



COLLEGE OF ALAMEDA BRAND GUIDELINES

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ABOUT COLLEGE OF ALAMEDA

College of Alameda (CoA) is a small, friendly community college noted for the excellence of its academic, vocational, and student support programs. Situated on a beautiful park-like campus on the island city of Alameda, the College offers the quiet of a suburban setting, just minutes from downtown Oakland. We welcome students of all ages and backgrounds, who hail from over 50 countries, the city of Alameda, Oakland, and the greater San Francisco Bay Area.

College of Alameda's academic programs enable students to transfer to four-year colleges and universities, earn over 50 degrees and certificates in academic and occupational fields, prepare for positions in the workforce, improve basic learning skills, and expand their general knowledge.

For over 40 years, College of Alameda's faculty and staff have encouraged students to believe in themselves and reach their highest potential. We strive to provide our students with educational experiences that challenge their thinking, empower them to stretch beyond their wildest dreams, and prepare them to enter the 21st-century global marketplace.

Most classes are held on the College's main 62-acre campus in Alameda. Our satellite campus housing the Aviation Maintenance programs is located on a 2.5-acre site adjacent to the Oakland International Airport's North Field. The College's science building is located at 860 Atlantic Avenue, one block to the east of the main campus. The College also offers online and distance education courses, available to students worldwide.

College of Alameda is one of four colleges in the Peralta Community College District (PCCD).

MISSION - VISION

The Mission of College of Alameda (CoA) is to serve the educational needs of its diverse community by providing comprehensive and flexible programs and resources that empower students to achieve their goals.

The Vision of College of Alameda is that we are a diverse, supportive, empowering learning community for seekers of knowledge.

BRAND PROMISE

College of Alameda is smaller and quieter than other community colleges. It is a diverse, inclusive community, based on personal relationships, with a family feel. The campus, uniquely situated in an island community, is open and spacious with lots of green space, like a 4-year college.

The College's high quality instructors are dedicated to supporting students. Our academic offerings include unique career technical education (CTE) programs that aren't available anywhere else locally.

CoA is a place where you will receive personal attention and you won't get lost in the crowd. It's accessible and convenient – easy to get to, easy to park, and easy to get what you need.



Design Elements

CoA logo primary color

College of Alameda's official colors are blue and white. Use the color charts below to achieve the official College colors. **Confirming color numbers.**

PRIMARY COLORS

RGB
0/83/159

CMYK
100/72/0/6

HEX
#00539f

PANTONE COLORS CLOSEST TO RGB (0, 83, 159)

Pantone Solid Coated
7685 C

Pantone Solid Uncoated
2146 U

Pantone Metallic 8785 C

WHITE

CMYK
0/0/0/0

NOTES:

RGB (Red, Green, Blue): is an additive color model used to display images through **electronic media**.

CMYK: refers to the four inks used in some **color printing**: cyan, magenta, yellow, and key (black) and is also used to describe the printing process itself.

Hex Code (Web colors): are colors used in designing **web pages**, and the method for describing and specifying those colors.

Pantone: is a largely standardized color matching system used by the **print industry**.

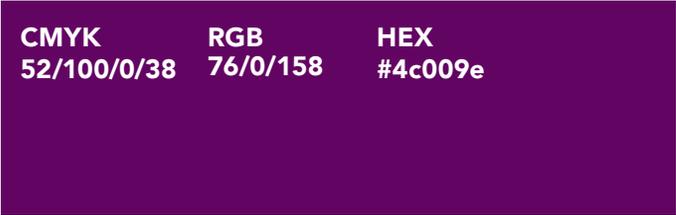
TIP:
RICH BLACK: "The black ink used in offset printing doesn't produce a really dense or deep black. If larger surfaces are printed using 100% black, they look a bit grayish. Professional designers add a percentage of the other printing colors to the black to create what is called rich or deep black."²

CMYK
90/80/80/100

Design Elements

Complementary Colors

The following are suggested secondary colors, which complement CoA's blue.



