



# Brand Guidelines

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# A Message from the President

Dear Friends of College of the Mainland,

It is our privilege to commend to you our Brand Guidelines. In the pages that follow, you will discover the meaning and intent of COM's brand identity, and why its consistent application is important for College of the Mainland's future.



The brand identity represents the rich heritage of College of the Mainland, and expresses it with distinction. This visible and unique "signature" conveys to the world that COM is a college with a mission committed to excellence and diversity and focused on the higher educational needs of its students, faculty and staff. These guidelines will help every individual member of the COM family, as well as vendors, apply this brand identity consistently and accurately.

It is the responsibility of the Executive Director of Marketing and Public Affairs to oversee and coordinate the application of our brand, thereby assuring the College and Board of Trustees that these standards are applied correctly and appropriately in publications, advertisements, digital media, signage and other areas. Please familiarize yourself with these guidelines. Should you have a question about the application of this system, need help appropriating elements of the system, or need authorization for products and elements bearing the college logo and brand, please contact the Office of Marketing and Public Affairs.

Sincerely,

A handwritten signature in blue ink, which appears to read "Warren Nichols". The signature is fluid and cursive, written on a white background.

Dr. Warren Nichols,  
President

# More than just a logo

College of the Mainland's brand encompasses more than just a logo. It is the friendly, caring people. It is our facilities and their appearance. It is the on hold message, the website, or an ad. It is the process of enrolling. It is the experience a student has online and on campus. Our brand is ultimately the public's perception at any one touch point.

Our brand is who we are.

# Overview

The COM logo is a visual symbol representing the COM brand which collectively encompasses all aspects of our image, our mission, our quality and who we are. These Brand Guidelines express the rich heritage of College of the Mainland conveying to the world that COM is committed to excellence and diversity and is focused on the higher educational needs of its students.

These guidelines will help all members of the COM family, including vendors, apply this brand identity system consistently and accurately.

The Marketing and Public Affairs Office is charged with the responsibility to oversee and coordinate the application of the brand identity system, thereby assuring the Board of Trustees that these standards are applied correctly and appropriately in publications, advertisements and products used throughout the college and its learning centers.

## **Purpose of these Brand Guidelines**

These Brand Guidelines provide specifications for the use and presentation of the COM logo, department logos, Horizons, Texas Stars and the Fighting Ducks mascot logo. This manual includes examples of how and how not to use the logos in a variety of materials and situations. It is important that these standards are applied when COM identities are incorporated across all communications to create familiarity and maintain consistency and continuity. The COM logo must be treated consistently to visually embody a cornerstone that supports the COM message and identity across the entire organization and throughout its service area, in all college programs, services and activities.

## **Core Standards of Usage**

The Branding Guidelines apply to all print and digital college communications both for internal and commercial use including, but not limited to website, social media, publications, documentation, invitations, signage, flyers, promo pieces, and advertising materials. The common standards are adherence to typography, style, color, proportion, placement, clear space and size relationships determined per application.

In all situations where guidelines have not been previously determined, the Marketing and Communications Office must be contacted for policy regarding usage.

## **College Name**

The official name is College of the Mainland. The acceptable acronym is COM. Use the complete name on any first reference with subsequent references written as COM (with no periods). Do not use any other variation such as “C.O.M.” or “COTM.” To preserve the integrity of the brand, please refrain using “COM” as part of a play on words (i.e., “COMing”, etc). When the college name is written out on signage or advertising it should always appear on one line, alone as “College of the Mainland.”

## **The COM Internet Address**

The correct website address for the college is [www.com.edu](http://www.com.edu). This is the preferred written format for visual communications and publications. The www. prefix should always be included. It is acceptable to omit the <http://> prefix from the fully qualified internet website address <http://www.com.edu>.

## **College District and Service Area**

College of the Mainland's taxing district consists of residents in Dickinson, Hitchcock, La Marque, Texas City, and Santa Fe school districts. Service areas include League City, Friendswood, Kemah, Bacliff and San Leon.

## **For More Information**

The Office of Marketing and Public Affairs monitors and maintains the COM brand identity. Questions about this Brand Guidelines manual, use of the logo and other visual identification elements, should be addressed to the Marketing and Public Affairs Office at 409-933-8437 or [marketing@com.edu](mailto:marketing@com.edu).

# The COM Logo

# Logo

Old logos



New logo



The COM brand architecture has moved away from all uses of the torch to a bold recognizable design of integrity and success.

The new logo, as defined in these guidelines, will be displayed on the college's communications including social media, website, publications, advertisements, posters, flyers, vehicles, stickers, billboards, television, banners, promotional materials, signage, invitations, thank you's, applications, reports, employee gear, clothing, presentations sponsored events and partnership materials.

The COM logo brand should not be used on non-college material including unapproved events or to imply unofficial partnership or association.

# Logo

COM stacked logo



COM horizontal logo



The College of the Mainland logotype is made up of two separate type faces. Sabon is used for the large letters "COM" and the words "College" and "Mainland." Galliard is used for the words "of" and "the."

These fonts are reserved strictly for the logo and should not be used as other content on the page, or other application type to preserve the integrity of the logo.

The official College of the Mainland logo exists in only two formats: A stacked version and a horizontal version.

The logo consists of the logomark "COM" combined with the logotype "College of the Mainland."

The stacked version must be the combination of the large COM letter emblem and the full college name below it as one unit.

The horizontal version must begin with the COM emblem, be separated by the vertical line, and followed by the name of the college all as one unit.

Each official format of the logo should contain only one registration mark after the words "College of the Mainland."

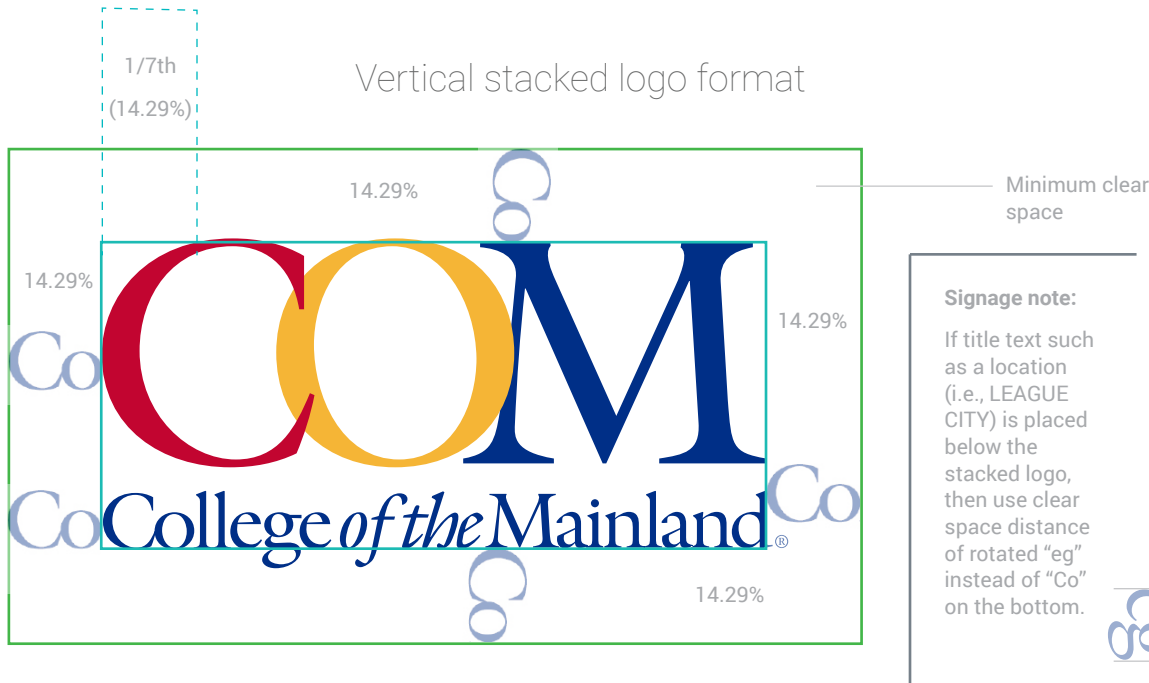
Determining the use of a stacked format vs a horizontal format will be based on the canvas area where the logo is to be applied taking all specifications provided in this Brand Guideline manual and design knowledge into consideration.



# Logo: Clear Space

Minimum clear space designated by outer green line = 1/7th (14.29%) of logo width (total width illustrated by blue line) or width of the "Co" in the spelled out college name.

Vertical stacked logo format



Horizontal logo format



Minimum clear space is required around the College of the Mainland logo and must be maintained at all times to preserve the integrity of the brand with the exception of digital web banners only. Clear space is illustrated here as the distance from the logo's edge to the outer green line. Nothing should invade clear space.

## Stacked logo

In the vertical stacked logo the minimum clear space requirement is measured as 1/7th of the logo's perceived visual width (the length of the letters "Co" taken from the logotype). The logo's total perceived visual width is derived from the logotype "College of the Mainland" in the official stacked logo. It begins at the curvature of the "C" and extends to the right edge of the vertical ascender in the letter "d". Due to the visual weight of the COM in the stacked logo, the perceived width does not include the small extending serif from the letter "d" or the registration mark.

