on how we collaborate, innovate, and fuel success.

confident

authentic

smart

positive

# VISUAL IDENTITY

# INSTITUTIONAL IDENTITY:
## MARIN ELEMENTS

College of Marin's (COM) monogram, wordmark, and logotype were designed with the tenets of our mission in mind. The elements intentionally align with our vision, values, and our unique position as a catalyst for positive change and more equitable outcomes for the communities we serve.

All elements are to be reproduced without any deviation in size or proportions (stretching, condensing, etc.) to make them fit a space. Starburst is to stay intact as-is. Do not overprint on text or images.

Do not reproduce at less than 1½". Do not omit design elements. For embroidery purposes, do not produce smaller than 3".

**MONOGRAM**

**WORDMARK**

MARIN

**LOGOTYPE**

COLLEGE OF MARIN

# INSTITUTIONAL IDENTITY:
## MARIN LOGOS

The varying lengths of the strokes within the starburst design of the compass rose not only communicate the importance of embracing diversity but also underscore our commitment to inclusivity. The circle's form symbolizes our unity while recognizing our individuality as part of a greater whole.

All logos are to be reproduced without any deviation in size or proportions (stretching, condensing, etc.) to make them fit a space. Starburst is to stay intact as-is. Do not overprint on text or images.

Do not reproduce at less than 1½". Do not omit design elements. For embroidery purposes, do not produce smaller than 3".

**STAND-ALONE**



**VERTICAL**



**HORIZONTAL**



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# ATHLETICS IDENTITY:
## MARINERS

The Mariners name evokes the maritime history of our region and the adventurous, determined spirit of those who navigate the seas.

Mariners Athletics represents the best of the College's values on and off the playing field: a commitment to excellence, a spirit of collaboration, and a dedication to the success of every student-athlete.

All logos are to be reproduced without any deviation in size or proportions (stretching, condensing, etc.) to make them fit a space. Starburst is to stay intact as-is. Do not overprint on text or images.

Do not reproduce at less than 1½". Do not omit design elements. For embroidery purposes, do not produce smaller than 3".

**MONOGRAM**

**VERTICAL**

**HORIZONTAL**

# ATHLETICS IDENTITY:

## MARINERS SIMPLIFIED

Use when reproduction size or method impacts legibility.

All logos are to be reproduced without any deviation in size or proportions (stretching, condensing, etc.) to make them fit a space. Starburst is to stay intact as-is. Do not overprint on text or images.

Do not reproduce at less than 1½". Do not omit design elements. For embroidery purposes, do not produce smaller than 3".

### MONOGRAM SIMPLIFIED



### VERTICAL SIMPLIFIED



### HORIZONTAL SIMPLIFIED

# CENTENNIAL VISUAL IDENTITY

# CENTENNIAL LOGOS

**Honoring Our Past,
Defining Our Future**

COM's centennial logos celebrate our rich history as we set the course for our future. The starburst design of the compass rose is nested as an integral part of our institutional and athletics identities.

All logos are to be reproduced without any deviation in size or proportions (stretching, condensing, etc.) to make them fit a space. Starburst is to stay intact as-is. Do not overprint on text or images.

Do not reproduce at less than 1½". Do not omit design elements. For embroidery purposes, do not produce smaller than 3".

**MONOGRAM**



**VERTICAL**



**HORIZONTAL**



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# CENTENNIAL LOGOS

## COLOR LOGO OPTIONS

Do not reproduce at less than 1½". Do not omit design elements. For embroidery purposes, do not produce smaller than 3".

- Ideal for merchandising like apparel and promotional items with a **generous print area**
- All logos are to be reproduced without any deviation in size or proportions (stretching, condensing, etc.) to make them fit a space
- Starburst is to stay intact as-is
- Do not overprint on text or images

The centennial color palettes are exclusive to the centennial and should only be used from June 2025 through June 2027. After centennial events and activities have concluded, use only the institutional color schemes.

Refer to color palettes on pages 18-21 and request design services for color matching.

For all questions about proportions, colors, and logo usage, contact the Marketing and Communications Office.

**MONOGRAM**



**VERTICAL**



**HORIZONTAL**



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# CENTENNIAL LOGOS

## COLOR LOGO OPTIONS

Do not reproduce at less than 1½". Do not omit design elements. For embroidery purposes, do not produce smaller than 3".

- Ideal for merchandising like apparel and promotional items with a **limited print area**
- Use where College name recognition is required
- All logos are to be reproduced without any deviation in size or proportions (stretching, condensing, etc.) to make them fit a space
- Starburst is to stay intact as-is
- Do not overprint on text or images

The centennial color palettes are limited to centennial use and should only be used from June 2025 through June 2027. After centennial events and activities have concluded, use only the institutional color schemes.

Refer to color palettes on pages 18-21 and request design services for color matching.

For all questions about proportions, colors, and logo usage, contact the Marketing and Communications Office.

# LOGO USAGE GUIDELINES: DO'S

CLEARSPACE

## MARIN
### COLLEGE OF MARIN

X INDICATOR

CLEARSPACE

**DO** keep a clear space around the logo. Never place text, patterns, or other graphics inside the logo's clear space.

PRINT

**MARIN**
COLLEGE OF MARIN

³/₈"

DIGITAL

**MARIN**
COLLEGE OF MARIN

**DO** use the guidelines below for minimum sizes:

**Print:**
Minimum Height: The minimum height for logos in print should be ³/₈".

**Digital:**
Minimum Height: The minimum logo height on the web should be 24 pixels.

## MARIN
### COLLEGE OF MARIN

MT TAMALPAIS

## MARIN
### COLLEGE OF MARIN

EARTH DAY

**DO** choose images that represent College of Marin or event.

# LOGO USAGE GUIDELINES: DON'TS

**DO NOT** change or fill the background color within the logo

**DO NOT** stretch or alter our logo in any way

**DO NOT** use graphic effects on our logo (e.g. drop shadows, etc.)

**DO NOT** add anything to our logo

**DO NOT** use graphic effects on our logo (e.g. drop shadows, etc.)

**DO NOT** add anything to our logo

**DO NOT** stretch or change our logo proportions

**DO NOT** place our logo on background image

**DO NOT** delete the starburst around the M

**DO NOT** place our logo on background image

**DO NOT** create borders

**DO NOT** set the logo into two lines

# COLORS

# INSTITUTIONAL COLORS

Our black and gold colors symbolize strength, determination, and the shining excellence to which we aspire.
Secondary colors may be used as accents in print and digital applications.