CMYK	RGB	HEX
52/100/0/38	76/0/158	#4c009e



CMYK	RGB	HEX
0/100/98/38	158/0/3	#9e0003



CMYK	RGB	HEX
0/100/48/38	158/0/82	#9e0052



CMYK	RGB	HEX
0/52/100/38	158/76/0	#9e4c00



CMYK	RGB	HEX
7/64/89/1	225/119/63	#e17636



CMYK	RGB	HEX
84/21/100/9	35/138/67	#228942



CMYK	RGB	HEX
45/13/98/0	155/181/63	#9bb53e



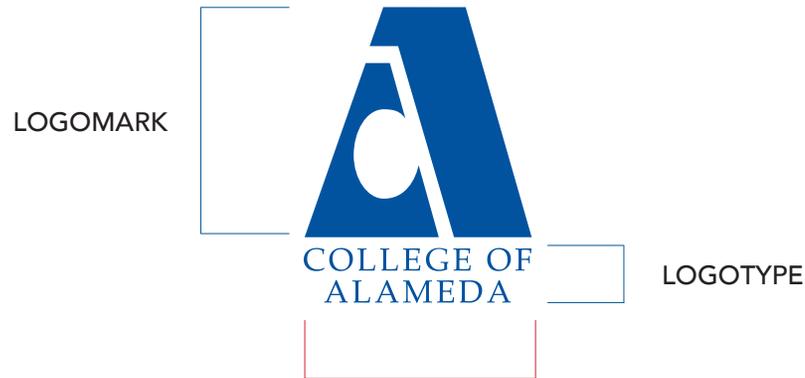
CMYK	RGB	HEX
100/0/27/38	0/158/116	#009e74

Design Elements

CoA Logo

LOGO ELEMENTS

The College of Alameda logo is composed of two elements: the logomark "CoA," and the logotype "College of Alameda." Specifications for the visual proportions, spacing, and alignment of the elements in the logo have been predetermined and should not be altered. There are no exceptions to these specifications. Do not use the logo without the logotype under any circumstances. The logotype width should always be the same width as the logomark.



Do not modify logotype width. Font must be legible at whatever size you choose to use it.

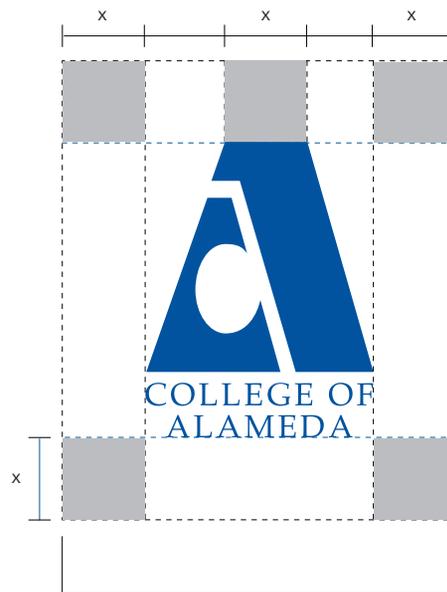
TIP:
LOGO SIZE: when using the CoA logo on print materials, the logotype must be legible and logomark should not be pixelated.



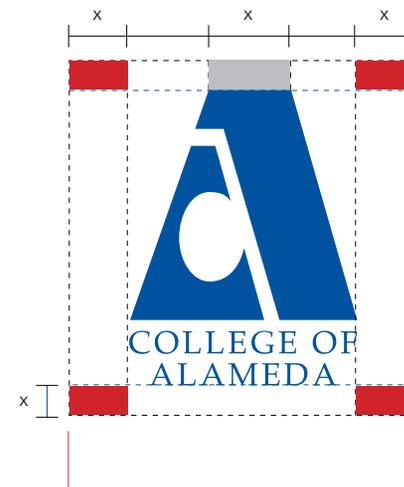
Too small, font is hard to read.

SAFETY AREA

A clear space should always be provided around the logo as shown below. This "x" space is equivalent to the width of the top of the "A" symbol in the logo, when used in proper size proportions. This means that the space surrounding the logo will proportionately have the same amount of space around it regardless of usage size. The incorrect usage is shown below, where "x" is not equal on all 4 sides.



CORRECT USAGE



INCORRECT USAGE

"x" is not equal on all 4 sides.

