



Brand Guidelines

Version 20 | Update: 02.16.23

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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 over a light blue horizontal line.

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 single 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 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, fliers, 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 Office of Marketing and Public Affairs must be contacted for policy regarding usage. All uses whether print or digital of the College of the Mainland logo, abbreviated letters "COM", mascot logo, other official college logos and use of the written form of "College of the Mainland" must receive brand approval from the Marketing department before printing, apparel production, emailing or any other form of distribution.

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, brand approvals, use of the logo and other visual identification elements, should be addressed to the Marketing and Public Affairs Office at 409-933-8437 or brandapproval@com.edu.

The COM Logo

Logo

Old logos



Correct 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, fliers, 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 should not be used on unofficial college material including unapproved events, unofficial partnerships or business associations.

Please note: The correct COM logo should only contain one registered mark. Please see page 22 for more details.

Logo

COM stacked logo



COM horizontal logo extended



COM horizontal logotype



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 three formats:

A stacked version and two variations of the horizontal version.

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

The horizontal logo options offer an extended variation that begins with the COM letters separated by a vertical line, and followed by the logotype all as one unit, or the logotype variation on its own.

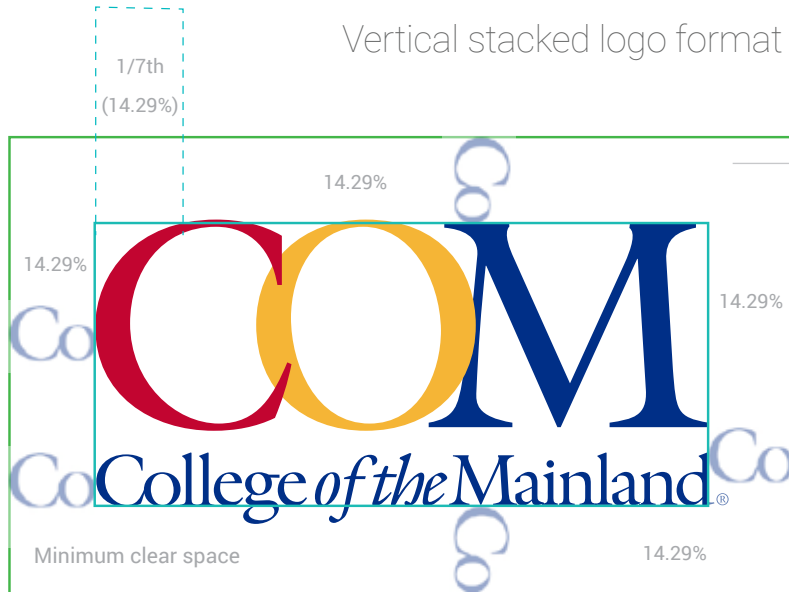
Each official format of the logo should contain only one registration mark after the words "College of the Mainland."

Determining the use of a stacked format versus 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 principles 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



Minimum logo clear space shown between logo's edge and outer green line. More clear space is encouraged, but it should not be less.



Example of COM logo above with **incorrect clear space** around logo within the rectangular shape.



Correct minimum clear space
Example of COM logo above, centered in a box displaying the **correct minimum clear space** and positioning required around all four sides

Minimum clear space is required around the logo and must be maintained to preserve the integrity of the brand. Clear space is the distance from the logo's edge to the outer green line. Nothing should invade the logo's clear space.

Note: Clear space defined here is a minimum requirement and, in most cases, more clear space is encouraged and should grow extensively with logo's enlargement.

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.

Horizontal logo format



Minimum clear space

To visually offset the descenders and balance of clear space, a small "a" is used upright to determine minimum spacing on the bottom below the large "COM". However, the small "a" should be turned on its side to determine minimum spacing along the top, left and right.

Logo: Clear Space (Larger Areas)

Official COM Flag



Clear space

While minimum clear space is required around the logo, larger amounts of clear space around the logo increase the respect of the brand. As the logo's size increases so should the proportion of clear space.

This example portrays the COM flag utilizing clear space as a means to create a presence that is distinguished. Clear space creates focus, integrity and richness allowing the logo to breath visually.

College Name

College of the Mainland

COM

The college name and acronym should never be written in fonts that could be described as script, handwritten, cute, child-like, cartoonish or other fonts displaying heavy decorative effects without Marketing's prior approval.

In addition to the COM logo, the official name of the college, "College of the Mainland" and its corresponding acronym "COM", are key identifiers of the institution.

These key identifiers equally represent all that our college embodies from our resilient goal of student success to our relentless mission for excellence. The quality and consistency of all written, visual, and audio contexts where the college name appears are a critical area of importance as they contribute significantly to the college's brand perception.

In written instances, the complete name "College of the Mainland" should be used 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 cute play on words (i.e., "COMing", "COMplete", etc).

All external and public facing usage of the college name, college acronym, or official college logos require a brand approval from the Office of Marketing and Public Affairs before use, printing or distribution.

Use of the written college name requires brand approval on items including, but not limited to: fliers, printed or physical materials, promotional items both giveaway or for sale, club logos, signage, college department initiatives, media relations, vehicles, events, and advertisements.

Brand Colors: Primary and Secondary

Primary color palette



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

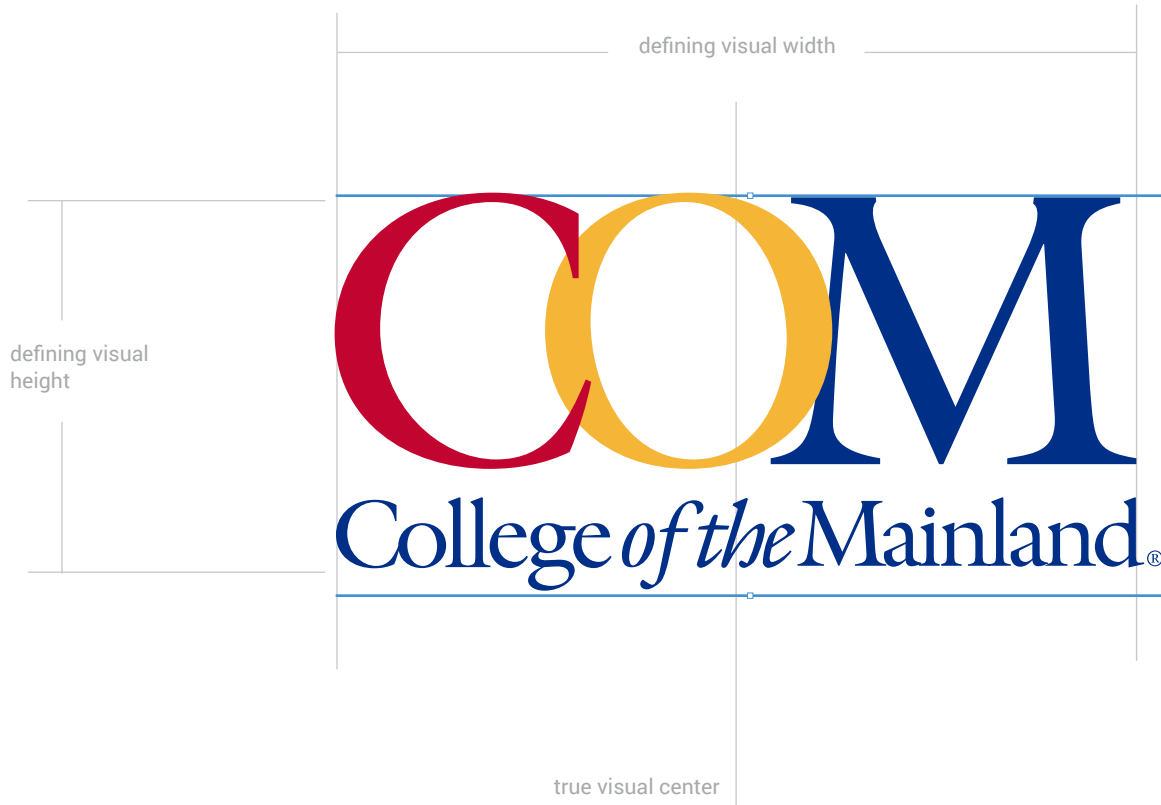
<p>PANTONE: 3005 C</p> <p>C: 100 M: 46 Y: 2 K: 0</p>	<p>PANTONE: Orange 021 C</p> <p>C: 0 M: 82 Y: 100 K: 0</p>	<p>PANTONE: 7731 C</p> <p>C: 85 M: 23 Y: 93 K: 9</p>	<p>PANTONE: 7540 C</p> <p>C: 69 M: 59 Y: 52 K: 33</p>
<p>PANTONE: 2995 C</p> <p>C: 73 M: 16 Y: 0 K: 0</p>	<p>PANTONE: 715 C</p> <p>C: 0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