CMYK: 60, 40, 40, 100
RGB: 0, 0, 0
HEX: #000000

CMYK: 25, 25, 55, 0
RGB: 196, 180, 131
HEX: #C4B483

**PRIMARY**

CMYK: 0, 0, 0, 0
RGB: 255, 255, 255
HEX: #FFFFFF

CMYK: 67, 58, 50, 29
RGB: 82, 85, 91
HEX: #52555B

CMYK: 83, 53, 0, 9
RGB: 42, 105, 171
HEX: #2A69AB

CMYK: 15, 0, 0, 0
RGB: 212, 239, 252
HEX: #D4EFFC

CMYK: 69, 38, 35, 4
RGB: 89, 132, 146
HEX: #598492

CMYK: 80, 0, 60, 0
RGB: 0, 180, 141
HEX: #00B48D

CMYK: 0, 22, 88, 0
RGB: 255, 200, 56
HEX: #FFC838

CMYK: 13, 100, 91, 3
RGB: 255, 0, 0
HEX: #C8102E

CMYK: 62, 80, 0, 15
RGB: 105, 70, 141
HEX: #69468D

**SECONDARY**

# CENTENNIAL COLORS

Black and gold are the primary brand colors for COM. To highlight the centennial in our print and digital materials, three distinct color palettes were created. When selecting a palette, consider your audience and subject matter to ensure the best fit. Do not mix colors from different palettes.

Please note: The centennial color palettes are limited to centennial use and should not be used beyond that period (June 2025 – June 2027). After centennial events and activities have concluded, use only the institutional color schemes.
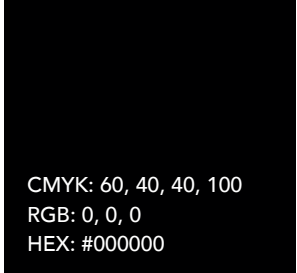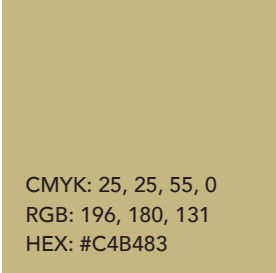
**COLLEGE OF MARIN**

# COLOR PALETTE 1

ambitious

bold/strong

determined

equitable

fun / lively / happy

hopeful

impactful

personable

proud

supportive

valued

vibrant

## PRIMARY

CMYK: 60, 40, 40, 100
RGB: 0, 0, 0
HEX: #000000

CMYK: 25, 25, 55, 0
RGB: 196, 180, 131
HEX: #C4B483

## SECONDARY
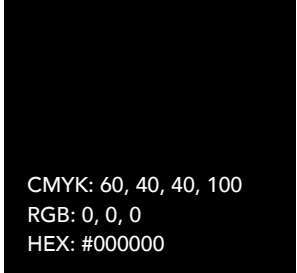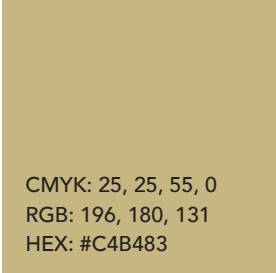
CMYK : 60, 100, 10, 8
RGB: 121, 36, 124
HEX: #79247b

CMYK: 16, 40, 0, 0
RGB: 208,162, 203
HEX: #CFA2CA

CMYK: 0, 20, 5, 0
RGB: 251, 212, 218
HEX: #FBD4DA

CMYK: 0, 10, 80, 0
RGB: 255, 223, 79
HEX: #FFDF4F

CMYK: 0, 7, 38, 0
RGB: 255, 233, 172
HEX: #FFE9AC

CMYK: 70, 0, 12, 0
RGB: 0, 191, 220
HEX: #00BFDC

CMYK: 80, 0, 60, 0
RGB: 0, 180, 141
HEX: #00B48D

CMYK: 26, 0, 77, 0
RGB: 198, 219, 101
HEX: #C6DB65
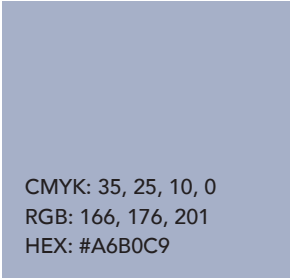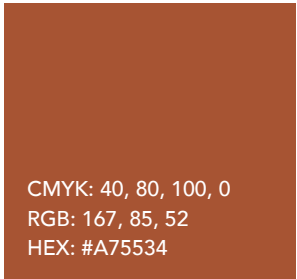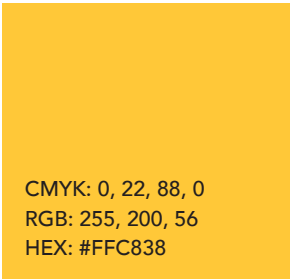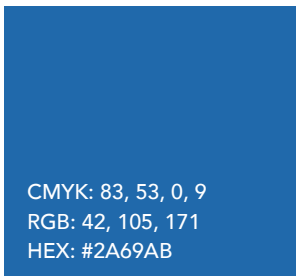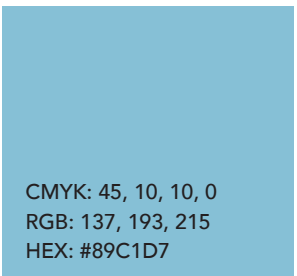
CMYK: 13, 100, 91, 3
RGB: 255, 0, 0
HEX: #C8102E
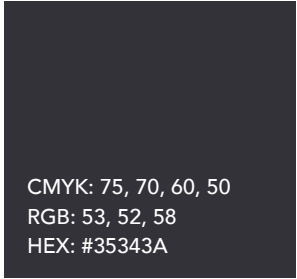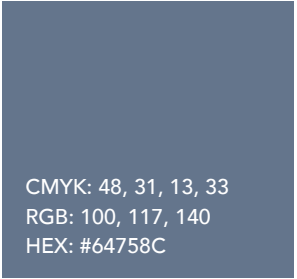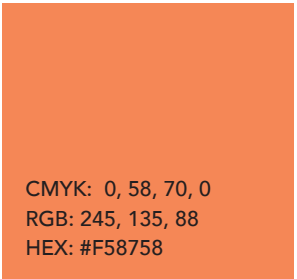
# COLOR PALETTE 2