Design Elements

CoA Logo

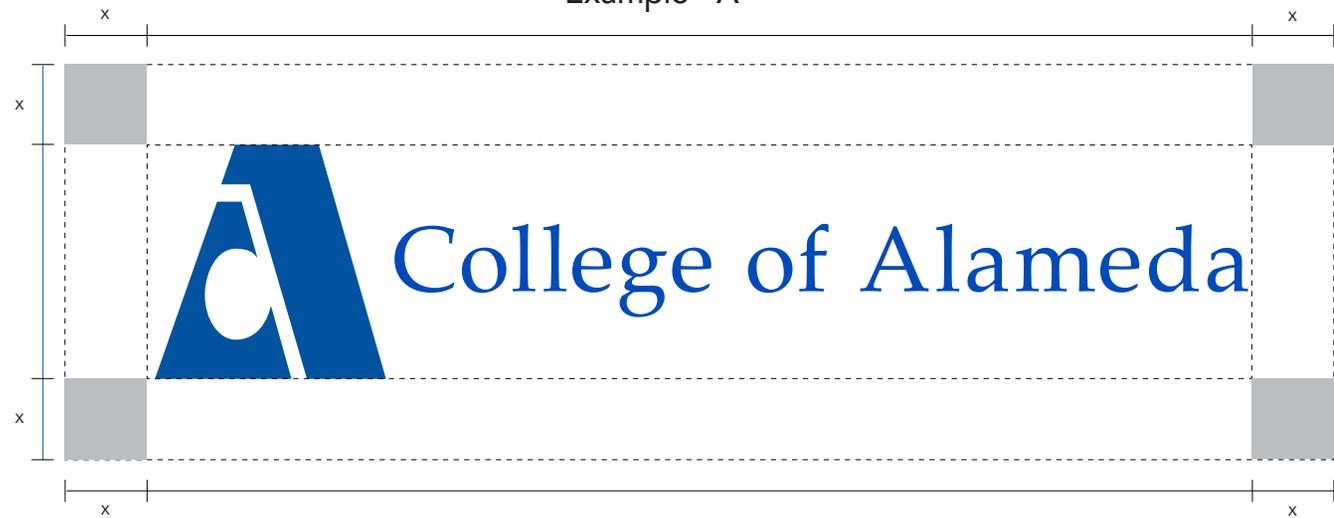
Horizontal Usage

LOGO HORIZONTAL USAGE

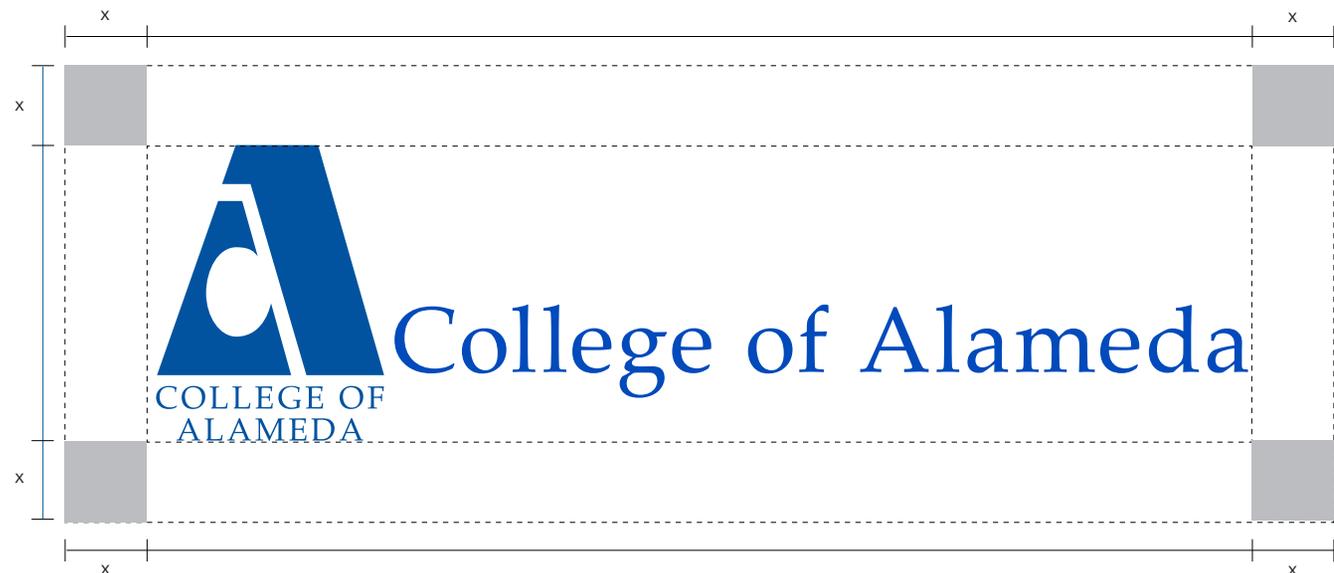
For larger format printing, or situations where your space is more horizontal than vertical, you may place the logotype next to the logomark. Below are examples of how to use the CoA logo in larger size. Please note the proper relative spacing and sizing between the logomark and the logotype in the the two different examples shown.