The primary official brand color palette for College of the Mainland consists of COM 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 full or partial colors in the official logo without approval from the Office of Marketing and Public Affairs.

Logo Centering: Visual width and height



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 (see 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 display width:
1 inch

Proportional



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

Horizontal logo format

Minimum display width:
1.5 inches

Proportional



The minimum size of the College of the Mainland logos should always maintain readability first and foremost. These guidelines apply to the COM Foundation logo as well.

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 in essence a silhouette filled with color that represents 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)

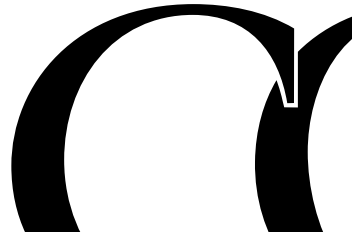


Reverse (stacked)



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.



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

COM stacked logos that are black, white or gray must use the notched version where the "C" is cutout. This applies to the COM Foundation logo as well.

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 ultimately allows for the logo to be visually clear and legible.

Logo: Color (Horizontal)

tri-color official logo (horizontal)



College of the Mainland®

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



Symmetry: For design instances where symmetry is needed, or there are limitations within a horizontal space, the logotype may be displayed without the COM slash.

College of the Mainland®

The COM logo is a silhouette filled with color to represent the college identity. The horizontal logo may appear in two forms, with or without the official letters “COM” and corresponding vertical line as shown on the left.

The horizontal 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.”

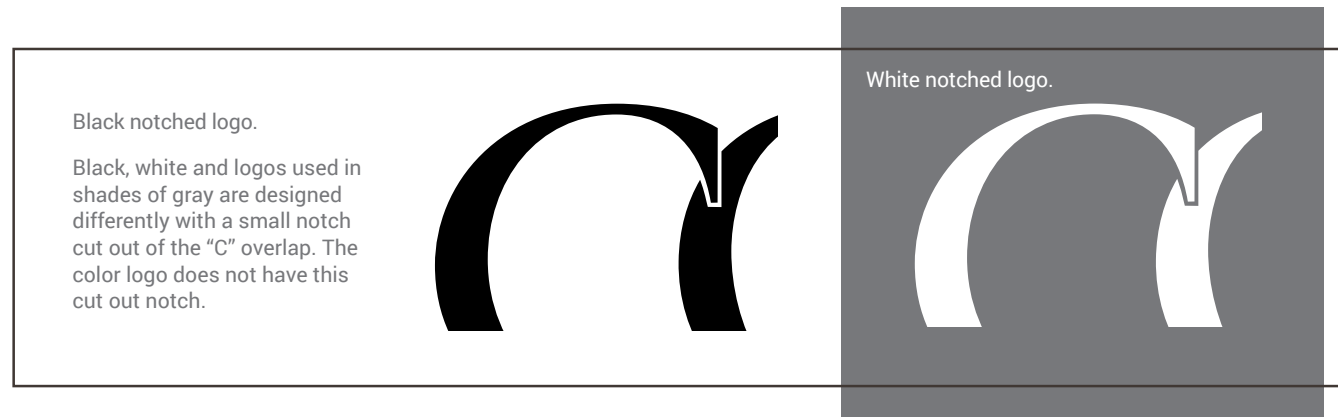
Caution and consideration should be exercised using an all red logo as not to portray unintentional aggression.

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

The horizontal logo without the “COM” and vertical line is specifically used in scenarios where the presence of the “COM slash” disrupts a symmetrical visual balance primarily in center-aligned arrangements (symmetrical building entrances, diplomas, posters, etc).

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% value of black or similar color to maintain legibility. This logo should not be used when logo colors do not compliment other colors present in the overall design.

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 ultimately allows for the logo to be visually clear and legible.

Logo: Color Green



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, Adopt-a-Beach, Sustainability, Earth Day, Save the Planet or other measures to beautify, protect life, animals, nature and our environment.

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

Logo: Color Pink



PANTONE: 212 C

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

R: 245
G: 81
B: 151

HEX: F55197

College of the Mainland®

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

This pink logo should only be used over a white background or light gray not to exceed 10% value of black.

Logo: The Brand Box

Spacing on the right and left should be the width of the small letters "Coll". See lines below for measurement points.

The Brand Box

Spacing above the logo in the box should be the height of the large letter "C" in "COM"

Spacing below the logo in the box should be the height of the large letter "C" in "COM"



Brand Box Examples:



Brand box uses include: Fliers, posters, PowerPoint, video and more.



The Brand Box is a design approach to create visual structure for COM's logo usage in communications drawing distinction, focus and clarity for immediate brand recognition.

The Brand Box is reserved solely for the stacked COM logo and should be used in Institutional-based advertising only (no campus event-based advertising). The Brand Box should display a color from the approved color palette that visually enhances and supports the overall design. The COM logo should maintain sufficient contrast to the selected box color.

The Brand Box **must always appear anchored** to either the top (left or right), or in limited circumstances either the bottom (left or right), or center (top or bottom) in a design. When used in left or right positioning, the brand box should never be placed flush into a corner, but rather indented so it appears as a tab-like, banner element. Please see examples.

The Brand Box's standard width for an 8.5x11 flier is either 2.75in wide or 4in wide depending on layout and content constraints. Please note, the Brand Box scale may be adjusted if needed, but should never appear overly large.

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 unapproved words or titles near the logo



Do not rotate



Do not use retired logo versions



Do not blend the "COM" logo with 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 without Marketing approval



Do not use an extra registration mark after the large "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.

Note: Incorrect usage examples shown also apply to all official COM logos including the mascot logo and the COM Foundation logo.