caring / kind
committed
competent
diligent
empathetic
engaged
enthusiastic
friendly
innovative
loyal
united
welcoming

## PRIMARY

CMYK: 60, 40, 40, 100
RGB: 0, 0, 0
HEX: #000000

CMYK: 25, 25, 55, 0
RGB: 196, 180, 131
HEX: #C4B483

## SECONDARY

CMYK: 75, 70, 60, 50
RGB: 53, 52, 58
HEX: #35343A

CMYK: 48, 31, 13, 33
RGB: 100, 117, 140
HEX: #64758C

CMYK: 35, 25, 10, 0
RGB: 166, 176, 201
HEX: #A6B0C9

CMYK: 40, 80, 100, 0
RGB: 167, 85, 52
HEX: #A75534

CMYK: 0, 58, 70, 0
RGB: 245, 135, 88
HEX: #F58758

CMYK: 0, 22, 88, 0
RGB: 255, 200, 56
HEX: #FFC838

CMYK: 83, 53, 0, 9
RGB: 42, 105, 171
HEX: #2A69AB

CMYK: 45, 10, 10, 0
RGB: 137, 193, 215
HEX: #89C1D7

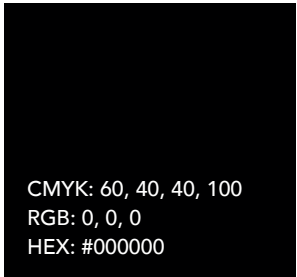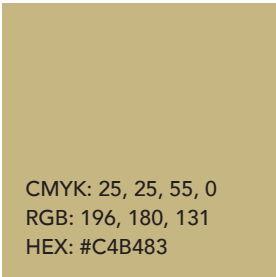CMYK: 15, 0, 0, 0
RGB: 212, 239, 252
HEX: #D4EFFC

**COLLEGE OF MARIN**

# COLOR PALETTE 3

collaborative

conscious

engaged

equitable

forward-thinking

indispensable

honest

reflective

reminiscent

responsive

trustworthy

visionary

## PRIMARY

CMYK: 60, 40, 40, 100
RGB: 0, 0, 0
HEX: #000000

CMYK: 25, 25, 55, 0
RGB: 196, 180, 131
HEX: #C4B483

## SECONDARY

CMYK: 100, 85, 70, 28
RGB: 28, 53, 66
HEX: #1C3542

CMYK: 69, 38, 35, 4
RGB: 89, 132, 146
HEX: 5#98492

CMYK: 33, 13, 32, 0
RGB: 174, 95, 177
HEX: #AEC3B1

CMYK: 79, 63, 35, 16
RGB: 69, 89, 117
HEX: #455975

CMYK: 33, 36, 35, 30
RGB: 132, 120, 117
HEX: #847875

CMYK: 8, 12, 12, 20
RGB: 191, 182, 179
HEX: #BFB6B3

CMYK: 62, 80, 0, 15
RGB: 105, 70, 141
HEX: #69468D

CMYK: 17, 84, 40, 0
RGB: 207, 79, 112
HEX: #CF4F70

CMYK: 9, 72, 48, 0
RGB: 223, 106, 111
HEX: #DF6A6F

# TYPOGRAPHY

# TYPOGRAPHY: INDUSTRY

Clear, direct, and positive is the visual voice of our brand. Industry Inc conveys our responsive personality and creates a unified look across our collateral.

**Industry Inc is used for our logo, as well as titles, both print and online.**

ABCDFGHIJ
KLMNOPQR
STUVWXYZ

**INDUSTRY INC BASE**

ABCDFGHIJ
KLMNOPQR
STUVWXYZ

**INDUSTRY INC CUTLINE**

# TYPOGRAPHY: AVENIR

The Avenir typeface is built on strong, geometric forms, while its humanistic touches make it easy to read in extended text.

With a versatile range of weights and styles, the Avenir font family provides flexibility to create a clean hierarchy across all applications—from bold impactful headlines to clean, readable body copy.

Do not use more than two font styles on a layout.

**Avenir is used for titles, subtitles, and body copy.**

ABCDEFGHIJKLMNOPQRSTUVWXY
abcdefghijklmnopqrstuvwxyz

**AVENIR BOOK**

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*
*abcdefghijklmnopqrstuvwxyz*

**AVENIR BOOK OBLIQUE**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

**AVENIR ROMAN**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**
**abcdefghijklmnopqrstuvwxyz**

**AVENIR MEDIUM**

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*
*abcdefghijklmnopqrstuvwxyz*

**AVENIR MEDIUM OBLIQUE**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**
**abcdefghijklmnopqrstuvwxyz**

**AVENIR BLACK**

***ABCDEFGHIJKLMNOPQRSTUVWXYZ***
***abcdefghijklmnopqrstuvwxyz***

**AVENIR BLACK OBLIQUE**

# TYPOGRAPHY: GEORGIA

Known for its classic elegance, the Georgia typeface is robust and highly legible in print and digital applications.