As shown in example A, when the smaller "College of Alameda" logotype is not included, the larger logotype should be vertically centered on the logomark. Example B shows an alternate option (the preferred approach); in this usage the large "College of Alameda text" should sit on the imaginary line formed by the bottom of the logomark.

Example - A



Example - B



Design Elements

Nonstandard Logos

Over the years, without the benefit of clear brand guidelines in place, College of Alameda has used a variety of different logos and logomarks. Walking around campus, you will see evidence of this inconsistent logo use in many places. You'll even see some logos that are not the same as the approved logo we use today.

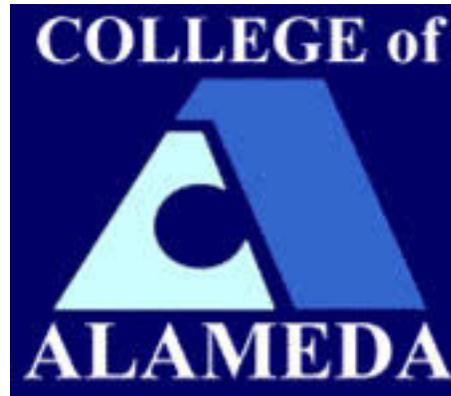
Keep your eyes out for these examples, and note that these are not official, approved versions of the logo. They should not be used today.



College
of Alameda



COLLEGE OF
ALAMEDA
BOOKSTORE



COLLEGE of
ALAMEDA



College of Alameda

Design Elements

CoA Logo Usage on Different Backgrounds

LOGO VARIATIONS

The logo may be used in blue or white when printed in color. Use the blue version of the logo on light backgrounds (preferably a white background). When your background color is dark (preferably blue or black), use the white version of the logo. When color printing is not available, the logo may be printed in black.

WHITE BACKGROUND



CoA BLUE BACKGROUND



BLACK BACKGROUND



USAGE ON DIFFERENT BACKGROUNDS

RULES OF THUMB: Use the CoA logo in white on dark backgrounds. Use the CoA logo in blue on light backgrounds. Do not use the white logo on a light background. Do not enclose the logo inside a shape. Place the logo in an area large enough to be perceived as a general background, not a confining shape.

DARK BACKGROUNDS - HIGH CONTRAST



CORRECT USAGE

LIGHT BACKGROUNDS - LOW CONTRAST



INCORRECT USAGE

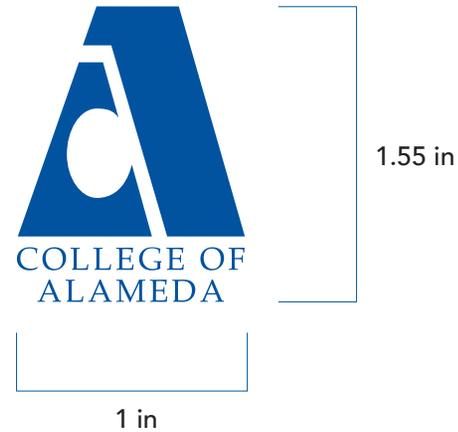
TIP: Consistent use of the logo will result in increased recognition and will communicate College of Alameda's brand promise to all audiences.

Design Elements

Logo Proportions

LOGO PROPORTIONS

Maintain the exact spatial relationship shown below when scaling the logo.