Logo: College Departments

Community-Facing Grandfathered Seals and Logos

Community-Facing Department Seals



Nursing



Fire Technology



Law Enforcement
(Police Academy)



EMS

Community-Facing Department Logos



We are College of the Mainland. We are all part of one educational force with three shared goals that is united by a core visual brand presence across our touchpoints.

While each of our college departments are unique, we communicate the COM brand image as one entity simply displaying only the COM logo. This clear and unified brand approach for departments applies to all promotional related items such as pens, lanyards, tablecloths, t-shirts, tumblers, bags and more.

All college departments represent the college with a single official COM logo. However, a limited set of six college departments determined as core community-facing entities possess seals and logos that have obtained grandfathered level status allowing for their continued use. These six logos and seals must appear in conjunction with the official COM logo in all print publications, apparel, certificates, digital distributions or other uses.

All departments have the ability to personalize their unique areas with advertising and recruitment efforts through the use of business cards, custom designed retractables, fact sheets, recruitment cards, fliers, brochures, posters and other collateral. Have questions? Contact the marketing office or submit a request for assistance with your next event or advertising project.

The college name, "College of the Mainland", its acronym "COM", and its respective logos all represent the brand of the college. Marketing manages the use and approval of all brand materials. Departments interested in using the college name or college logo displayed on any external public-facing materials (i.e., fliers, postcards, signage, apparel, or other communications) must receive prior approval from the Marketing and Public Affairs Office. Requests for approval should be submitted to:

brandapproval@com.edu

Other College Logos: Club Sports – Fighting Ducks

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, official branded merchandise and initiatives determined by COM's Office of Marketing and Public Affairs. Unauthorized use is forbidden.

All requests to use the duck head separately from the curved COM design element must receive brand approval from the Office of Marketing and Public Affairs.

Official mascot logo with blue head and red lettering



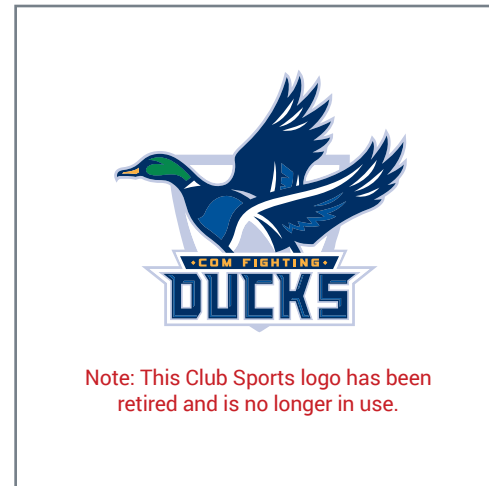
The COM duck head mascot logo is one element consisting of the duck head and curved design text element as seen on the left.

Official mascot logo in black, gray and white



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



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

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 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 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 its 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 displayed in conjunction with the curved "COM" design element shown on the left. These elements must exist as one element, unseparated and remain proportionate.

Additional variations are defined on the next page.

Other College Logos: Club Sports – Fighting Ducks

One-color white logo



Hollow white

(White areas solid color)

One-color blue logo:
PMS 280



Hollow blue

(White areas see-through)

One-color black logo



Hollow black

(White areas see-through)

One-color red logo



Hollow red

(White areas see-through)

Additional variations:

Two-color logo: blue and yellow



Two-color logo: red and yellow



Pink logo with yellow bill



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 mascot logos before they are printed, used and distributed.

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.

Mascot Logo: Incorrect Usage



Do not distort any portion of the logo



Do not substitute unapproved colors



Do not recreate or change portions of the logo



Do not add text or other elements around the mascot logo



Do not rotate



Do not use retired logos



Do not separate the duck head from the curved COM lettering without Marketing approval



Do not crop the mascot logo without Marketing approval



Do not add a drop shadow or other effects



Do not add words, names, or other logos without Marketing approval



Do not change proportions of the logo

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 mascot logo in any way. Illustrations on the left depict incorrect usages of the COM mascot logo. All guidelines apply to solid and hollow versions of the mascot logo. Regardless of application, the logo must maintain its original proportions and brand 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 the previous logo 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 and other official logos.

Other College Logos: Fighting Ducks

All instances of the words "Fighting Ducks" on promotional material should use the varsity style graphic element shown below. Long sleeve usage should appear rotated 90° on the left side.

"Fighting Ducks" word mark varsity style: PMS 280.

FIGHTING DUCKS

~~The Fighting Ducks~~

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

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

The mascot identity "Fighting Ducks" should never be preceded by the word "The" when written. "**The** Fighting Ducks" word mark is a trademark owned by another entity. Our apparel and other material can only display the words "Fighting Ducks."

When the mascot is mentioned in written or spoken material, references must be constructed as "... the **COM** Fighting Ducks..."

Note: 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: Meta Majors

Arts and Humanities logo



Business & Industry logo



Minimum clear space should equal the width of the outer colored ring. However, more clear space is encouraged.

Health, Human & Consumer Science & Public Safety logo



Science, Technology, Engineering & Mathematics logo



Please see page 50 for promotional use guidelines of Meta Major logos.

COM's Meta-Major logos represent the four high-level curriculum categories, collectively encompassing all programs at the college.

A minimum clear space should be used around individual Meta Major logos to establish integrity and importance that is equal to the width of the outer colored ring.

If all four Meta Major logos are used together as one group, inner sides may be positioned closer, however outer sides of the grouped logos should maintain minimum clear space.

Meta Major logo colors cannot be changed or altered so that they may effectively maintain brand recognition and clear identification.

All usage of official College of the Mainland Meta Major logos requires approval from the Marketing department before printing, publication, or other usage including promotional items. Unapproved items may be removed from circulation.

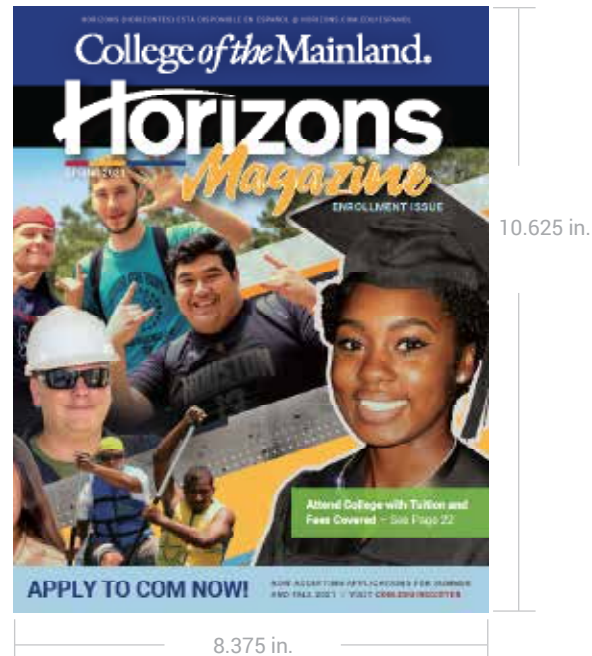
Other College Logos: Horizons Magazine

COM Horizons masthead logo



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 word "Magazine" must remain its relative size and proportions, however its color can be adjusted to enhance the design with consideration of legibility and contrast to the "Horizons" title and background imagery.

Other College Logos: Texas Stars

The Texas Stars logo.