## Horizontal logo

In the horizontal logo the minimum clear space is created using the lowercase letter "a" from the logotype's official horizontal logo. The "a" is rotated on its side for left, top, and right against the "COM's" "C" and "M", and the lowercase "d's" serif as shown on the left. The "a" is right side up for the bottom margin against the "COM" "M's" base serif. This is to create a visual balance within the minimum clear space.

Note: Clear space defined here is a minimum requirement and, in most cases, more clear space is encouraged.

# Brand Colors: Primary and Secondary

## Primary color palette



"COM Red"  
PANTONE 200 C

CMYK: 16, 100, 86, 7

RGB: 194, 4, 48

HEX: C20430



"COM Yellow"  
PANTONE 143 C

CMYK: 2, 32, 91, 0

RGB: 246, 180, 54

HEX: F6B436



"COM Blue"  
PANTONE 287 C

CMYK: 100, 87, 20, 11

RGB: 0, 47, 135

HEX: 002F87

## Secondary color palette

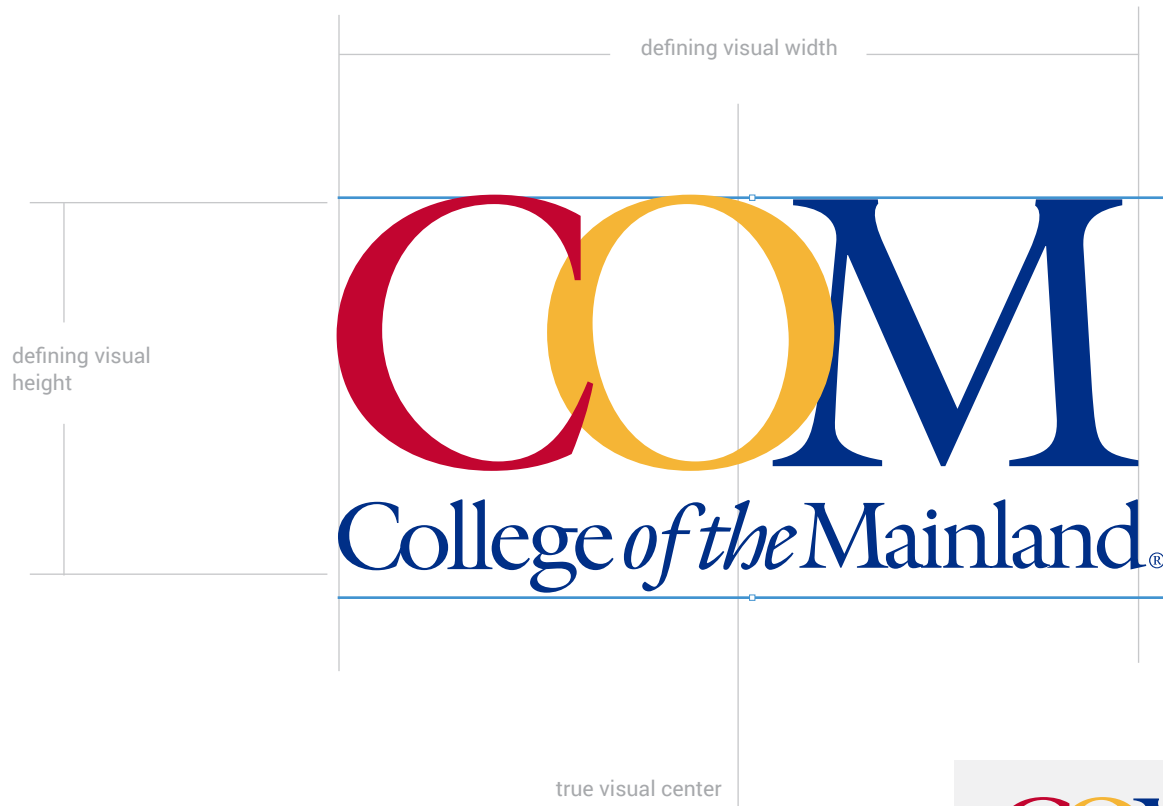
<b>PANTONE: 3005 C</b> C: 100 M: 46 Y: 2 K: 0	<b>PANTONE: Orange 021 C</b> C: 0 M: 82 Y: 100 K: 0	<b>PANTONE: 7731 C</b> C: 85 M: 23 Y: 93 K: 9	<b>PANTONE: 7540 C</b> C: 69 M: 59 Y: 52 K: 33
<b>PANTONE: 2995 C</b> C: 73 M: 16 Y: 0 K: 0	<b>PANTONE: 715 C</b> C: 0 M: 54 Y: 93 K: 0	<b>PANTONE: 360 C</b> C: 61 M: 0 Y: 95 K: 0	<b>PANTONE: Cool Gray 6 C</b> C: 36 M: 29 Y: 28 K: 0
<b>PANTONE: 297 C</b> C: 52 M: 4 Y: 3 K: 0	<b>PANTONE: 120 C</b> C: 1 M: 12 Y: 72 K: 0	<b>PANTONE: 367 C</b> C: 40 M: 0 Y: 81 K: 0	<b>PANTONE: Cool Gray 3 C</b> C: 21 M: 16 Y: 17 K: 0
<b>PANTONE: 317 C</b> C: 29 M: 0 Y: 11 K: 0	<b>PANTONE: 600 C</b> C: 7 M: 2 Y: 48 K: 0	<b>PANTONE: 7485 C</b> C: 19 M: 4 Y: 30 K: 0	<b>PANTONE: Cool Gray 1 C</b> C: 13 M: 10 Y: 12 K: 0

The primary official brand color palette for College of the Mainland consists of red, yellow and blue as defined on the left.

The secondary color palette used in conjunction with the COM logo may be used to enhance and create a more robust and vibrant external message. It introduces flexibility in conveying tone and expression while strengthening and elevating the COM brand.

Secondary colors may not replace any colors in the official logo.

## Logo Centering: Visual width and height



Example of logo centered in a box

It is important to note the true visual center of the COM logo when centering of the logo is required. It is not as simple as aligning object selection marks (seen as blue lines on the left).

The defining width to center horizontally is the "C's" edge on the left. On the right the defining line should follow the serif of the "M" and down outside the ascender of the small "d". The tailing serif from the small "d" and the registration mark should not be included as part of the visual measurement due to their visual insignificance.

The defining height used to center vertically extends from the top of the large "M's" serifs to the base of the smaller "M's" serif.

# Logo: Minimum Size

Vertical stacked logo  
format

Minimum width:  
1 inch

Proportional



Please note:

All logos less than 3 inches wide should **remove** the small registration mark.

Horizontal logo format

Minimum width: 1.5 inches

Proportional



The minimum size of the College of the Mainland logos should always maintain readability first and foremost.

Minimum sizes as described here should only be used in limited circumstances, primarily for promotional items and digital web banner advertising.

Minimum sizes may be larger for uses such as clothing embroidery due to production quality limitations.

Please note, all logos less than 3 inches wide should not include a registration mark.

## Logo: Color (Stacked Logo)

Tri-color official logo (stacked)



Other official color variations for stacked logo in blue and red used in limited circumstances.



The COM logo is a silhouette filled with color to represent the college and various initiatives.

The logo may be used in the color variations seen here in addition to black, white and grays later described.

### Color logos

The tri-color logo consisting of red, yellow and blue is the official logo, but must only be used over a white or extremely light background no darker than 15% black or similar color to maintain legibility. This logo should not be used when the logo colors do not compliment or work well with other colors present in the design.

The stacked COM logo may also be used in all "COM Blue" or all "COM Red."

Caution and consideration should be exercised using an all red logo as not to portray unintentional aggression.

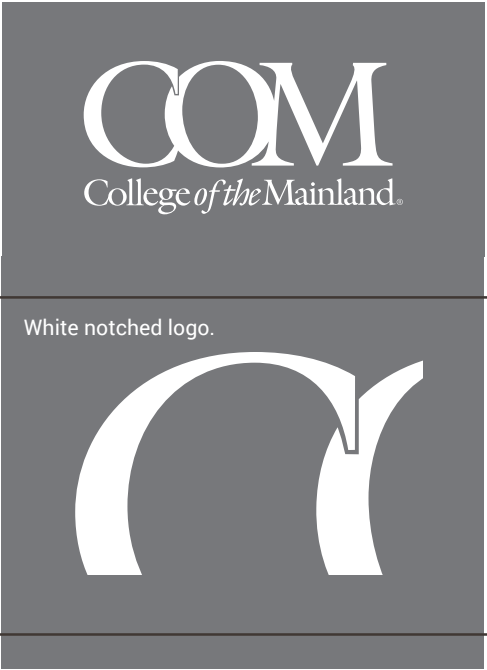
The Marketing department, in its sole discretion, may use other colors in special circumstances.