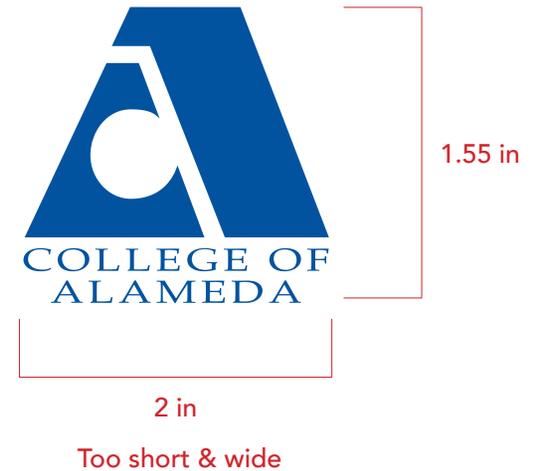
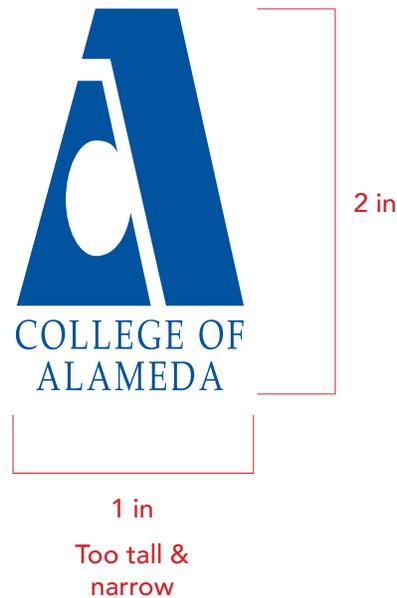
TIP:

"To maintain an object's proportions while resizing it, hold down SHIFT, and then drag a corner sizing handle.

To keep the object's center in the same location, hold down OPTION while you drag the sizing handle.

To keep the object's center in the same location and maintain its proportions while resizing it, hold down SHIFT + OPTION while you drag the sizing handle."¹

INCORRECT PROPORTIONAL USAGE



Design Elements

CoA Typography

LOGOTYPE FONT

Palatino Bold



RECOMMENDED SANS-SERIF FONT

Font: Avenir

Usage: Heading, sub-heading, titles and body text.
Recommended font size for headings 14-18pts.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,\$()*_?!":

Avenir Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,\$()*_?!":

Avenir Black

RECOMMENDED SERIF FONT

Font: Times New Roman

Usage: Body text. Recommended font size for paragraphs is 10pt.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,\$()*_?!":

Times New Roman Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,\$()*_?!":

Times New Roman Bold

TIP: ALTERNATIVE FONTS

SANS-SERIF FONTS

Arial
Calibri
Helvetica Neue
Trebuchet MS

SERIF FONT

Cambria
Garamond
Palatino

TIPS:

Choose your typefaces carefully. Typefaces must be both readable and legible.

“Legibility: refers to whether a short burst of text – such as a headline, catalog listing, or stop sign – **is instantly recognizable.**

Readability: refers to whether an extended amount of text – such as an article, book, or annual report – **is easy to read.”³**

Use “all caps” sparingly. They are more difficult to read than standard type.

Italic or scripted fonts can also be difficult to read, and should never be used in all caps.

Pay special attention when using reverse type (light colored type on a dark background, like this), as some people may find it difficult to read. Consider increasing your font size or using a heavier weight font to minimize eye strain.

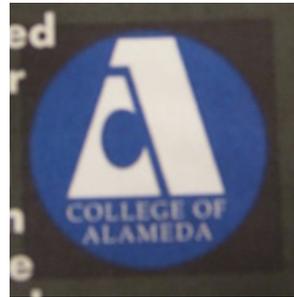
Design Elements

CoA Logo Incorrect Usage

INCORRECT USAGE: the following images are examples of what **not to do** when using the CoA logo in creating branded materials.



CoA logo is pixelated. Instead, use a high resolution CoA logo.



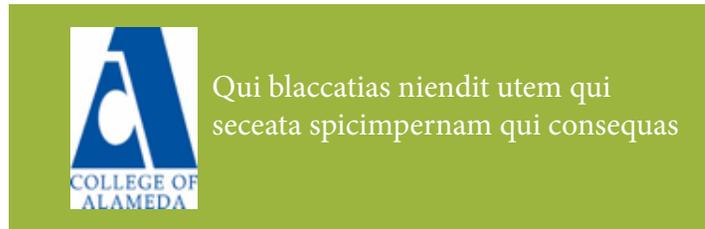
Multiple backgrounds. Do not enclose CoA logo inside a shape.