The Texas Stars logo with tagline.



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 written in Rockwell font 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.

The Texas Stars Donor Wall – Conference Center



A Texas Stars Invitation example.



Primary color palette

(dimmed COM palette for Texas Stars to create a richer, sophisticated look)



C: 56%
M: 75%
Y: 44%
K: 27%

HEX: 674559

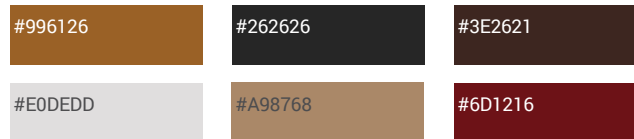
C: 25%
M: 47%
Y: 81%
K: 5%

HEX: BA874A

C: 82%
M: 71%
Y: 41%
K: 28%

HEX: 3A4660

Additional secondary colors to support the Texas Stars theme



#996126

#262626

#3E2621

#E0EDED

#A98768

#6D1216

Advertising Types:

- Institution-based
- Event-based

Institution-based vs. Event-based Advertising

There are two main advertising categories for the college: Institution-based materials are official visual communications regarding recruitment, enrollment, registration, degrees, certificates, programs, donors and other similar collateral representing the college to the community. Event-based materials are geared specifically towards current students for events taking place on the college's main campus.

Institution-based advertisements take brand focus to its highest level. Therefore, institution-based advertising should only be produced by the Marketing and Public Affairs staff or their designates.

Event-based advertisements are for official on-campus activities advertised on some or all of the following: TVs, kiosks, website, social media, posters, fliers and postcards. With a goal of engaging students, event materials maintain design freedom allowing alignment with specific interests, culture and 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 |
| 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)
- Fliers
- Posters
- Event postcards

Fonts: Institution-based and Event-based Comparison

Below are examples illustrating font and image design in Institution-based branding vs. Event-based branding.

Institutional-based branding

- Often uses the Brand Box
- Fonts are primarily (if not all) Roboto
- Structured aesthetic using clear photography



COM campus event-based branding

- No Brand Box usage, but logo is used
- Open to use other fonts to fit the event culture or “feel”
- Imagery style fluctuates



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 and conservative 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, display effective communication for target audiences, maintain hierarchy principles and align with the subject matter. Clip art is not permissible in any design under any circumstances.

The marketing office designs and approves all institution and event-based materials bearing the COM brand and identity.

Fonts: Institution-based materials

Primary font options for Institution-based titles

Roboto Bold Condensed – Use as ALL CAPS if used as a title

ROBOTO

Roboto Bold

Roboto

Roboto Light

Roboto

Primary font for Institution-based short copy

Roboto Regular

Roboto

All Roboto font usage should have tracking set to -20.

Other fonts within the Roboto font family

Other Roboto font variations are acceptable, but consideration should be given by asking questions such as: Is the font choice legible at the final scale being used? Does the font style selected add to the integrity and visual balance of the piece? Does font usage maintain a bold, clear focus for the piece?

Roboto Condensed should primarily be used for short amounts of content only.

Roboto Thin variations should primarily be used for unique title or subtitle treatments where it can be used at larger sizes to maintain legibility.

Italics of any Roboto variation should be used minimally to accent only one or two words if needed. Never use as a full sentence.

Roboto Black is typically not used due to its smaller counterforms which affect legibility at smaller sizes. It also has a bulkier appearance conflicting with the overall intended use of Roboto for a sense of fresh and agile (whereas Black is leaning along lines of being clunky). Use should be limited, but if may be effective as single words in custom title treatments.

College of the Mainland's font use strategy embarks on presenting bold, clear visual messaging on all communication pieces.

To maintain a consistent appearance and modern brand identity, the official font for Institution-based advertising content is Roboto in both title treatments and short-body copy.

Roboto portrays a fresh, innovative, modern brand appeal with a clean structured letter form. It's overall thin to bold thicknesses evoke a sense of agility avoiding interpretations of bulky or clunky.

In main title treatments, Roboto should be used in either Bold Condensed (all caps), Bold or Light style. Short body content should use Roboto Regular. **All Roboto font usage should have tracking set to -20** with kerning adjusted as needed.

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. Learn more on the next page.

Fonts: Institution-based materials

Limited-use sublevel accentuating fonts

Fontjek

Fontjek

These fonts should never be used for anything other than simple text treatments (titles, subtitles, accentuating word, date, etc). These fonts should never be used for body content.

Varsity Team

VARSIITY

Yellowtail

Yellowtail

Secondary font for long-body content

PT Serif Regular

PT Serif

Body content

Always include a minimum of about 1/4in of clear space around all sides of body content (see below) to maintain integrity in the piece.

When body content is laid out whether it be inside of a box shape like this light blue box, or next to other shapes in a document, or near the edge of a document, a thick area of clear space is required around it (from the text's edge to the edge of the box). It should appear balanced on all sides for a uniform appearance.

Clear space

Incorrect clear space

This is an example illustrating incorrect clear space between the outer block of text and the edge of the light blue box. This limited amount of clear space around body content creates a cluttered and low quality appearance. Adequate clear space is always required.

Additional Title fonts:

Three sublevel fonts are also available, limited to minimal use, for portions of a title or title phrase content. These are Fontjek, Varsity Team and Yellowtail.

Body Text:

PT Serif is used as a secondary body content font for longer documents and publications such as the Horizons magazine publications and some college handbooks.

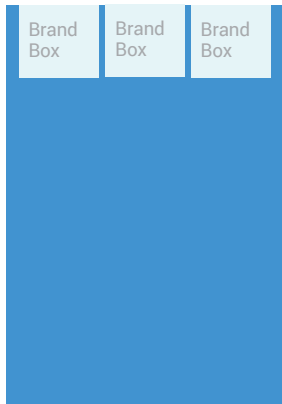
Body content should always include a minimum of 1/4 inches of clear space around all sides of body content (see examples on the left) to maintain visual integrity in the piece.

As mentioned before, 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.

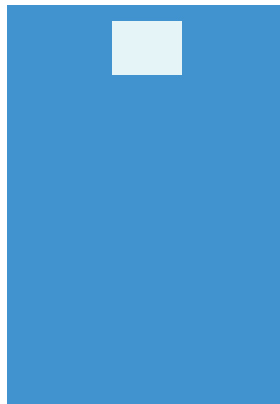
Advertising: Logo Placement

Stacked logo

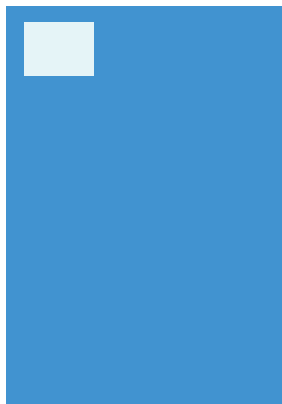
Fliers and posters



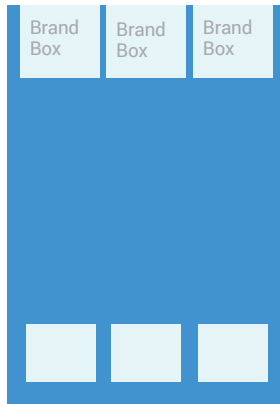
Retractables and brochures



Formal Letterhead



Newspaper and print ads



Horizontal logo

Fliers, posters, magazines, newspaper



The COM logo has placement requirements across different advertising collateral.