# Logo: (Stacked) Black, White, Gray

Black (stacked)

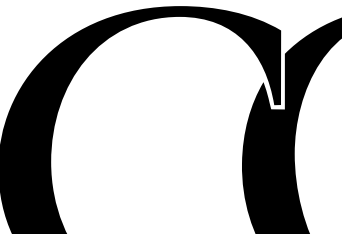


Reverse (stacked)



Black notched logo.

Black, white and logos used in shades of gray are designed differently with a small notch cut out of the "C" overlap. The color logo does not have this cut out notch.



White notched logo.



COM stacked logos that are black, white or gray must use the notched version where the "C" is cutout.

### Black logo

The notched black logo variation can be used over 100% white backgrounds and other values up to 55% black and similar background colors.

### White logo

The notched white logo can be used over 100% black backgrounds and other values down to 30% black and similar colors.

### Gray logos

Gray stacked logos should be a variation of the notched black logo using pure black ranging in ten percent increments from 5% to 85% used only with contrasting backgrounds for legibility.

When placing the College of the Mainland logo on a background or photograph, always ensure the surrounding area is neutral in appearance, absent of a busy texture and allows for the logo to be visually clear and legible.

Standard gray: 65% black



C: 0      R: 119      HEX: 77787B  
M: 0      G: 120  
Y: 0      B: 123  
K: 65

Alternative official stacked logo grays

#f1f2f2	5% black	#b1b3b6	35% black	#77787B	65% black
#dcdde	15% black	#9d9fa2	45% black	#636466	75% black
#c7c8ca	25% black	#8a8c8e	55% black	#4d4d4f	85% black

## Logo: Color (Horizontal)

tri-color official logo (horizontal)



Alternative approved color variations for horizontal logo  
in blue and red used in limited circumstances.



The COM logo is a silhouette filled with color to represent the college and various initiatives.

The logo may be used in the color variations seen here in addition to black, white and grays later described.

### Horizontal logo

The tri-color logo consisting of red, yellow and blue is the official logo, but must only be used over a white or extremely light background no darker than 15% black or similar color to maintain legibility. This logo should not be used when the logo colors do not compliment or work well with other colors present in the design.

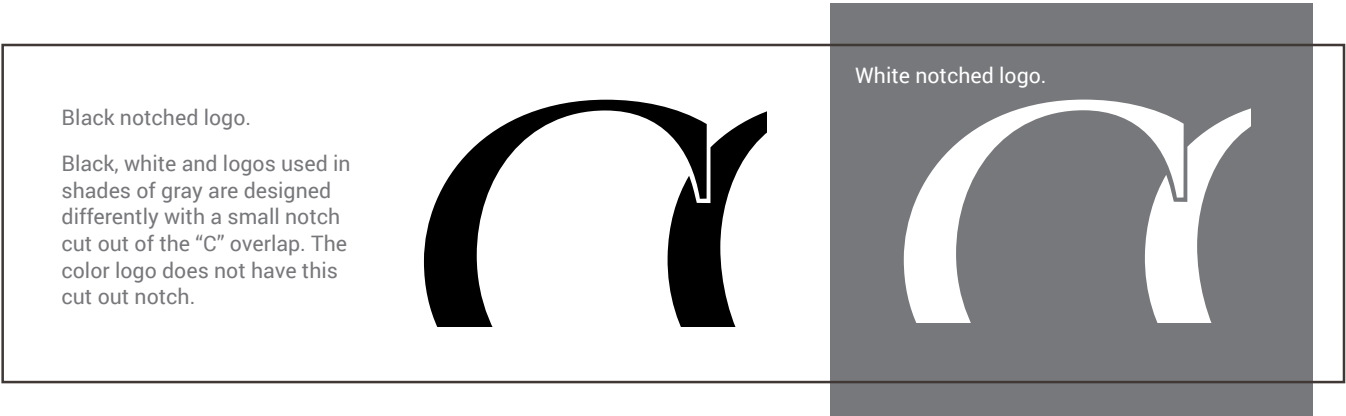
The horizontal COM logo may also be used in all "COM Blue" or all "COM Red."

Caution and consideration should be exercised using an all red logo as not to portray unintentional aggression.

The Marketing department, in its sole discretion, may use other colors in special circumstances.

# Logo: (Horizontal) Black, White, Gray

Black (horizontal)



Standard gray: 65% black



C: 0      R: 119      HEX: 77787B  
M: 0      G: 120  
Y: 0      B: 123  
K: 65

## Alternative official horizontal logo grays

#f1f2f2	5% black	#b1b3b6	35% black	#77787B	65% black
#dcdde	15% black	#9d9fa2	45% black	#636466	75% black
#c7c8ca	25% black	#8a8c8e	55% black	#4d4d4f	85% black

The COM logo can be used in one of 4 color designs based on the application.

### Color logo

This is the official logo style, but must only be used over a white or extremely light background no darker than 15% black or similar color to maintain legibility. This logo should not be used when logo colors do not compliment other colors present.

### Black logo

The notched black logo variation can be used over 100% white backgrounds and other values up to 55% black and similar background colors.

### Gray logos

Gray logos should be a variation of the notched black logo used in 10% increments of pure black from 5% to 85% used only with contrasting backgrounds for legibility.

### White logo

The notched white logo can be used over 100% black backgrounds and other values down to 30% black and similar colors.

When placing the College of the Mainland logo on a background or photograph, always ensure the surrounding area is neutral in appearance and allows for the logo to be visually clear and legible.



Logo: Color Green



COM | College of the Mainland®

PANTONE 360 C

C: 61  
M: 0  
Y: 95  
K: 0

R: 110  
G: 190  
B: 76

HEX: 6EBE4C

The green COM logo is reserved for **environmentally-related usage only**.

Appropriate use case examples include Recycling, Sustainability, Earth Day, Save the Planet and other measures to beautify, protect life, animals, nature and our environment.

This logo should only be used over a white background. If background elements are present, such as the leaf background seen here, the background should not exceed 17% opacity.

## Logo: Color Pink



COM | College of the Mainland.®

PANTONE: 212 C

C: 0  
M: 83  
Y: 5  
K: 0

R: 245  
G: 81  
B: 151

HEX: F55197

The pink COM logo is reserved for **Breast Cancer related usage only** and exhibits COM's awareness and support.

This pink logo should only be used over a white background.

# Logo: Incorrect Usage



Do not distort any portion of the logo



Do not substitute unapproved colors



Do not recreate the logo or alter the fonts



Do not add text or elements around the logo



Do not rotate



Do not use retired logo versions



Do not use any form of "COM" as part of a play on words



Do not crop the logo



Do not add a drop shadow or other effects



Do not blend with other logos or text elements



Do not use "COM" as a standalone element.



Do not use an extra registration mark after "COM"

Correct and consistent use of the College of the Mainland brand is an essential part of building brand integrity.

Do not alter or redraw the logo in any way. Illustrations on the left depict incorrect usages of the COM logo. Regardless of application, the logo must maintain its integrity.

Always use current, approved electronic artwork for the College of the Mainland brand.

Every element, including lettering, sizing, placement and color have been carefully designed and positioned using specific proportions.

With previous logos having been retired it is very important to use current artwork as specified in these guidelines.

**Incorrect usage guidelines presented here apply to all COM logos, all department logos, and other official logos.**

# Other College Logos: Departments

Official standard  
department logos

Department stacked logo



Department horizontal logo



Long department names can be stacked if needed for limited widths such as embroidery and other scenarios.



The COM Foundation and COM Theatre are the only official approved department logotypes using the red, yellow and blue "COM" lettering that differ from the college's standard official department logos.



Correct and consistent use of the College of the Mainland brand also includes artwork for the college's departments.

The official logo for each department will follow the appearance of the logos on the left.

Department logos are carefully designed with specific lettering, kerning adjustments, font size relationships, color and placements that communicate cohesiveness as one organization. Department logos consist of the COM logo and unabbreviated department name as one unified element and should not be altered. They are designed in both vertical and horizontal formats. Longer department names may have a secondary version created with text vertically stacked to accommodate clothing parameters.

There is one department logo exception for the COM Foundation that strays from the official standard department format.

In addition to the official department logos, some departments have special seals and patches to represent their learning paths. These seals or patches must always appear as a subset in conjunction with the official COM logo in all publications where used.

The COM logo cannot be used in program or departmental patches or seals, such as those commonly used for health care, police, firefighter, or other related programs. When patches are required for uniforms, an icon representing the industry or profession should be used.

Patches require approval in advance by the Marketing and Public Affairs Office.

Patches and seals created for departments such as Nursing, Police Academy, Firefighting, should be limited in use to clothing and certificates, or as secondary elements in official publications and advertising, as space allows. Patches and seals must not replace official COM branding elements in marketing and communication materials.

Always use current, approved electronic artwork for the College of the Mainland department branding.

Please contact the Marketing office with all logo requests.

# Other College Logos: Club Sports – Fighting Ducks

Official mascot logo duck head: Core design



All forms of the duck head mascot logo are trademark of College of the Mainland and may only be used with official college events, sponsorships, partnerships and initiatives. Unauthorized use is forbidden.

Official mascot logo with blue head and red lettering



The letters "COM" may only be used with the COM duck head mascot logo using this curved design text element as seen on the left.