Designed for clarity and readability, especially on screens, Georgia's friendly and approachable nature makes it ideal for the modern era of digital communication.

Do not use more than two font styles on a layout.

**Georgia is used for titles, body copy, and quotes.**

ABCDEFGHIJKLMNOPQRST
UVWXYZ
abcdefghijklnopqrstuvwxyz

**GEORGIA REGULAR**

*ABCDEFGHIJKLMNOPQRST
TUVWXYZ
abcdefghijklnopqrstuvwxyz*

**GEORGIA ITALIC**

**ABCDEFGHIJKLNOPQRS
TUVWXYZ
abcdefghijklnopqrstvwxyz**

**GEORGIA BOLD**

***ABCDEFGHIJKLNOPQRS
TUVWXYZ
abcdefghijklnopqrstvwxyz***

**GEORGIA BOLD**

# TYPOGRAPHY: SAMPLE

## COLLEGE OF MARIN

**Dream • Learn • Achieve**

Founded on April 6, 1926, College of Marin (COM) has been the community's college for the past 100 years. With campuses in Kentfield and Novato, COM remains committed to educational excellence, providing equitable opportunities, and fostering success in all members of our diverse community.

Title

Subtitle

Body Copy

## Corporate Sponsorship Opportunities

**EXECUTIVE SUMMARY**

College of Marin cordially invites your organization to partner with us as we commemorate a century of educational excellence and transformative community impact. Your investment will support our comprehensive Centennial programming while providing exceptional visibility and meaningful engagement opportunities.

# PHOTOGRAPHY

# PHOTOGRAPHY: CAMPUS LIFE

Lifestyle images should capture movement, life, happiness, and activity. The subjects within the image should be depicted as happy or thoughtful or contemplative. It is important to utilize a range of diverse people. Images should have an aspirational look and feel.

# PHOTOGRAPHY: INDIVIDUALS
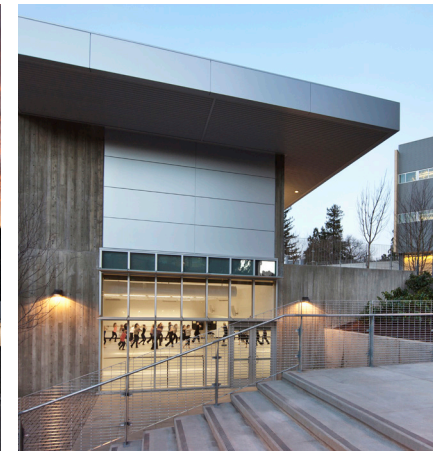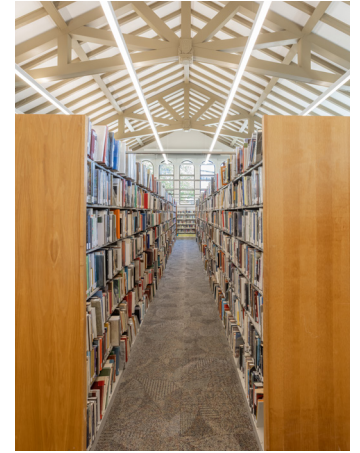
Photography choices should give off a genuine vibe. The subjects should be in a natural setting and not look posed.

# PHOTOGRAPHY: ENVIRONMENT

Images of environments, be it outdoors or indoors, should be well lit and clean. They should have a depth of field and perspective.
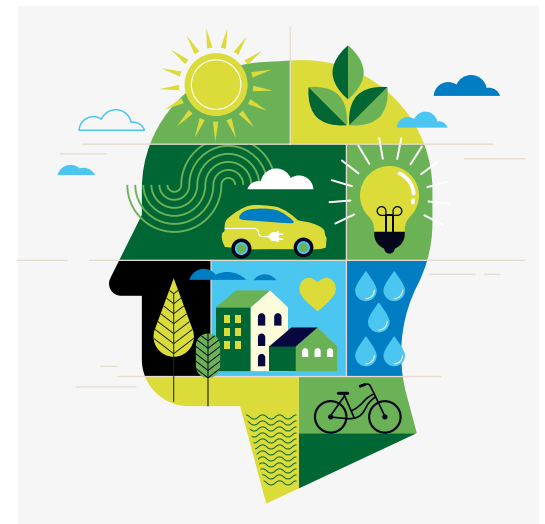
# ILLUSTRATION

# ILLUSTRATION

Our illustration style features a flat, vector-based aesthetic with a focus on geometric shapes and textures. The characters are stylized with simple, clean lines and minimal detail, emphasizing their expressions and poses.

# PICTOGRAMS

Pictograms are also rendered in a simplified, graphic style, contributing to the overall flat and modern feel of the illustration.

# ICONOGRAPHY

# ICONOGRAPHY

COM icons represent core brand values and concepts. They are simple, visually consistent, and universally understood. Embracing clean lines, these flat designs often use only two brand colors.

These icons should reinforce our brand identity and make content easily scannable. They should be designed for clarity and scalability, ensuring they remain recognizable even at smaller sizes.