Stacked logos should primarily be used with the logo Brand Box for Institutional purposes. Please refer to logo Brand Box guidelines earlier in this document.

Horizontal logos are limited to either top or bottom placement.

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

Regardless of use, the COM logo brand guidelines remain applicable in all materials where the logo appears.

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

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: Logo Usage

When to use the COM Logo:

On-campus digital displays (TV monitors):

COM logo not used.

On and off campus kiosks:

COM logo not used.

Fliers:

COM logo required in image.

Posters:

COM logo required in image.

Mailed pieces (Postcards, invitations, etc):

COM logo required.

External advertising (Billboards, magazines, etc):

COM logo required in image.

COM social media posts:

COM logo should not be included in advertising image.

Note:

All mailed college material and campus event material open to the public must include the college's full address following 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 into 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 COM 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 may appear, 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. All materials bearing the college name, college acronym, or any official college logo require brand approval through the Marketing office before items are printed, produced or distributed. Please submit logo and brand requests to: brandapproval@com.edu

Have an event coming up? Submit a request through the Marketing and Public Affairs Marketing Request System. Please allow a minimum of 3-weeks turn-around. Please note, more complex requests may have a longer turn-around time. Please contact the Marketing office to schedule a planning meeting for your event's advertising approach or if you have questions concerning your upcoming project.

Institution-based: Brand Imagery

In general, all imagery used in any college materials, digital or print, should be bold, positive in nature and high quality utilizing photography with a clear resolution and focus.

Imagery used in institutional-based publications should use filters from the library of gradient maps seen here. Using these filters allow for a cohesiveness in college imagery communications and enhanced brand recognition.



All imagery and visual communication (photos, logos, icons, artwork, text, promotions, etc.) used in official institution or event-based pieces should be positive in nature, high quality with high resolution and professional. It should 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.

To convey a cohesive visual brand, all imagery used in institutional pieces should utilize **gradient map image filters shown on the left**. Values may be adjusted slightly depending on imagery needs. The marketing office manages all filter file resources.

Please note: Clip art is never permitted in any public-facing, institution or event-based communications or material.

Event-based Advertising: Typical Collateral

Kiosks: 1080 x 1920 pts.



Digital displays: 1920 x 1080 pts.



Facebook: 1200 x 628 pts.



In some cases, 11x17 posters, 8.5x11 fliers, 5x8 half-page fliers, or 5x8 postcards may be needed.

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 possible within 12 seconds or less for digital usage.

Fliers and posters are designed with a 0.25 inch white border around all sides to avoid bleeds and additional printing costs.

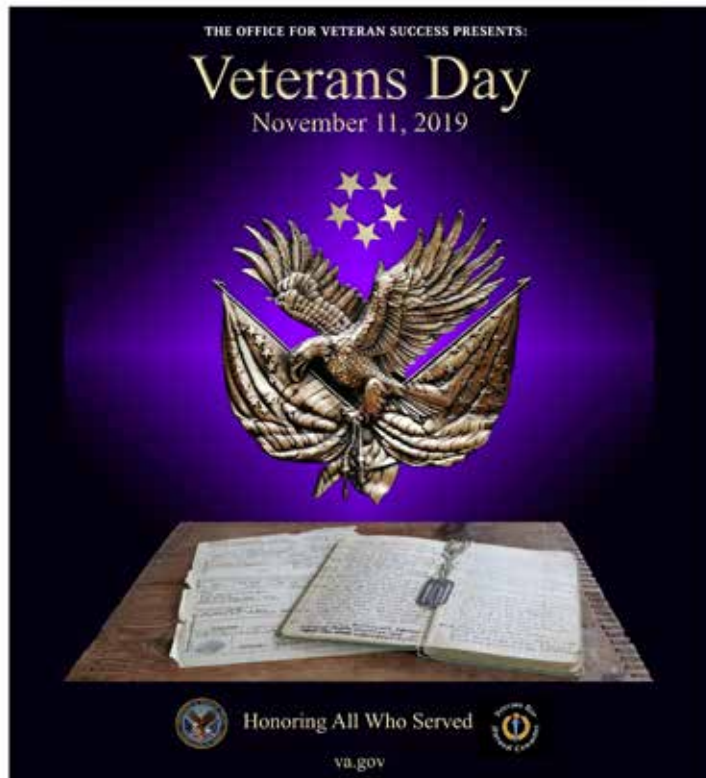
Fliers, posters and postcards are designed at 150 dpi.

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

The COM logo may only be used with official college events, sponsorships, partnerships and initiatives. All materials bearing the college name, college acronym, or any official college logo require brand approval through the Marketing office before items are printed, produced or distributed. Please submit logo and brand requests to: brandapproval@com.edu

Have an event coming up? Submit a request through the Marketing and Public Affairs Marketing Request System. Please allow a minimum of 3-weeks turn-around. Please note, more complex requests may have a longer turn-around time.

Event-based Advertising: Displaying Partnerships



Special Recognition:
95 year old Col/USMC/
Retired Joe McPhail

Guest speaker:
AZU of Texas and the SERVE
Chair's Visit Reception November 12th

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 and arranged hierarchically to show either equal sponsorship/partnership, a supporting role, or the leading role.

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:

com.edu/marketing

Official Letterhead:

Letterhead is available to download in print and digital formats from the **Marketing Resource Center** at <https://com0.sharepoint.com/sites/Marketing>.

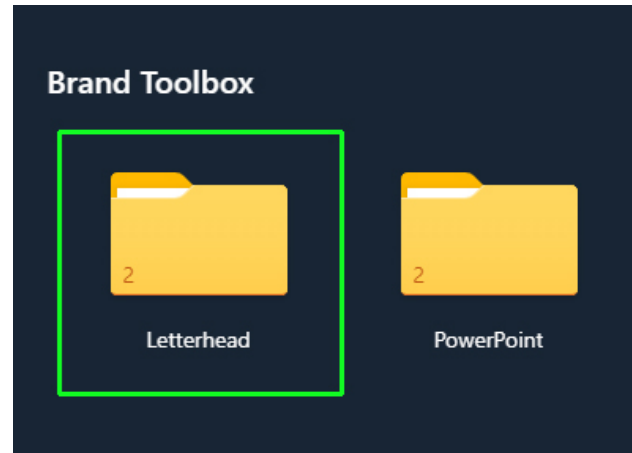
Step 1:

In the top menu, click on the “Download Zone.”



Step 2:

Scroll down to the “Stationery” section, locate the “Brand Toolbox” area and open the “Letterhead” folder.



Within this folder are an official ready-to-use print version of the letterhead as well as a digital letterhead version for email use only.

Print version: Open the provided Word document and type in your content. Please do not change text box positioning, font, font color or sizes. Letterhead can only be printed on official letterhead paper which is available from the Marketing office. Place this paper in your printer and print the “print version” Word doc.

Digital version: This version should never be printed. Update the content in this document, save the file and then share via email as needed.

To build brand integrity, official brand communications in the form of letterhead, envelopes, thank you cards, PowerPoints and other collateral should maintain a consistent appearance with fonts, font size, font color and content placement.