Official mascot logo in black, gray and white



COM's Club Sports and Recreation mascot duck head logo embodies the school's spirit as it represents the mascot tagline "Fighting Ducks." It illustrates a fighting spirit evoking a strong sense of determination, perseverance and confidence. This iconic new element expresses the notion of what it means to be part of the COM student body (a Fighting Duck) instilling an inner drive to endure and succeed.

The new duck head logo design proudly holds its own amongst other colleges across the U.S. elevating COM as a reputable force in higher education. The logo is designed in such a way that it is recognizable by it's unique look versus a specific color allowing the COM sports brand flexibility in its promotion.

The core mascot logo is defined as the blue head, red outline and yellow bill. It is typically displayed in conjunction with the curved "COM" design element shown on the left.

Additional possibilities with text and color are defined on the next page.



**Note: This Club Sports logo has been retired and is no longer in use.**

Official mascot logo colors follow COM's core colors:

"COM Red" PANTONE 200 C	"COM Yellow" PANTONE 143 C	"COM Blue" PANTONE 287 C
CMYK: 16, 100, 86, 7	CMYK: 2, 32, 91, 0	CMYK: 100, 87, 20, 11
RGB: 194, 4, 48	RGB: 246, 180, 54	RGB: 0, 47, 135
HEX: C20430	HEX: F6B436	HEX: 002F87

## Other College Logos: Club Sports – Fighting Ducks

One-color white logo



One-color blue logo:  
PMS 280



One-color black logo



One-color red logo



The mascot logo duck head is available in one color and two-color variations combined with the official “COM” element for use on apparel, promo and other items as needed in colors shown here.

As professional sports teams offer variations of their team name and brand design to draw a wider fan base and appeal to different interests, COM’s mascot logo duck head is available in several colors in combination with the curved “COM” text design element or the words “Fighting Ducks”. Important: “Fighting Ducks” can never be preceded by the word “the.”

Marketing requires a proof and approval of all “Fighting Ducks” designs before they are produced.

All usage of official College of the Mainland logos, including the duck mascot logo, requires approval from the Marketing department before printing, publication, or other usage. This includes t-shirts and promotional items. Unapproved items may be removed from circulation.

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### Additional variations:

Two-color logo: blue and yellow



Two-color logo: red and yellow



Pink logo with yellow bill



# Other College Logos: Club Sports – Fighting Ducks

"Fighting Ducks" word mark varsity style: PMS 280. Long sleeve use only (90° rotation).

# FIGHTING DUCKS

Note: the tagline "Fighting Ducks" should never be preceded by the word "The" when written.

The term "Fighting Ducks" is the official mascot identity for College of the Mainland.

Note: the identity "Fighting Ducks" should never be preceded by the word "The" when written. "The Fighting Ducks" word mark is a trademark owned by another university. Apparel and other material can only display the words "Fighting Ducks." When the mascot is mentioned in writing, all written material should refer to it as "...the **COM** Fighting Ducks..."

Student Life is the only college department approved to use their department name in combination with the mascot logo.

## Student Life Department only

Official "Fighting Ducks"  
Student Life logo:  
PMS 280



Student Life "Fighting Ducks" long-sleeve tee



Right sleeve stacked  
COM logo in blue  
3.5 in. wide



Left sleeve "Fighting  
Ducks" written  
trademark in blue  
14 in. long



Front left chest, official  
"Fighting Ducks"  
Student Life logo  
2.75 in. wide



Back center neck,  
official "Fighting Ducks"  
Student Life logo  
2.0 in. wide

## Other College Logos: Horizons Magazine

COM Horizons masthead logo



First issue: Fall 2019.



10.625 in.

8.375 in.

Bleed: 0.125 inches for all sides.

All artwork 300 dpi.

The college's official magazine is titled Horizons.

The Horizons masthead logo is used to aid and promote public identification and recognition.

The logotype Horizons and swoosh mark must always be the same color which can fluctuate with the college's primary or secondary color palettes depending on the overall design of the cover. The title color selection must have a color that compliments the colors in the cover artwork with strong contrast and clear legibility.

The three small horizontal color bars below the "H" and "o" must always remain the primary colors of the college – red, yellow and blue.

The type "The College of the Mainland Magazine" text should not be altered in any way with exception of the color which should remain neutral as either dark gray or white as needed.



# Other College Logos: Texas Stars

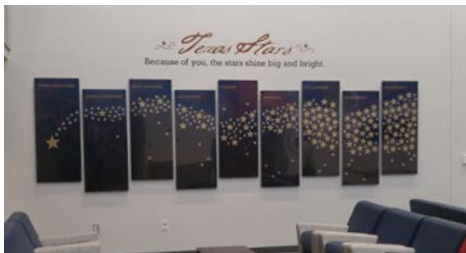
The Texas Stars logo.



The Texas Stars logo with tagline.



The Texas Stars Donor Wall in Conference Center



A Texas Stars Invitation example.



## Primary color palette (dimmed for Texas Stars to create a richer look)

C: 56% M: 75% Y: 44% K: 27%	C: 25% M: 47% Y: 81% K: 5%	C: 82% M: 71% Y: 41% K: 28%
HEX: 674559	HEX: BA874A	HEX: 3A4660

## Additional secondary colors to support the Texas Stars theme


The name Texas Stars represents the gracious and generous donors to COM's Foundation.

Texas Stars embodies a rich, luxury branding presence with a Texas flair comprised of 8 donation levels each named along a Texas-theme.

The tagline for Texas Stars is "Because of you, the stars shine big and bright." that speaks for the students it helps while aligning with the popular Texas song.

Texas Stars material should appear with a Texas feel such as browned paper, leather textures, and other rustic approaches. To further align materials with a Texas-look and night sky, the core brand colors were each intentionally dimmed (like a night sky) to align the brand with richer tones.

The Texas Stars logo, font and tagline should not be altered in any way and should be used with adequate clear space to preserve its integrity.

The Texas Stars logo that includes swirls and text may be used with or without the tagline.

## Other College Logos: League City Facility

COM League City



For physical building signage, COM branch locations use an isolated COM logo on the building. City location designations will be placed on ground signs only.

COM branch locations have a unique logotype element to be used **on marketing collateral only**. It consists of the vertical COM logo and the location name in all caps below it.

(Please note: Only branch locations use all caps below the COM logo. College of the Mainland Department names are written in title case).



College branches, such as League City, will align with core branding guidelines.

Formally and for legal purposes, the League City location shall be referred to as "COM League City." Informally it is referred to as "COM League City facility."

In regards to building signage, the vertical COM logo will appear on the building's facade and the location shall be specified by a ground sign located near the main entrance of the facility that matches ground entrance signs located on the main campus. To further clarify, the location name, such as "League City," will not be included on the physical building.

COM branch locations have a unique logotype element to be used on marketing collateral only. It consists of the vertical COM logo and the location name in all caps below it. In this case, the words "LEAGUE CITY."

In the future as new branches open, those locations will follow the same standardized approach in regards to building signage and collateral to maintain brand recognition.

# Advertising Types:

Institution-based and Event-based

# Institution-based vs. Event-based Advertising

There are two main advertising categories for the college: Institution-based materials intended for the community and event-based materials primarily for events taking place on the college’s main campus.

Institution-based advertisements are materials that take brand focus to its highest level as they are created for the public.

Therefore, institution-based advertising should only be produced by the Marketing and Public Affairs staff or their designates.

Event-based advertisements are on-campus activities advertised on some or all of the following: TVs, kiosks, website, social media, posters, flyers and postcards. With a goal of engaging students, event materials maintain design freedom allowing alignment with specific interests, culture, diversity, while promoting a fabric of visual richness across campaigns. Considerations must always be taken into account how the brand will be received cohesively while generating event material.

The COM logo guidelines remain applicable in all material where the logo appears.

## Institution-based advertising examples:

Campus signage	Horizons magazine
Vehicle signage	External magazine ads
Highway billboards	Newspaper ads
Digital marketing campaigns	Brochures
Email signature	Invitations
Letterhead	COM Clothing
Business cards	COM Website
Envelopes	
Promotional items	

## Event-based advertising examples:

Digital displays (campus TVs)
Kiosks
Social media (extension of event)
Flyers
Posters
Event postcards
COM website rotation

# Official Fonts and Typography

Primary font options for  
Institution-based titles

Roboto Black

# Roboto

Roboto Bold

# Roboto

Roboto Light

# Roboto

Primary font for Institution-based  
short copy

Roboto Regular

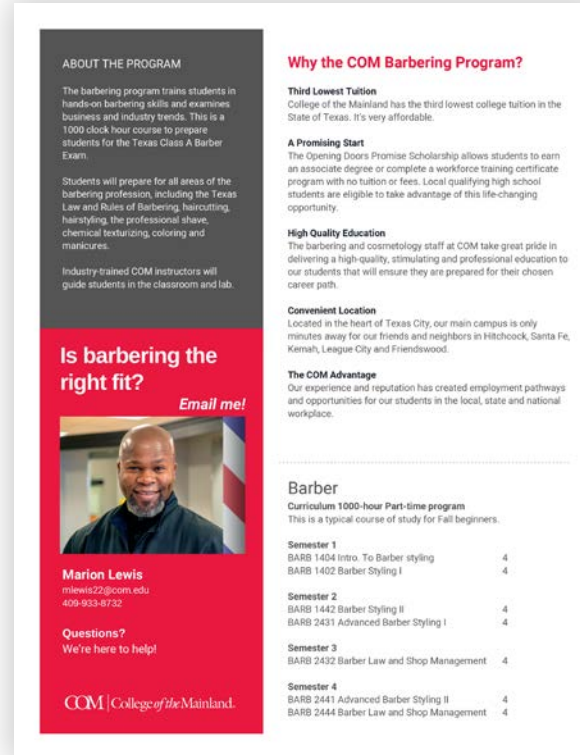
# Roboto

Secondary font for  
long-body content

PT Serif Regular

# PT Serif

Header and body content: Roboto



Always allow for clear space around  
all sides of typography

Text, like this, laid out inside a box shape of color should include a thick area of clear space around it (from the block of text's edge to the edge of the box) that appears balanced on all sides for a uniform appearance.