# BRAND IN ACTION

# PRINT

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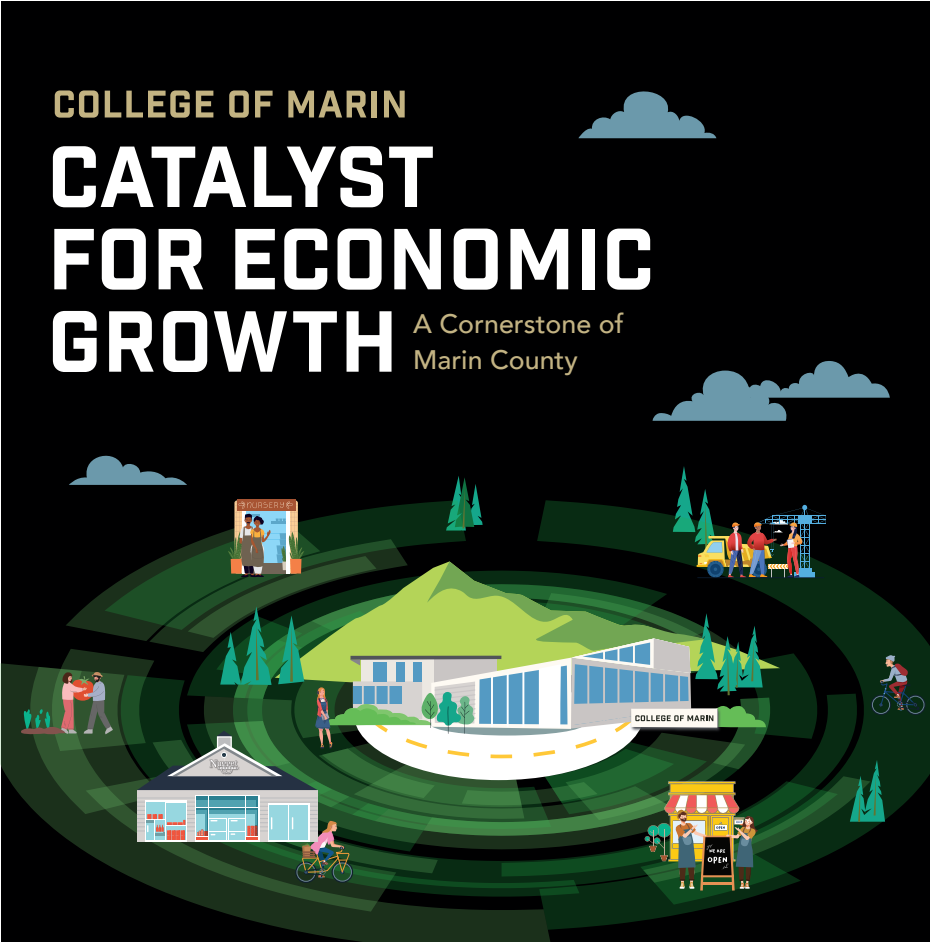
## COLLEGE OF MARIN
# CATALYST FOR ECONOMIC GROWTH
### A Cornerstone of Marin County

COLLEGE OF MARIN

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### STRENGTHENING LOCAL PARTNERSHIPS

Our commitment goes beyond our own payroll. We partner with local organizations like **Canal Alliance, Villa Marin Senior Living, By the Bay Health,** and **Sequoia Living – The Tam** to offer in-demand healthcare training.

Our **Certified Nurse Assistant (CNA)** and **Home Health Aide (HHA)** program directly addresses Marin's growing healthcare needs, preparing graduates for rewarding, well-paying careers right here in our community. With an **80% success rate** and rapid job placement, we're building a healthier future for Marin, one skilled professional at a time.

By offering critical training in high-demand health sciences fields, COM directly addresses regional workforce needs.

Health Sciences at COM
- Registered Nursing
- Registered Dental Assisting
- Fire Technology
- Medical Assisting

COM's partnership with Canal Alliance, which also includes construction training, has now expanded to deliver ESL instruction at their new headquarters.

"Through this new partnership, students enrolled in our ESL classes are now also enrolled as COM students, facilitating connection to other college-level studies for ongoing learning."

*–Omar Carrera, Canal Alliance*

### INCREASING ALUMNI WAGE PREMIUM

COM helps students gain the skills and credentials needed for higher-paying jobs—especially in underserved communities. Our graduates collectively earn $76 million more annually than they would have without their COM education, creating a significant wage premium that translates into stronger households and a more resilient tax base for public services.

**$64 million** in statewide economic impact from their increased spending

**300 jobs** additional jobs supported across California

**ALUMNI SPOTLIGHT: LORI DAVIS, FOUNDER OF SANZUMA**

"It's never too late to change the direction your life is headed."

After a successful career in design, Lori Davis came to COM to pursue her passion for environmental sustainability. The support and education she received here gave her the foundation to transfer to UC Berkeley and study agrobiodiversity. She then went on to found Sanzuma, a Marin nonprofit that transforms school gardens into productive farms, feeding students and teaching them about nutrition. Lori's journey from a COM classroom to a community leader shows the transformative power of accessible education.

### INVESTING IN PEOPLE, BUILDING FUTURES.

The most powerful impact we have is on the lives of our students. An education from COM is a direct pathway to higher earning potential, career advancement, and personal fulfillment. Our graduates stay in California, build their lives here, and contribute their talents and enhanced earnings back into the economy.

Did you know that high school students can take up to 11 units at COM and pay no enrollment fee? This saves money and time by meeting high school credit requirements and earning transferable college credit at the same time.

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## OPEN TO ALL. HERE FOR YOU.

Our impact extends far beyond degrees and credentials. Our campuses in Kentfield and Novato are true community hubs, offering resources and enrichment for residents of all ages. COM is a place to learn, grow, and connect.