The Marketing Resource Center offers ready-to-use resources for COM employees. The guidelines on the left offer guidance on how to use the letterhead resources.

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

Official College Web Address

The official designation of the college website is simply “com.edu” without www.

Standalone examples of url depictions in advertising (where the url is not part of a sentence) should be written in Roboto Bold with -20 tracking.

com.edu
com.edu/events

Instances where the website is not in standalone form can be written in Roboto Regular. Bold text is not required but the link text should utilize color to help draw focus.

Visit com.edu/events to learn more.

The official designation of College of the Mainland’s website for advertising purposes is “**com.edu**”. It should be written consistently as a mark of stability and integrity for all advertising communications omitting any prefixes of “https://www.”.

All standalone uses of the COM website in advertising materials (standalone meaning the website url is not part of a sentence) should be written in Roboto Bold with -20 tracking.

The exception to omitting “www.” from the COM url are the college’s business cards where the website appears as www.com.edu. This is primarily to create better visual balance of content lengths on the card.

Official College Physical Address: Display Standards

All digital and printed materials that include the college address should have consistent content and formatting using the font Roboto Regular.

Stacked address (center-aligned) for envelope return address.

Color: #808285, Font size 8pt, Leading 10pt, 0 tracking



1200 N. Amburn Road
Texas City, Texas 77591

One line address (center-aligned)

Color: #808285, Font size 9pt, Leading 13pt, -20 tracking

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 • 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
com.edu

Two lines, address and web (center-aligned) for COM Letterhead address (footer text) and Thank You cards (back).

Color: #8a8c8e, Font size 9pt, Leading 13pt

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

Consistency of the college address is important to further exemplify stability and integrity.

The address should first state "1200" followed by "N." (with a period), Amburn and the word "Road" spelled out. Kerning should be adjusted between the "1" and "2" in "1200." "Texas City," should be followed by "Texas" spelled out with the zip code.

When used as a footer, place the order as address first, then phone number (the number separated using hyphens), then the COM website written as "com.edu" (omitting https://www), all center-aligned with two spaces around each separating bullet point.

With **envelope layout**, either a stacked COM logo or stacked Foundation logo is placed in the upper left corner 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.

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

Official Email Signature: Display Standards

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

ARIAL BOLD, 11PT TYPE _____ **First Last Name**
ARIAL REGULAR, 10 PT TYPE _____ Official position title
ARIAL BOLD, 11PT TYPE _____ **College of the Mainland**
ARIAL REGULAR, 10 PT TYPE _____ Name of your department
1200 N. Amburn Road
Texas City, Texas 77591
409-933-8039
youremail@com.edu

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.



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 and Name Tags

Business cards can be ordered through the Marketing Resource Center's Self Service section.

Step 1:

Visit: <https://com0.sharepoint.com/sites/Marketing>



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

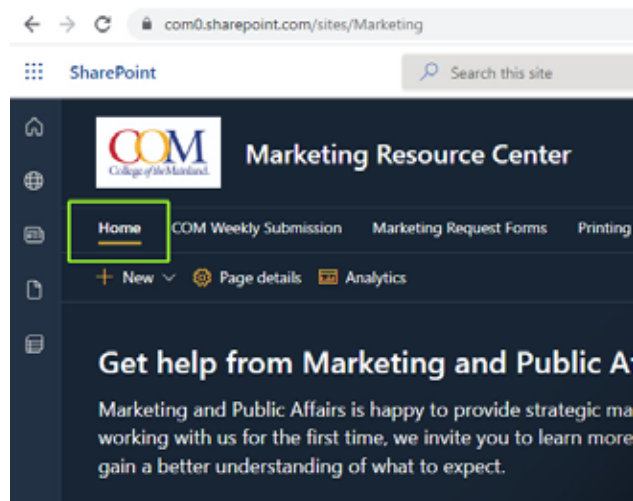
COM's Marketing Resource Center provides a self-service model online to expedite ordering business cards, name tags and stationery.

Need a new business card, name tag or stationery?

Visit the [Marketing Resource Center](#) at the link provided on the left. From the "Home" tab shown in step 2, scroll down to explore the "Self Service" section of the site.

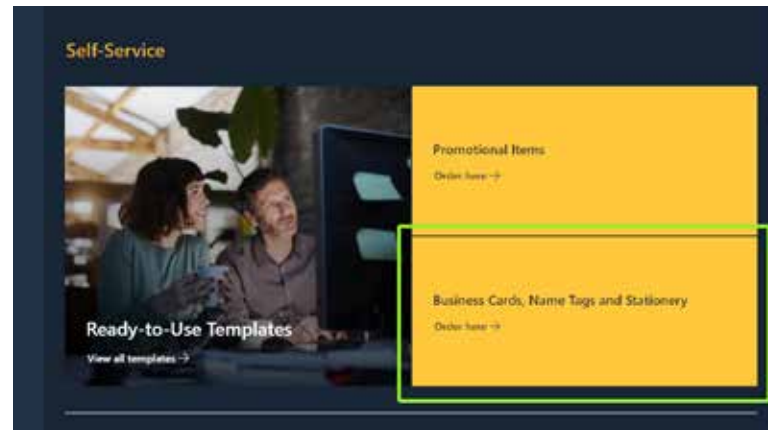
Step 2:

From the Home screen, scroll down.



Step 3:

Click on the yellow area titled "Business cards, Name Tags and Stationery" to begin your order.



Official Promotional Items

Interested in COM branded merchandise?

Visit: <https://proformaprostores.com>

Quick & easy!