To maintain a consistent appearance and modern brand identity, the official font for Institution-based advertising content is Roboto in both title treatments and body copy. PT Serif acts as a secondary long-form body font used in things like college handbooks.

In main title treatments, Roboto should be used in either Black, Bold or Light style. Body content should use Roboto Regular. All Roboto font usage should have tracking set to -20.

Please note: In instances where numerals are used, kerning is required for use of the number one ("1") as abnormal spacing following it is the default.

Clear space is critical with all use of typography to create an open, visual flow of communication. With the exception of dynamic title treatments, negative space (clear space) must always be included around all text in a design layout.

In the red box example to the left, this illustrates adequate clear space around a block of text to achieve the desired visual goal. The Barbering example also portrays correct brand alignment regarding clear space.



# Fonts: Institution and Event-based Branding

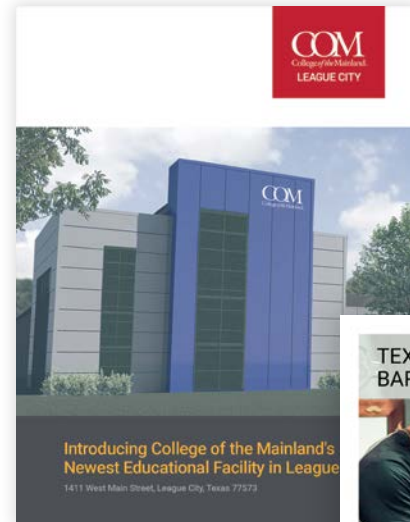
Billboard



Facebook



Recruitment Flier



Fact Sheet:  
Grand Opening

Fact Sheet:  
Program Promotion



This sample set of Institution-based designs illustrate the correct use of fonts as it relates to the brand guidelines.

Institution-based materials that promote the brand directly will have an open, clean design aesthetic with ample clear space around all instances of the COM branding and typography used within the layout.

Main titles should maintain hierarchy and find balance within the overall design.

Event-based designs are more flexible on font use, but should remain professional and align with the subject matter.

# Imagery

COM  
College of the Mainland  
The Salon

**BARBERING**

**GET THE SKILL**

**Marion Lewis**  
mlewis22@com.edu  
409-933-8732

**Questions?**  
We're here to help!

**Let's Connect.**

@theSalonatCOM

FOLLOW US ON INSTAGRAM  
FOR PROGRAM UPDATES  
AND VIRTUAL LIVE EVENTS.

**ARE YOU CUT OUT FOR THIS?**

GET STARTED AT COM WITH AN EXCITING NEW CAREER  
PATH IN BARBERING, COSMETOLOGY, ESTHETICS,  
MASSAGE THERAPY, OR COSMETOLOGY INSTRUCTOR.

**Growing Forward Together**

We, the College of the Mainland Board of Trustees, are proud to support this maintenance tax note ballot measure this November as the next step in our ongoing plan to revitalize COM in the most fiscally responsible way possible.

If this proposition passes, taxpayers will save an estimated \$4.3 million in interest over the life of the college's existing bond debt. We are able to do this by taking advantage of historically low interest rates.

In 2018, we promised to keep rates below 11.72 cents, and we are keeping that promise! Even with this one penny tax increase, we will not exceed our 11.72 cent promise made during our last general obligation bond election.

College of the Mainland has a bright and fiscally responsible future.

KYLE DICKSON, CHAIR  
ALAN WATERS, VICE CHAIR  
MELISSA SKIPWORTH, SECY.  
VERNA HENSON, PH.D.  
DONALD B. GARTMAN  
GARY KING  
WILLIAM MCGARRITY, PH.D.

**COM**  
FOUNDATION

This ad has been paid for by the College of the Mainland Foundation.

**CONSULADO DE MEXICO**  
HAY CITAS DISPONIBLES!

Nuestro Consulado Sobre Ruedas visitará Texas City y se instalará en el College of the Mainland

**del 16 al 26 de Febrero**

1200 N. Amburn Road  
Texas City, Texas 77591

Entrada por la calle Monticello. Estacionamiento en el Parking Lot D.

Agenda la tuya, date prisa porque se agotan.

AGENDA TU CITA POR INTERNET  
**mexitel**  
<https://mexitel.sre.gob.mx>  
**1-877-639-4835**

**COM**  
College of the Mainland

SECRETARÍA DE RELACIONES EXTERIORES

**MÉXICO**  
CONSULADO GENERAL DE MÉXICO EN HOUSTON

**COM**  
College of the Mainland

**Think Growth.  
Think COM.**

[www.com.edu/  
dickinsonchamber](http://www.com.edu/dickinsonchamber)

**Think Change.  
Think COM.**

**COM**  
College of the Mainland

**com.edu**

All imagery and visual communication (photos, logos, icons, artwork, text, promotions, etc.) that is used in official institution or event-based pieces should be positive in nature, high quality with high resolution and professional that uphold and represent the intrinsic values of COM's brand as a respected institution.

Imagery used should be bold with a strong focal point acting as a supporting element to the message being presented to communicate and resonate with the intended audience effectively. Any campaign specific image treatment should be applied as needed.

Clip art is not permitted in any institution or event-based material.

# Official College Address

All digital and printed material that include the college address should be written in the font Roboto Regular as follows:

## Stacked address (center-aligned):

1200 N. Amburn Road  
Texas City, Texas 77591

## One line address (center-aligned):

1200 N. Amburn Road, Texas City, Texas 77591

---

## One line footer address with website and/or other information added (center-aligned):

1200 N. Amburn Road, Texas City, Texas 77591 • 409-938-1211 • www.com.edu

---

## Stacked footer address (left-aligned or right-aligned):

1200 N. Amburn Road  
Texas City, Texas 77591  
409-938-1211  
1-888-258-8859  
www.com.edu

## Two lines, address and web (center-aligned) Roboto Regular, 10pt font with 14pt leading

1200 N. Amburn Road, Texas City, Texas 77591  
www.com.edu

The college address should be written consistently as a mark of stability and integrity using the font Roboto Regular.

The address should first state "1200" followed by "N." (with a period), Amburn and the word "Road" spelled out.

The city, "Texas City," should be followed by "Texas" spelled out and the zip code 77591.

When used as a footer, place the order as address first, then phone number (using hyphens), then the COM website, all center-aligned with one space around each separating bullet point.

**Please see details covering color usage and type size on the next page.**



# Official Letterhead and Envelopes

All letterhead and envelopes are produced for you by the marketing staff.

## Letterhead body text

Letterhead content that appears over a white background.

ROBOTO:  
Font size: varies

C: 0%  
M: 0%  
Y: 0%  
K: 85%

HEX: 4d4d4f



MS Word text color

Automatic

Theme Colors



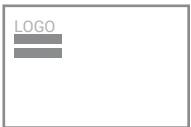
## COM Envelope return address

ROBOTO REGULAR:  
Font size: 8pt, Leading 10pt – Center alignment

C: 0%  
M: 0%  
Y: 0%  
K: 60%

1200 N. Amburn Road  
Texas City, Texas 77591

HEX: 808285



## COM Letterhead address (footer text) and Thank You cards (back)

ROBOTO REGULAR, one line of text  
Font size: 9pt, leading 13pt – Center alignment

C: 25%  
M: 20%  
Y: 20%  
K: 0%

HEX: 8a8c8e

1200 N. Amburn Road, Texas City, Texas 77591  
www.com.edu



ALTERNATIVE ADDRESS OPTION:

## COM Letterhead address (at top below logo)

ROBOTO REGULAR:  
Font size: 10pt, Leading 12pt – Center alignment

C: 0%  
M: 0%  
Y: 0%  
K: 60%

1200 N. Amburn Road  
Texas City, Texas 77591

HEX: 8a8c8e

MS Word text color

Automatic

Theme Colors



To build brand integrity, letterhead and envelope text should maintain a consistent appearance in font size, color and placement.