### COME AND EXPLORE WHAT YOUR COMMUNITY'S COLLEGE HAS TO OFFER:

**Performing & Fine Arts:** A place for arts, culture, and community—enjoy our free performances and exhibitions.

**Lifelong Learning:** From English as a Second Language (ESL) programs that empower new residents to engaging courses for seniors, we believe in learning at every stage of life.
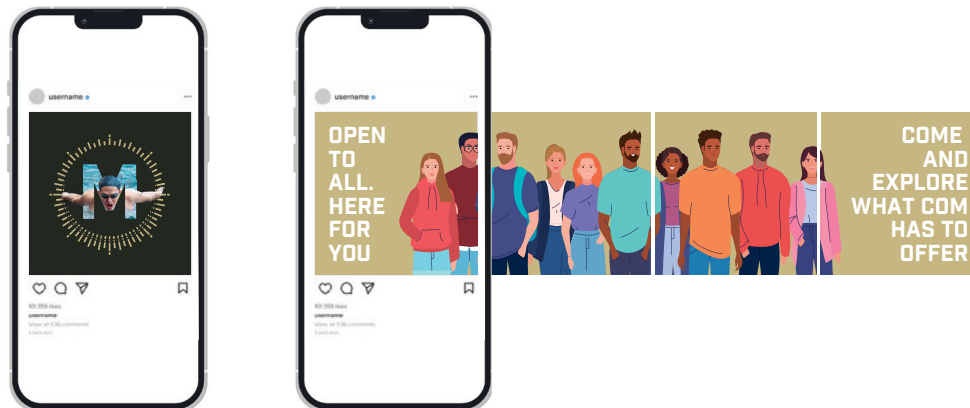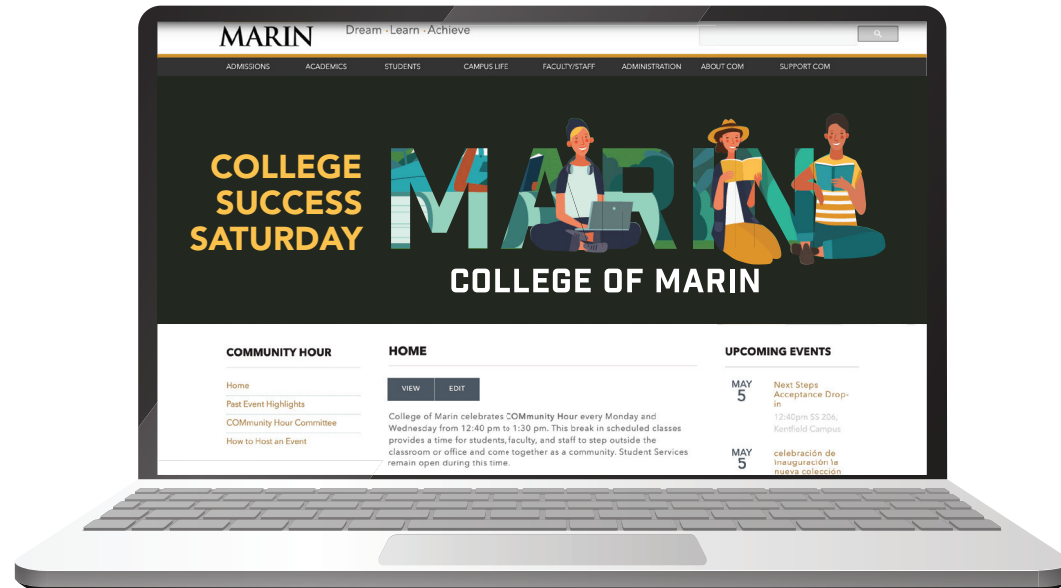
**Health & Wellness:** Stay active at the **Miwok Aquatic and Fitness Center** or explore the walking trails on our beautiful campuses.

**Sustainable Living:** Visit our **organic farm and garden** at the Indian Valley Campus, which grows fresh produce and is a dynamic living laboratory.
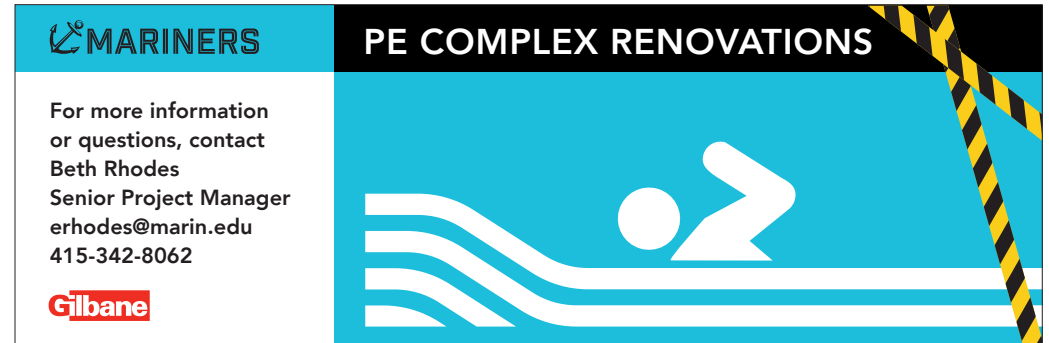
**Pathways to Success:** As the top transfer feeder to UC Berkeley among Bay Area community Colleges, COM also had an 84% admit rate for students transferring to a UC campus in the 2023 and 2024 academic years.

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**COLLEGE OF MARIN**

# DIGITAL

# BANNERS



**100 YEARS OF STORIES**

SHARE YOUR COM STORY HERE!

⚓ **MARINERS**

## PE COMPLEX RENOVATIONS

For more information
or questions, contact
Beth Rhodes
Senior Project Manager
erhodes@marin.edu
415-342-8062

**Gilbane**

Ⓜ **COLLEGE OF MARIN**

## CENTER FOR STUDENT SUCCESS

For more information
or questions, contact
Beth Rhodes
Senior Project Manager
erhodes@marin.edu
415-342-8062

**Gilbane**

# INFOGRAPHICS

## fun facts

The early campus was the Butler home.