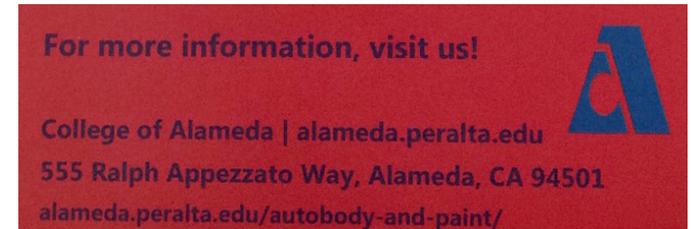
Off brand color. CoA logo must be blue, white or black.



Blurry and too tall. Refer to page 10 for proper proportions.



Do not enclose CoA logo inside a shape on a background. Use white logo or lighten background.



Low contrast, and logotype is missing. On a dark background, use white version of logo with logotype.



Layering multiple logos compromises the integrity of both logos and creates visual confusion.



This is a recommended solution which is more legible and preserves logo integrity.

Design Elements

CoA formats & personalization

GRAPHIC FILE FORMATS

Understanding graphic file formats and when to use them:

There are different graphic file formats suitable for online use and printing.

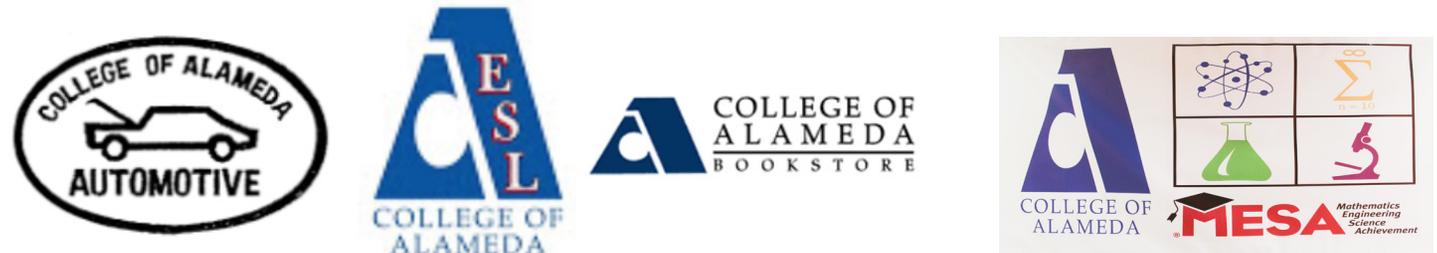
- **GIF, JPG, and PNG** formats are mostly suitable for digital/ online use. For instance, online use the CoA logo as a GIF file and photographic images as JPGs or PNGs.
- **EPS and TIFF** are suitable for printing. It is recommend to use the CoA logo's EPS file (non-photographic/artwork) for printing. TIFF files are usually used for printing images. If you don't have access to an EPS file, use a TIFF file instead (file must be used at 100% size and saved at 300dpi or higher).

Website/ Digital	Printing	Usage
	EPS	Logos and artworks are printed at high resolution
GIF		Websites, animation
JPEG/JPG		Websites, images
PNG		Websites, images
	TIFF	Images are printed high resolution

PERSONALIZING THE LOGO

Best practices are:

1. The College's logo should be primary and should always be used, without exception or alteration.
2. Individual departments within the College should not have separate logos – this creates "logo soup" and waters down the College's overall brand. A "branded visual element" (such as the Automotive example below) is acceptable if the CoA logo is always used with it. Such an element should be placed to the right of the logo, and smaller.