The guidelines on the left offer guidance on letterhead content, the college address as a footer or header, and the formal envelope return address.

These communication pieces are part of the Institution-based advertising as a formal facing element to the community.

Logo placement should always include clear space.

With **envelope layout**, a vertical COM logo or department logo placed in the upper left corner should be placed with a 5/16 inch clear space along the top and left side, from the logo's edge to the edge of the envelope. \*The top guideline should align with the "M" in "COM's" top serifs.

Please refer to logo usage guidelines in this guide for other clear space requirements around the COM logo and COM department logos as they apply in these scenarios as well.

# Official Email Signature

Create your email signature using Arial. Bold your name and the college's name.

ARIAL BOLD, 11PT TYPE \_\_\_\_\_

ARIAL REGULAR, 10 PT TYPE \_\_\_\_\_

ARIAL BOLD, 11PT TYPE \_\_\_\_\_

ARIAL REGULAR, 10 PT TYPE \_\_\_\_\_

Download and insert the official college logo to include in your email signature.

Complete how-to steps can be found in the network's Marketing folder.

All departments, with the exception of the COM Foundation (logo below), use the official COM logo in the email signature.



**First Last Name**

Official position title

**College of the Mainland**

Name of your department

1200 N. Amburn Road

Texas City, Texas 77591

409-933-8039

[youremail@com.edu](mailto:youremail@com.edu)



With email as a primary tool of communication, its appearance and signature is one of the first impressions of the college. Working together and using a consistent format for our email signatures portrays a sense of professionalism and integrity for College of the Mainland as a cohesive institution of excellence.

To insure consistency across various email clients, COM's email signatures use Arial Regular with your name and the college name in Arial Bold. Color the college name in red. All other text is Arial Regular in black with your phone number (using hyphens) and your COM email address. Add a blank return and insert the official COM logo from the network folder.

All college departments, with the exception of the COM Foundation, use the official COM logo in the email signature.

## Setup your email signature:

Complete how-to steps can be found in the network's Marketing folder.

# Official Business cards

All business cards are produced for you by the marketing staff.



Business cards are an integral part of the institutional-based advertising category shared amongst partners, media, businesses and the community.

The COM logo is represented with a large amount of clear space with the COM website at a distance emphasizing the integrity of the brand.

Professional employee information is written 85% black for richer, more approachable appearance.

The employee name is written in Roboto Bold as well as "o:" and "f:" for office and fax numbers.

Other information is written in Roboto Regular with the exception of the department name written in Merriweather Regular.

Need a new business card? Submit a request through the Marketing and Public Affairs Marketing Request System at [www.com.edu/marketing](http://www.com.edu/marketing).

Note: Business cards are ordered in bulk with other orders and will not be processed immediately.

# Official Name Tags

All name tags are produced for you by the marketing staff.



Name tags for the college are branded through the Marketing and Public Affairs Office.

The name and title use the font Roboto with name being bold and title being in regular format. The department is written in Merriweather Regular.

Need a new name tag? Submit a request through the Marketing and Public Affairs Marketing Request System at [www.com.edu/marketing](http://www.com.edu/marketing).

# Indoor Retractableables

Indoor retractables are produced for you by the marketing staff.



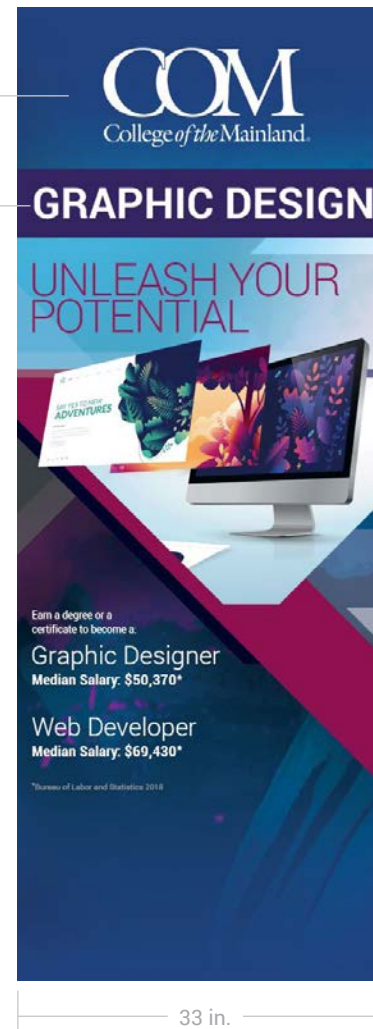
COM logo centered at the top

One or two word focal title in all caps that defines the main topic of what the retractable is about.

The Theatre department's retractable is 36 inches wide.

All other large retractables are 33 inches wide.

Retractables are created at 150dpi.



85.75 in.

Official signage must follow logo brand guidelines in all applications.

Indoor retractable banners are designed to engage in hallway and expo locations.

Retractable signage must have the vertical COM logo placed at the top, followed by a short bold header element that identifies the main banner topic. If department logos are used they must appear in the lower content area secondary to the main COM logo.

In special cases, smaller retractables are available with varying dimensions.

All campus signage is developed by the College's branding team through the Marketing and Public Affairs Office.

Need a retractable banner? Submit a request through the Marketing and Public Affairs Marketing Request System at [www.com.edu/marketing](http://www.com.edu/marketing). Please allow a minimum of 4-weeks for your request to be completed.

Bleed: 0.5 inches for Top, Left and Right. 6 inches for the bottom.

# Permanent Signage

Produced by the marketing staff.



College related signage must maintain a simple, uncluttered appearance.

In all signage and display cases, the college's full name "College of the Mainland" must appear on one line, unbroken.

When displayed with other information present, the college's name should appear with hierarchy to show visual dominance to sublevel display information.

The COM logo should appear with excessive clear space when possible to establish integrity of the brand.

COM Pole banner signs are the only permissible instance where the official logo letters "COM" can exist as a standalone element and the only scenario where a logo can be rotated.



# Institution-based: Temporary Signage

Produced by the marketing staff.

Temporary Wooden Sign: 8ft wide, 4ft tall printable image area.

10ft poles with 2ft of that in concrete.

Ground to base of sign clearance: 4ft.



Temporary signage for the college must maintain a simple, uncluttered appearance.

In all signage and display cases, the college's full name "College of the Mainland" must appear on one line, unbroken.

Hierarchy should be used to illustrate visual dominance of the college's written name to sublevel display information.

# Official Vehicle Signage

Produced by the marketing staff.



Campus vehicles bearing the college brand must also follow logo usage requirements in these guidelines.

Logo placement should include clear space around the logo without any automotive design elements (both vehicle indentions/extrusions, or other visual elements) encroaching or invading the logo's clear space.

The color choice of the COM logo used should compliment and visually align with the color of the vehicle.



# Official Promotional Items

Produced and approved by the Marketing office.

A wide variety of promo items are available for purchase from t-shirts, to bags, to stainless mugs, to flash drives and more. The COM logo and official COM department logos can be used in most cases. Please contact the Marketing office for more information.



Learn more about logo color usage on the next page.

Black notched (stacked)



Reverse notched (stacked)



All specialty and promotional items for the college are branded through the Marketing and Public Affairs Office.

In most cases, promo items are one color and either the official black or white COM logo is used.

Black or white version of official COM department logos are also permitted.

The full color logo usage is limited and considerations must be taken for color balance, conflicting colors of the promo item next to the color logo and overall legibility.

Logo dimensions vary per individual promo item.

Need promo items for a future event? Submit a request through the Marketing and Public Affairs Marketing Request System at [www.com.edu/marketing](http://www.com.edu/marketing). Please allow a minimum of 4-weeks for your request to be completed.

All products and items bearing the COM logo or mascot logo require brand approval through the Marketing office before items are printed, produced or distributed. Please send brand approval requests to [brandapproval@com.edu](mailto:brandapproval@com.edu)

# Promotional: COM Product Colors

Color definitions for promotional items bearing COM logos. Please see the following page for more detail.

## Primary promotional color palette

"COM Red"	"COM Yellow"	"COM Blue"
PANTONE: 200 C  C: 16 M: 100 Y: 86 K: 7	PANTONE: 143 C  C: 2 M: 32 Y: 91 K: 0	PANTONE: 287 C  C: 100 M: 87 Y: 20 K: 11

## Secondary color promotional palette

PANTONE: 3005 C  C: 100 M: 46 Y: 2 K: 0	PANTONE: 120 C  C: 1 M: 12 Y: 72 K: 0	GRAY-TONED CAMOUFLAGE		PANTONE: 3568 C  C: 0 M: 21 Y: 4 K: 0
PANTONE: 2995 C  C: 73 M: 16 Y: 0 K: 0	PANTONE: 600 C  C: 7 M: 2 Y: 48 K: 0	WHITE	VARIOUS SHADES OF GRAY	PANTONE: 212 C  C: 0 M: 83 Y: 5 K: 0
PANTONE: 297 C  C: 52 M: 4 Y: 3 K: 0		BLACK		
PANTONE: 317 C  C: 29 M: 0 Y: 11 K: 0				

Official COM logos (stacked and horizontal). Please refer to logo guidelines for colors and usage.