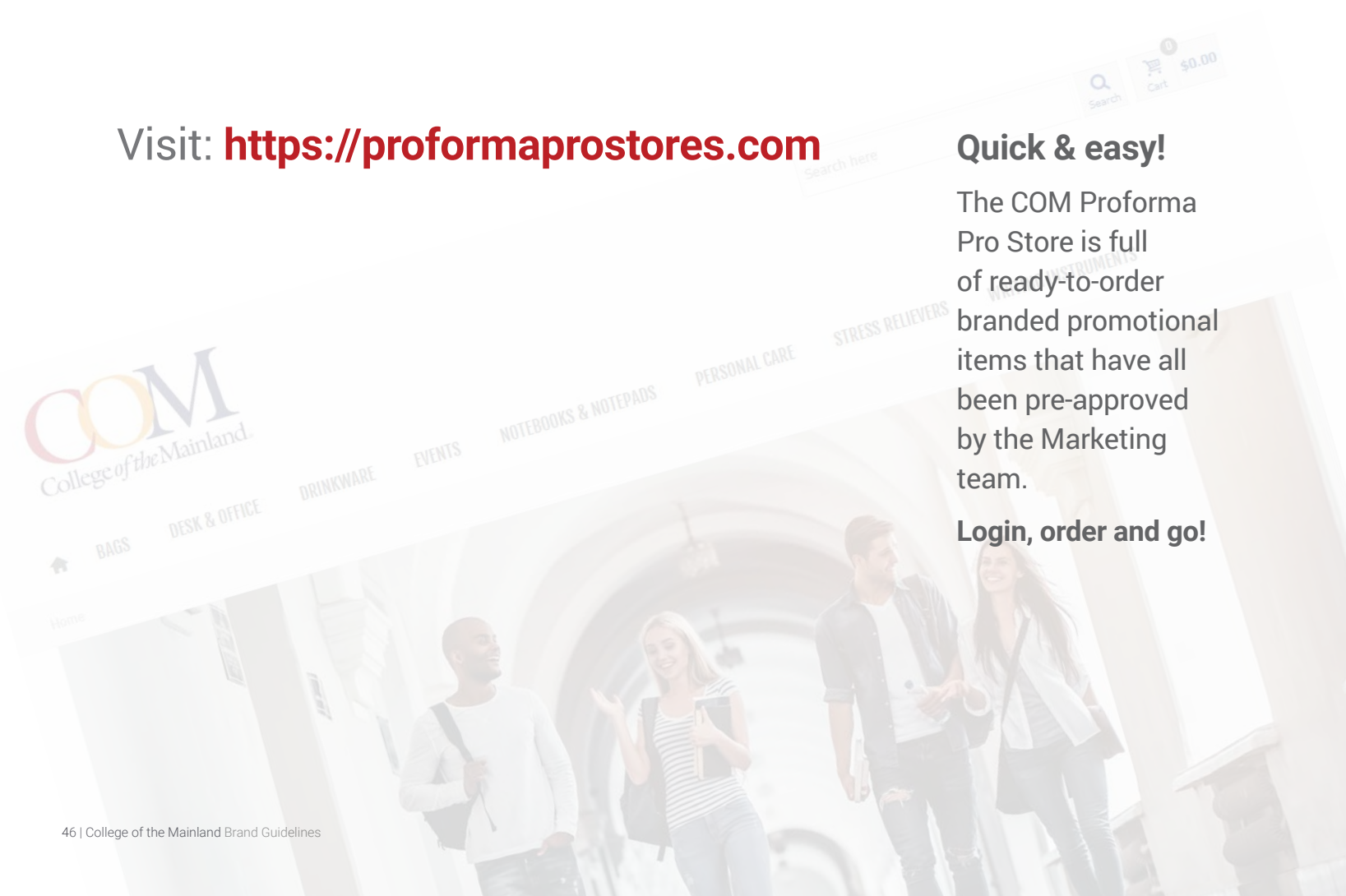
The COM Proforma Pro Store is full of ready-to-order branded promotional items that have all been pre-approved by the Marketing team.

Login, order and go!

COM's new online Proforma Pro Store offers a wide array of drinkware, pens, bags, event materials and more.

It's quick and easy. Just visit <https://proformaprostores.com> and order your own pre-approved College of the Mainland branded promo items.

Can't find what you need or have questions about the use of a COM logo? Email: brandapproval@com.edu



Promotional: COM Product Colors

This page illustrates the master color palette for physical promotional items for use with variants of the COM logo. Please see the following page for specific details.

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	PANTONE: 212 C C: 0 M: 83 Y: 5 K: 0
PANTONE: 297 C C: 52 M: 4 Y: 3 K: 0		VARIOUS SHADES OF GRAY	
PANTONE: 317 C C: 29 M: 0 Y: 11 K: 0		BLACK	

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



Note: In most apparel and promotional items, the COM stacked logo should be used.

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.

Note: All products and items bearing the college name, college acronym, or any official college logo require brand approval through the Marketing office before items are printed, produced or distributed. Please submit requests to 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 COM 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 minimum clear space proportions as shown in example above. The logo should be centered and not encroach the edge of the box, but rather have balanced clear space around it.

Black COM logo over color



"COM Blue" logo over color



Full color COM logo over white



Full color logo over light gray not to exceed 15% value of black.



5% value of black



10% value of black



MAXIMUM GRAY DARKNESS: 15% value of black

Please note: Standard embroidery width (Polo shirt, left chest) for the COM stacked logo is 3in wide with a proportional height.

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.

Color exception: In cases where Pantone colors are not possible, navy products may be substituted in place of the COM Blue when using the white COM logo.

The full color COM logo may only be used over a solid white background or light gray with the gray not exceeding a 15% value of black to maintain legibility.

Promotional: Mascot Logo Product Colors

This page illustrates the master color palette for physical promotional items for use with variants of the COM mascot duck logo. Please see the following page for specific details.

Primary promotional color palette

"COM Red"	"COM Yellow"	"COM Blue"
PANTONE: 200 C	PANTONE: 143 C	PANTONE: 287 C
C: 16 M: 100 Y: 86 K: 7	C: 2 M: 32 Y: 91 K: 0	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: 297 C C: 52 M: 4 Y: 3 K: 0		BLACK	PANTONE: 212 C C: 0 M: 83 Y: 5 K: 0
PANTONE: 317 C C: 29 M: 0 Y: 11 K: 0			



Official COM mascot logo. Please refer to mascot logo guidelines pages 22-24 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.

Note: All products and items bearing the college name, college acronym, or any official college logo require brand approval through the Marketing office before items are printed, produced or distributed. Please submit requests to 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.



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 with appropriate COM mascot logo color combinations.

Color exception: In cases where Pantone colors are not possible, navy products may be substituted in place of the COM Blue when using the white COM logo.

Please note: The *white* hollow logo is purposefully designed in a different way compared to the other solid color hollow logos. For example, the white logo allows the dark color of the product to act as the dark areas of the eye. Black and blue hollow logos cannot be changed to white and vice versa.

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 pink bag



Hollow white logo over "COM Blue"

Hollow white logo over black



Hollow black logo over red



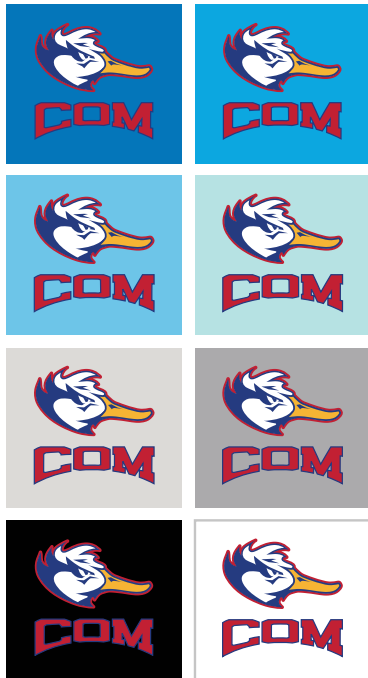
Hollow white logo over red

Camouflage example courtesy of Vecteezy.com.

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 shirt



Solid full color logo over black shirt

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.

Mascot logos used as large graphic elements on shirts, drawstring bags and other products must use large amounts of clear space around all sides of the logo. Logos may not be used without adequate clear space. Please reference logo proportions on the shirt examples and bag examples on the left. Marketing's brand approval process will provide final guidance on logo proportions.

Note: All products and items bearing the college name, college acronym, or any official college logo require brand approval through the Marketing office before items are printed, produced or distributed. Please submit brand requests to brandapproval@com.edu

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 for use on shirts. Collared shirts display them on the front chest accompanied by the stacked COM logo on the back neck.

T-shirts are opposite with the COM logo on the chest and a large Meta-Major logo on the back.



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 limited background color option consisting only of COM Blue (or navy), 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.