### 30%
Lorem ipsum dolor sit amet consectetur

### 70%
Lorem ipsum dolor sit amet consectetur
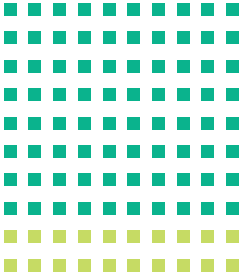
**70%** sed do eiusmod tempor incididunt

**25%** ut labore et dolorh

**10%** excepteur sint occa ecat cupidatat non

**3%** whole grains

### 87 lorem
Lorem ipsum dolor sit amet, consectetur adipiscing elit

### 73 lorem ipsum
Duis aute irure dolor in reprehenderit voluptate velit esse cillum

**135** voluptatem

**127** quasi architecto beata

## ECONOMIC ENGINE FOR MARIN & BEYOND

COM is one of the county's largest employers and a major consumer of local goods and services. From our daily operations to our transformative capital projects, our spending directly fuels the local economy, creating a ripple effect that benefits us all.

Every dollar the College spends circulates through our community, supporting local vendors, contractors, and businesses. Our investment translates directly into stable, local employment for your friends and neighbors.

### TOTAL ECONOMIC IMPACT

**$210 million**

annually in California

**$157 million**

annually in Marin County

### JOBS SUPPORTED
(Full-Time Equivalent)

**1.1K**

in California

**900**

in Marin County

### INCREASED EARNINGS FOR ALUMNI

**$64 million**

annually in California

**$37 million**

annually in Marin County

# POSTERS



**meet annie**

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incid dunt ut labore et dolore mag aliqua. Ut enim ad minim ven quis nostrud do eiusmod.

teacher

100 YEARS
100 STORIES

**meet pedro**

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incid dunt ut labore et dolore mag aliqua. Ut enim ad minim ven quis nostrud do eiusmod.

teacher

100 YEARS
100 STORIES

**meet Alicia**

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incid dunt ut labore et dolore mag aliqua. Ut enim ad minim ven quis nostrud

100

**meet alicia**

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incid dunt ut labore et dolore mag aliqua. Ut enim ad minim ven quis nostrud do eiusmod.

student

100 YEARS
100 STORIES

**meet jake**

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incid dunt ut labore et dolore mag aliqua. Ut enim ad minim ven quis nostrud do eiusmod.

student

100 YEARS
100 STORIES

**meet Annie**

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incid dunt ut labore et dolore mag aliqua. Ut enim ad minim ven

100

# PRESENTATION

## College of Marin — Title Slide

COLLEGE OF MARIN

### Title Here 2 Lines

**Presenter's Name**
**Date**

---

## Title Here 2 lines

**Subtitle here**
Lorem ipsum dolor sit amet, consectetur adipiscing elitsed do eiusmod tempor incididunt

**Subtitle here**
Lorem ipsum dolor sit amet, consectetur adipiscing elitsed do eiusmod tempor incididunt

**Subtitle here**
Lorem ipsum dolor sit amet, consectetur adipiscing elitsed do eiusmod tempor incididunt

1

---

## Data Chart Title

**Subtitle here**

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

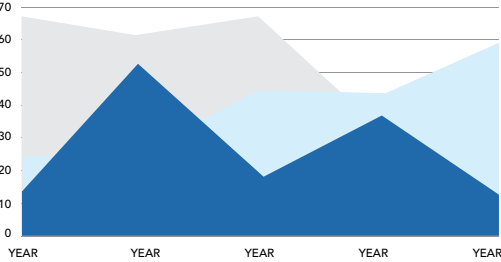Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore

Chart axis values: 70, 60, 50, 40, 30, 20, 10, 0
X-axis labels: YEAR, YEAR, YEAR, YEAR, YEAR