In most cases, the COM stacked logo should be used for apparel and promotional items.

To maintain brand integrity, College of the Mainland offers a standardized color palette for promotional items **bearing the official COM logo.**

This page illustrates the approved colors for physical promotional items which include the brand's primary color palette, select colors from the secondary palette, black, white, various shades of gray, light pink, hot pink and gray-toned camouflage.

All products and items bearing the COM logo or mascot logo require brand approval through the Marketing office before items are printed, produced or distributed. Please send brand approval requests to [brandapproval@com.edu](mailto:brandapproval@com.edu)

Please see the following page for logo color and background color combination usage.

# Promotional: COM Logo Color Combinations

Product colors and corresponding COM logo color use.

White logo over color



Please note: Gray-toned camouflage requires a white notched COM logo over a black box for legibility. All logos contained in box shapes must follow clear space proportions as shown above. The logo should not encroach the edge of the box, but rather have balanced space around it.

Black logo over color



“COM Blue” logo over color



Full color logo over white



Due to printing restrictions most promotional items are printed with either a black or white logo. Sufficient contrast between the logo and item color must always be considered for legibility.

Background colors are shown with appropriate COM logo color combinations.

Note: The full color COM logo may only be used over a solid white background.

# Promotional: Mascot Logo Product Colors

Color definitions for promotional items bearing mascot logos. Please see the following page for more detail.

## Primary promotional color palette

"COM Red"	"COM Yellow"	"COM Blue"
PANTONE: 200 C  C: 16 M: 100 Y: 86 K: 7	PANTONE: 143 C  C: 2 M: 32 Y: 91 K: 0	PANTONE: 287 C  C: 100 M: 87 Y: 20 K: 11

## Secondary color promotional palette

PANTONE: 3005 C  C: 100 M: 46 Y: 2 K: 0	PANTONE: 120 C  C: 1 M: 12 Y: 72 K: 0	GRAY-TONED CAMOUFLAGE		PANTONE: 3568 C  C: 0 M: 21 Y: 4 K: 0
PANTONE: 2995 C  C: 73 M: 16 Y: 0 K: 0	PANTONE: 600 C  C: 7 M: 2 Y: 48 K: 0	WHITE	VARIOUS SHADES OF GRAY	PANTONE: 212 C  C: 0 M: 83 Y: 5 K: 0
PANTONE: 297 C  C: 52 M: 4 Y: 3 K: 0		BLACK		
PANTONE: 317 C  C: 29 M: 0 Y: 11 K: 0				



Official COM mascot logo. Please refer to mascot logo guidelines pages 21-23 for logo information.

To maintain brand integrity, College of the Mainland offers a standardized color palette for promotional items bearing the official COM mascot logo.

This page illustrates the approved colors for physical promotional items which include the brand's primary color palette, select colors from the secondary palette, black, white, various shades of gray, light pink, hot pink and gray-toned camouflage.

All products and items bearing the COM logo or mascot logo require brand approval through the Marketing office before items are printed, produced or distributed. Please send brand approval requests to [brandapproval@com.edu](mailto:brandapproval@com.edu)

Please see the following page for color combination usage.

# Promotional: Hollow One-Color Mascot Logo Color Combinations

Product colors and corresponding COM mascot logo color use.

Hollow white logo over color



Please note: Gray-toned camouflage requires a hollow white mascot logo over a black box for legibility. All logos contained in box shapes must follow clear space proportions as shown above. The logo should not encroach the edge of the box, but rather have balanced space around it.

Hollow black logo over color



Hollow "COM Blue" logo over color



Hollow white logo over "COM Blue"



Hollow white logo over black



Hollow black logo over red



Hollow white logo over red

The mascot logo comes in two main forms: hollow and solid. This page illustrates hollow color guidelines. Please see solid options on the next page.

Due to printing restrictions most promotional items are printed with either a black or white logo. Sufficient contrast between the logo and item color must always be considered for legibility.

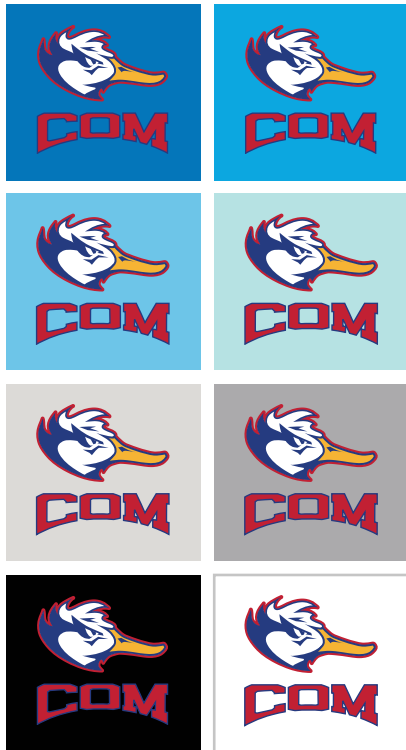
For example, promotional items that are dark in color like COM blue, COM red, or black should always use a white mascot logo.

Background colors are shown below with appropriate COM mascot logo color combinations.

# Promotional: Solid Full-Color Mascot Color Combinations

Product colors and corresponding COM mascot logo use.

Solid full color logo over color



Solid pink logo over color



Solid pink logo over black



Solid full color logo over black



Full color mascot logos consist of the blue head duck with red COM lettering, and a pink head duck with pink lettering. These solid mascot logos have a limited set of promotional item colors that can be used to maintain contrast and legibility.

Background colors are shown with appropriate COM mascot logo color combinations.

# Promotional: Meta-Major Logo Usage and Color Combinations

Product colors and corresponding Meta-Major logo color use.

Arts logo over color



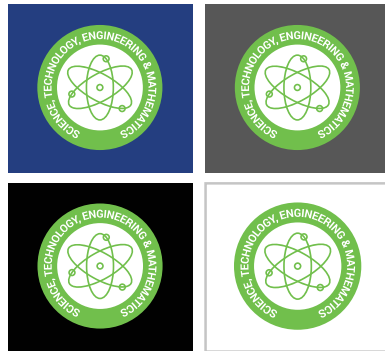
Business logo over color



Health logo over color



Science logo over color



Meta-Major logos are only permitted on shirts and must be accompanied by the stacked COM logo on the back neck.



Front chest Meta-Major logo should be 2.75 in. wide.



Back neck COM logo should be 2.0 in. wide.



Background promotional item color

PANTONE: 287 C C: 100 M: 87 Y: 20 K: 11	DARK GRAY
BLACK	WHITE

The Meta-Major logos represent high-level curriculum categories at COM. These logos have a more limited background color option consisting only of COM Blue, dark gray, black or white.

Meta-Major logos are currently only permitted for use on shirts. Shirts must display the Meta-Major on the left chest in combination with the stacked COM logo on the back neck. The COM logo must be white or black.

Meta-Major logos must always be used in their native colors: Arts is light blue, Business is orange, Health is red, and Science is light green. These logos should not be used in black or white or other colors.

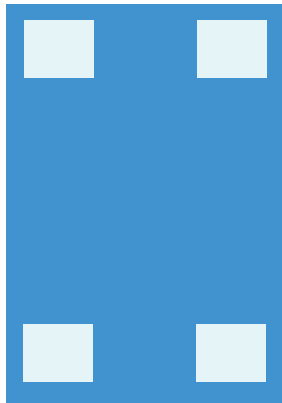
Background colors are shown with appropriate COM Meta-Major logo color combinations.

All shirts bearing Meta-Major logos require brand approval through the Marketing office before items are printed, produced or distributed. Please send brand approval requests to [brandapproval@com.edu](mailto:brandapproval@com.edu)

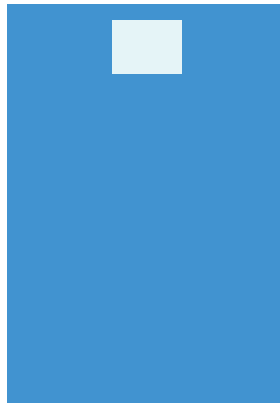
# Institution and Event-based Advertising: Common Logo Placement

## Stacked logo

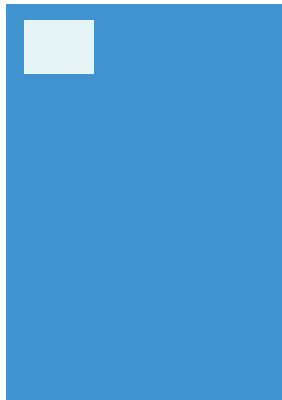
Flyers, posters, kiosks,  
magazines



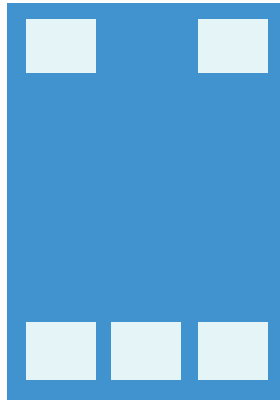
Retractable and brochures



Formal Letterhead

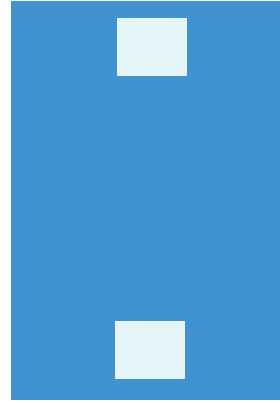


Newspaper and ads



## Horizontal logo

Flyers, posters, magazines,  
newspaper



The COM logo has primary suggested placement areas across different collateral where it's used.