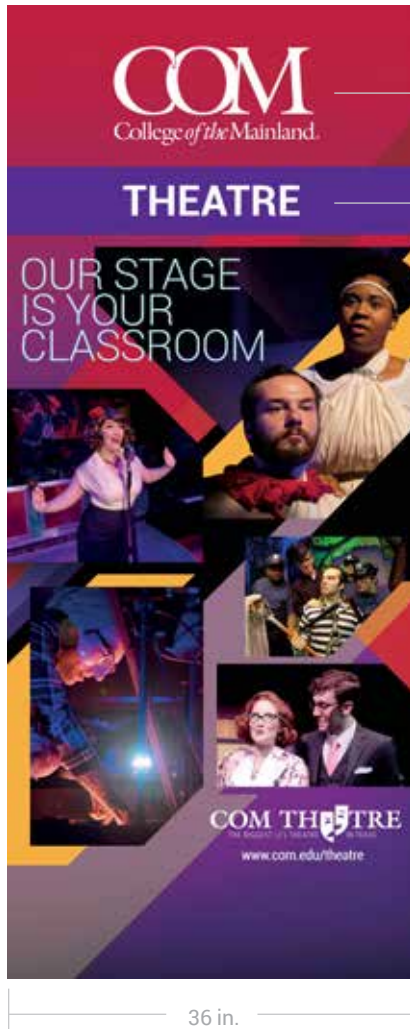
Meta-Major logos consists of white and a dominant native color that must be maintained: Arts is light blue, Business is orange, Health is red, and Science is light green. Colors are derived from COM's secondary color palette. These logos should not be used in black or white, or changed to other colors.

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

Indoor Retractable

Indoor retractables are produced for you by the marketing staff.



36 in.

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.

Retractable are created at 150dpi.



33 in.

85.75 in.

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

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, and if representing a department are followed by a short (one or two word) bold header element in all caps that identifies the department.

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:

com.edu/marketing

Please allow a minimum of 4-weeks for your request to be completed.

Campus Signage: Main Campus

Please Note:

The COM main campus signage and wayfinding is currently undergoing a major transformation process.

All campus and building signage (including interior, exterior, permanent or temporary), office signage, door lettering, wayfinding, etc. created must be submitted as proofs to the Office of Marketing and Public Affairs for brand approval prior to printing, production, distribution and installation:

brandapproval@com.edu

College of the Mainland's main campus is located at 1200 N. Amburn Road, Texas City, Texas 77591.

All college signage (exterior and interior) must maintain a clean, cohesive appearance for a consistent user experience campus-wide, that maintains legibility and clarity.

When in use, the college's name (in written or logo form) should appear with hierarchy to show visual dominance to sublevel information.

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

Note: COM is currently in the process of updating the main campus signage and wayfinding.

All campus and building signage (including interior, exterior, permanent or temporary) created by internal staff or external parties must be submitted as proofs to the Office of Marketing and Public Affairs for brand approval prior to printing, production, distribution and installation:

brandapproval@com.edu

Campus Signage: League City Facility

COM League City



COM branch locations use an isolated COM logo identification on the building. City location designations are placed on ground signs only.



External college facilities, 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 the "COM League City facility."

In regards to building branch signage, the COM logo will solely appear on the building's facade. The location of an external facility shall be displayed on the ground-level only.

Campus Signage: Vehicles

The COM marketing office manages branding of all college vehicles bearing the college logo or written college name “College of the Mainland.”



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.

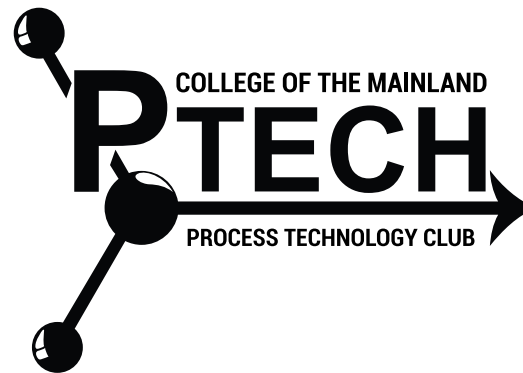
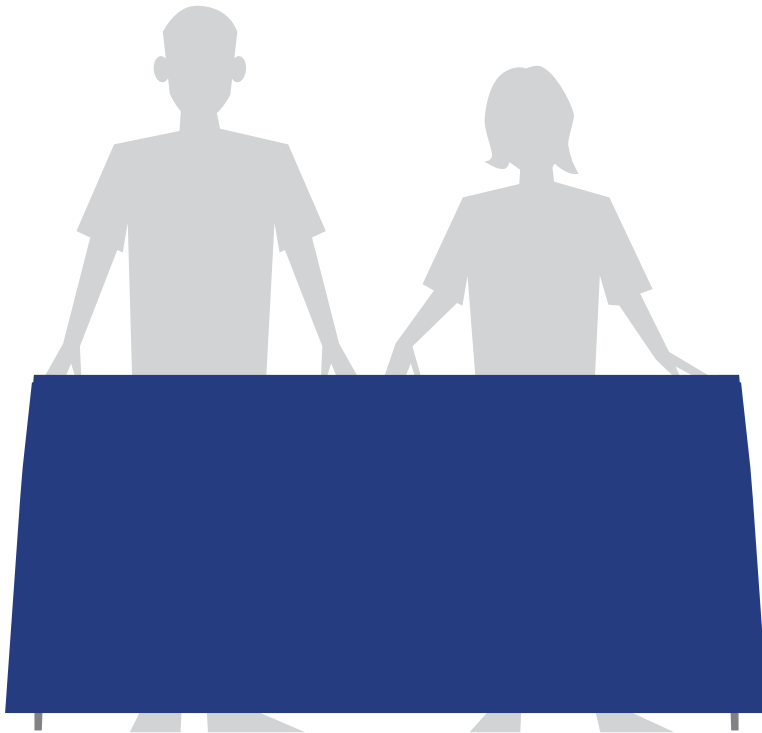
The color choice of the COM logo used should also compliment and visually align with the color of the vehicle.

Vehicles requiring the college name or a COM logo should submit a request to brandapproval@com.edu

Clubs, Student Organizations and Organized Groups



If a student club or organization logo uses the written words "College of the Mainland" then the word "Club" must also be present in the club logo design



PLEASE NOTE:

If an individual or group is interested in creating a group shirt (like their family or friends are going to DisneyWorld and they're all wearing matching shirts), and it is completely reserved for their personal lives, and they are in no way attempting to represent themselves as an affiliate of COM, an official COM department, an approved partner, program or club or other entity that shows intention of commercial affiliation, then they are free to write the words "College of the Mainland" on their shirts along with their group name (i.e., "50 plus photography team", etc.). This will not require a review and brand approval from the Marketing department. Please note, official COM logos are not permitted for use.

The key words here are "use for their personal lives."

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

Logo designs for clubs and student organizations may not use the official college logo or any modification of the official college logo.

If the words "College of the Mainland" are present as part of a club or other student organization logo or branding, then the word "Club" must be present to denote it is not part of the official college brand.

Visual graphics for clubs and student organizations that use the words "College of the Mainland" require approval in advance by the Marketing and Public Affairs Office.

Note: Please see information to the left regarding personal use scenarios.

Please contact the COM Marketing office with brand related questions.

brandapproval@com.edu

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