2

---

## Bullet Point Title Here

**01**
**Subtitle here**
Lorem ipsum dolor sit amet, consectetur adipiscing elitsed do eiusmod tempor incididunt

**02**
**Subtitle here**
Lorem ipsum dolor sit amet, consectetur adipiscing elitsed do eiusmod tempor incididunt

**03**
**Subtitle here**
Lorem ipsum dolor sit amet, consectetur adipiscing elitsed do eiusmod tempor incididunt

**04**
**Subtitle here**
Lorem ipsum dolor sit amet, consectetur adipiscing elitsed do eiusmod tempor incididunt

3

# SWAG

# RESOURCES

# LOGO LIBRARY: INSTITUTIONAL

## WORDMARK

MARIN

COM_logo_wordmark_bg

MARIN

COM_logo_wordmark_black

MARIN

COM_logo_wordmark_gold

MARIN

COM_logo_wordmark_white

## MONOGRAM

M

COM_logo_monogram_bg

M

COM_logo_monogram_black
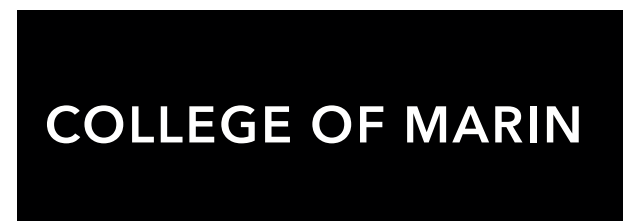
M

COM_logo_monogram_gold

M

COM_logo_monogram_white

## LOGOTYPE

COLLEGE OF MARIN

COM_logotype_black

COLLEGE OF MARIN

COM_logotype_gold

COLLEGE OF MARIN

COM_logotype_white

# LOGO LIBRARY: INSTITUTIONAL (CONTINUED)

| STAND-ALONE | VERTICAL | HORIZONTAL |
|---|---|---|

**STAND-ALONE**



COM_logo_stand_alone_bg



COM_logo_stand_alone_black



COM_logo_stand_alone_gold



COM_logo_stand_alone_white

**VERTICAL**



COM_logo_vertical_bg



COM_logo_vertical_black



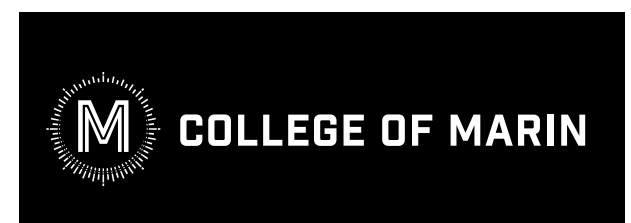COM_logo_vertical_gold



COM_logo_vertical_white

**HORIZONTAL**



COM_logo_horizontal_bg



COM_logo_horizontal_black



COM_logo_horizontal_gold



COM_logo_horizontal_white

# LOGO LIBRARY: CENTENNIAL

## MONOGRAM



COM_logo_centennial_monogram_bg
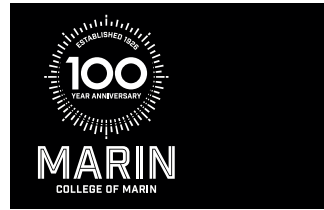


COM_logo_centennial_monogram_white



COM_logo_centennial_monogram_black



COM_logo_centennial_monogram_gold

## VERTICAL



COM_logo_centennial_vertical_bg



COM_logo_centennial_vertical_white

## HORIZONTAL



COM_logo_centennial_horizontal_bg



COM_logo_centennial_horizontal_white

## STAND-ALONE



COM_logo_centennial_stand_alone_bg



COM_logo_centennial_stand_alone_white

# LOGO LIBRARY: CENTENNIAL (CONTINUED)

## MONOGRAM



COM_logo_centennial_monogram_color1



COM_logo_centennial_monogram_color2



COM_logo_centennial_monogram_color3

## VERTICAL



COM_logo_centennial_vertical_color1



COM_logo_centennial_vertical_color2



COM_logo_centennial_vertical_color3

## HORIZONTAL



COM_logo_centennial_horizontal_color1



COM_logo_centennial_horizontal_color2



COM_logo_centennial_horizontal_color3

## STAND-ALONE



COM_logo_centennial_stand_alone_color1



COM_logo_centennial_stand_alone_color2



COM_logo_centennial_stand_alone_color3

# LOGO LIBRARY: MARINERS

## MONOGRAM



Mariners_logo_monogram_bg



Mariners_logo_monogram_black



Mariners_logo_monogram_gold



Mariners_logo_monogram_white

## VERTICAL



Mariners_logo_vertical_bg



Mariners_logo_vertical_black



Mariners_logo_vertical_gold



Mariners_logo_vertical_white

## HORIZONTAL



Mariners_logo_horizontal_bg



Mariners_logo_horizontal_black



Mariners_logo_horizontal_gold



Mariners_logo_horizontal_white

# LOGO LIBRARY: MARINERS SIMPLIFIED

## MONOGRAM SIMPLIFIED



Mariners_logo_monogram_simplified_bg



Mariners_logo_monogram_simplified_black



Mariners_logo_monogram_simplified_gold



Mariners_logo_monogram_simplified_white

## VERTICAL SIMPLIFIED



Mariners_logo_vertical_black



Mariners_logo_vertical_gold



Mariners_logo_vertical_white

## HORIZONTAL SIMPLIFIED



Mariners_logo_horizontal_black



Mariners_logo_horizontal_gold



Mariners_logo_horizontal_white

# FILE FORMATS

## EPS

**Vector-based:**
EPS files have lines, curves, and shapes, allowing them to be scaled infinitely without losing quality.

**Ideal for:**
Logos, illustrations, and other graphics that require sharp edges and the ability to be resized easily.

**Suitable for:**
Professional **printing**, especially when using PostScript printers.

**Not ideal for:**
Photographs or images with complex gradients, as they can become very large and inefficient.



## PNG

**Raster-based:**
PNG files are composed of a grid of colored pixels, similar to a mosaic.

**Ideal for:**
Web graphics, images with transparency, and images where lossless compression is important.

**Suitable for:**
Logos, icons, and images that need to be displayed on **websites** or in documents where transparency is needed.

**Not ideal for:**
Large photographs or images that require a lot of detail, as they can become very large in file size.



## PDF

**Hybrid format:**
PDF files can contain both vector and raster data, making them versatile for various uses.

**Ideal for:**
Sharing documents, print materials, and anything that requires a consistent appearance across different devices and platforms.

**Suitable for:**
Documents with text, images, and other elements, as well as print designs where consistent output is needed.

**Considerations:**
PDF files can be large, especially if they contain high-resolution raster images or complex vector graphics.

# DYNAMIC LOGOS

# LOGO: DYNAMIC LOGO

A dynamic logo can change or adapt its design, color, or even its entire structure depending on the specific context or usage. This adaptability makes brands more versatile and engaging. It allows assimilation and differentiation to coexist while improving brand recognition rather than diluting it.

The Marketing and Communications Office will assist in selecting images, patterns, etc. that are representative of the College area or message goal.

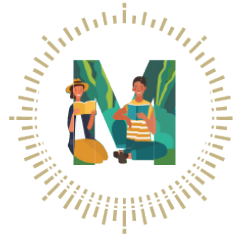# DYNAMIC LOGO: PHOTOGRAPHY

# DYNAMIC LOGO: PHOTOGRAPHY (CONTINUED)

# DYNAMIC LOGO: PATTERNS

# DYNAMIC LOGO: ILLUSTRATIONS

ESTABLISHED 1926

**100**

YEAR ANNIVERSARY

**Equal Opportunity Statement**
MCCD is committed by law and policy not to discriminate on the basis of, or the perception of, race, ethnic group identification, ancestry, color, religion, age, gender, national origin, sexual orientation or expression, disability (mental or physical), marital status, medical condition, and status as a veteran, in any of its educational and employment programs and activities, its policies, practices, and procedures. The lack of English skills and/or hearing/visual impairment will not be a barrier to admission or participation in educational programs.

**ADA Accessibility**
Individuals seeking access support or reasonable accommodations to attend campus activities and events may contact the Student Activities & Advocacy Office, sas@marin.edu or (415) 485-9376.