The logo should never be placed on a background that would visually compete or reduce its impact.

Usage of the COM logo in advertising and publications follows the same guidelines for color, style, sizing, dominance and maintenance. Logo size will be determined by the logo's position on the page, other content and elements.

Designs created for documentation or presentations should include large amounts of clear space.

Regardless of use, the COM logo brand guidelines remain applicable in all material the logo appears on.

Digital and print publication formats not listed here will adapt the logo as needed for best results.

All usage of the College of the Mainland logo, in any material, requires approval from the Marketing department before printing, publication, or other usage. This includes T-Shirts and all promotional items. Unapproved items may be removed from circulation.

Please contact the Marketing department for assistance with your project.



# Event-based Advertising: Types

Digital displays: 1920 x 1080 pts.



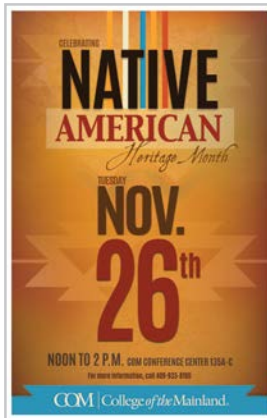
Kiosks: 1080 x 1920 pts.



Postcard: 5 x 8 inches (then shrunk)



Posters: 11 x 17 in.



Flyers: 8.5 x 11 in.

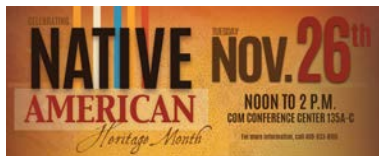
Half-page flyers:  
4.5 x 7.5 in. design



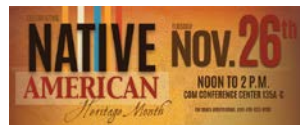
Facebook: 1200 x 628 pts.



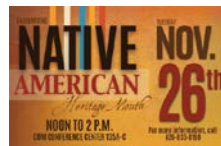
Web rotation: 1180 x 480 pts.



Web rotation: 800 x 325 pts.



Web rotation: 430 x 280 pts.



Event-based communication is created across multiple digital and print formats as mini advertising campaigns. While the COM logo usage maintains its strict usage guidelines, other aspects of Event-based design pieces have greater design freedom and flexibility. Per event campaign, a design is created and then molded to adapt the various media channels.

Event-based designs should be professional in appearance that advocate student engagement and attendance. Hierarchy of information should be clear and concise with readability, comprehension and engagement in 12 seconds or less in digital usage.

Flyers, posters and postcards are designed with a 0.25 inch white border around all sides to avoid bleeds and additional costs.

Flyers, posters and postcards are designed at 150 dpi.

Digital displays, kiosks, social media, and web rotation images are designed at 72 dpi.

The COM logo may only be used with official college events, sponsorships, partnerships and initiatives. Unauthorized use is forbidden.

Have an event coming up? Submit a request through the Marketing and Public Affairs Marketing Request System at [www.com.edu/marketing](http://www.com.edu/marketing). Please allow a minimum of 3-weeks for your request to be completed.

# Event-based Advertising: Logo usage

## When to use the COM Logo:

### **On-campus digital displays (TV monitors):**

COM logo optional in image, but typically not used.

### **On and off campus kiosks:**

COM logo optional in image. Place at the bottom if used.

### **Flyers:**

COM logo required in image.

### **Posters:**

COM logo required in image.

### **Mailed pieces (postcards, invitations, etc):**

COM logo required.

### **External advertising:**

COM logo required in image.

### **COM website home-page rotation advertising:**

COM logo should not be included in advertising image.

### **COM social media posts:**

COM logo should not be included in advertising image.

#### **Note:**

Event-based mailed pieces and campus events that are open to the public must include the college's full address using the information below:

1200 N. Amburn Road  
Texas City, Texas 77591

Each campus event will have its own look and feel created as mini-campaigns. The look and feel will be maintained as it is reconfigured in different size formats.

There are no absolute color limitations of event-based designs, but it should be in good taste and reflect the event appropriately.

Colors of the designed piece should not visually conflict with the tri-color COM logo's colors. Alternative approved color logos presented in these guidelines should be used as needed.

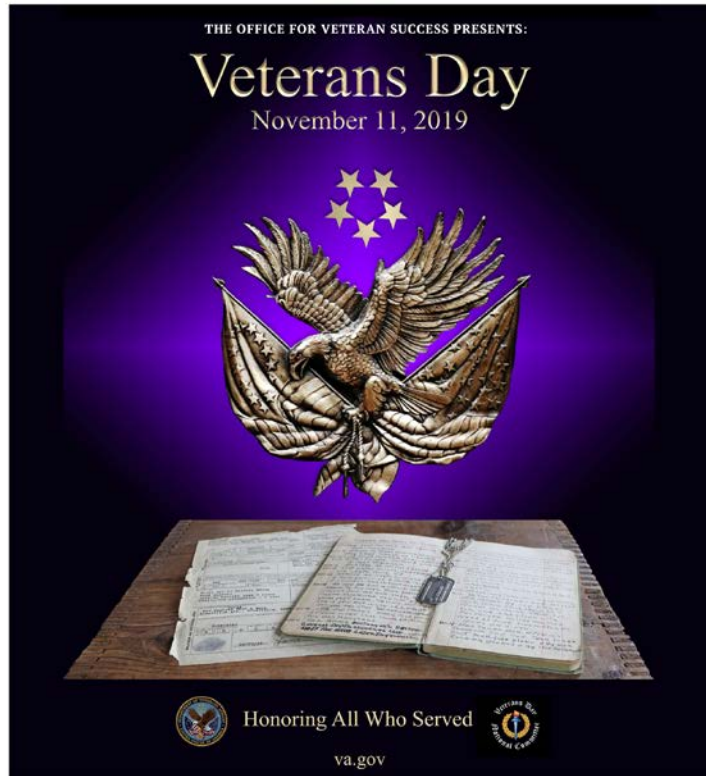
Visuals should represent the college and subject matter in a positive, professional and engaging light.

Given the variation of where Event-based advertising appears, the required and restricted use of the COM logo will vary. See the list on the left for details.

The COM logo may only be used with official college events, sponsorships, partnerships and initiatives.

Have an event coming up? Submit a request through the Marketing and Public Affairs Marketing Request System at [www.com.edu/marketing](http://www.com.edu/marketing). Please allow a minimum of 3-weeks for your request to be completed.

## Event-based: Co-existing Identities



**Special Recognition:**  
98 year old Col/USMC/  
Retired Joe McPhail

**Guest speaker:**  
ACU of Texas and the SERVE  
(South East Resource Veterans' Effort)

**November 12, 2019**  
**NOON - 1:00 p.m.**

College of the Mainland Conference Center



OPEN TO COM  
STUDENTS,  
FACULTY/STAFF  
AND COMMUNITY

Business logo and  
COM logo used  
together to show  
association or  
partnership in an  
event.

On occasion the COM logo may co-exist with external brands to show an association or partnership with an event.

In these scenarios each logo should be given adequate clear space around it and arranged hierarchically to show either equal sponsorship/partnership, a supporting role, or the leading role based on logo location within the design and size of the appropriate logo.

The COM logo may only be used with official college events, sponsorships, partnerships and initiatives.

Have an event coming up? Submit a request through the Marketing and Public Affairs Marketing Request System at [www.com.edu/marketing](http://www.com.edu/marketing). Please allow a minimum of 3-weeks for your request to be completed.

# Clubs and Student Organizations



Student organizations may include the college's name in written form, but they cannot use the official College of the Mainland logo.



Visual identification for college-sponsored clubs and organizations are allowed, so long as they are not used in conjunction with the College's logotype. If an organization's name is needed to appear with the official logotype, it must confirm to these guidelines.

Logos for clubs and organizations must not be a modification of the official college logo.

Visual graphics for clubs and student organizations require approval in advance by the Marketing and Public Affairs Office.

The COM logo may only be used with official college events, sponsorships, partnerships and initiatives.

Please contact the Marketing and Public Affairs Office for more information.

# A Cohesive Brand Experience



These Brand Guidelines illustrate the college's goals to deliver a consistent message on-campus and throughout our community.

Working together to maintain the integrity of our brand we communicate to the world that College of the Mainland is a respected institution of quality and academic excellence.

The Office of Marketing and Public Affairs looks forward to working with you on all of your specific requests. Please reach out with any questions you may have.

For more information contact:

College of the Mainland

Office of Marketing and Public Affairs

409-933-8437

[marketing@com.edu](mailto:marketing@com.edu)