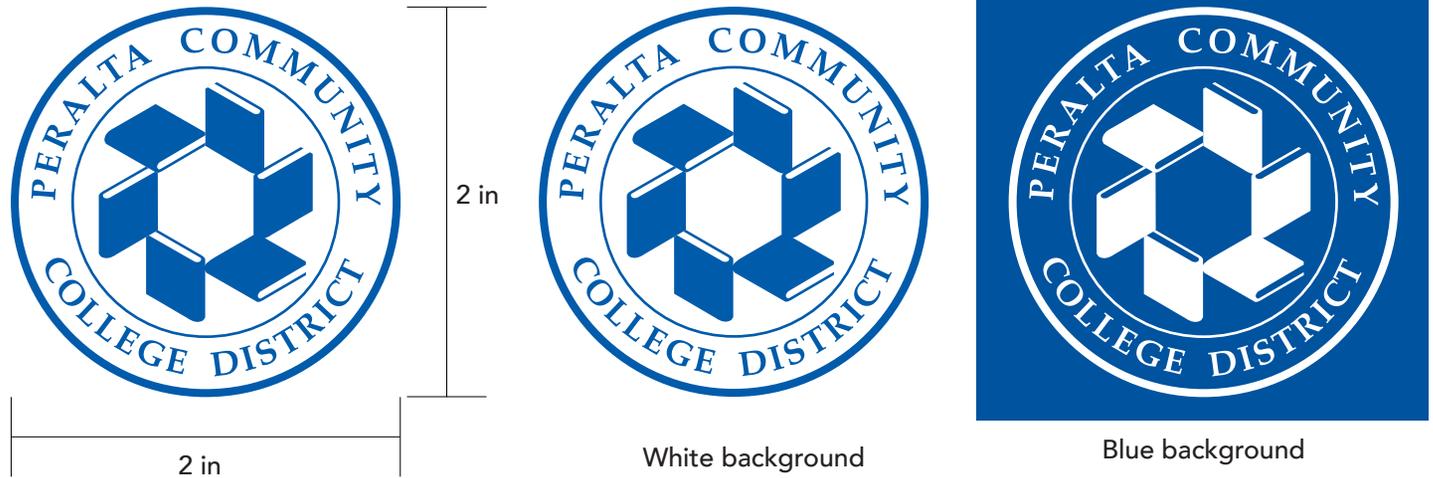
INCORRECT USAGE

CORRECT USAGE - This image is an example of the CoA logo being used effectively with another departmental branded graphic. Make sure CoA logo has the recommended spacing around it.

Peralta Logo

LOGO

The Peralta Community College District (PCCD) logo is generally used along with the CoA logo. The PCCD logo can be used in white or blue (or, if 2-color printing is used, black). Give the same safety area around the logo as you do for the CoA logo (see page 6). Ideally, the blue logo should be used on a white background, and the white logo should be used on a blue background.



TIPS:

Please refer to CoA logo specifications when using the Peralta logo.

Do not enclose the Peralta logo inside a shape.

Use Peralta logo in white on dark backgrounds.

Use Peralta logo in blue on light background.

Make sure there is always contrast between the logo and the background.

Text should be legible at whatever size you use it.

PRIMARY COLOR

The Peralta Colleges logo is a different blue than the CoA logo.



INCORRECT USAGE



Do not squish the logo.

Do not stretch the logo.

Do not rotate the logo.

CoA vs. COA vs. C.O.A.

CoA vs. COA vs. C.O.A.

“College of Alameda” may be abbreviated after its first full usage in a paragraph or headline. The abbreviation for the name of the College is properly spelled “CoA.” When used in all caps, or in a headline, “COA” may be used. Periods are never used between the letters.

Correct:

ABOUT COLLEGE OF ALAMEDA (COA)

College of Alameda (CoA) is a small, friendly community college noted for the excellence of its programs. Situated on a park-like campus on the island of Alameda, CoA offers the quiet of a suburban setting, just minutes from downtown Oakland.

When using the proper name of the College, no “the” is needed.

Correct: College of Alameda is...

Incorrect: The College of Alameda is...

In colloquial speech, it has become common practice for some people to refer to the name of the College by pronouncing its acronym as “KO-ah.” While this is fine for informal conversation, when presenting speeches or other formal verbal communication on behalf of the College, faculty, staff, students and administrators should always refer to it by its proper name, “College of Alameda” or “the College.”

Brand Voice

Writing Guidelines

BRAND VOICE

College of Alameda's brand voice is friendly, welcoming, inclusive, and authentic.

We choose active voice over passive voice to communicate clearly and with brevity. We speak directly to our audience, using "you" wherever possible rather than the more formal "students." As an institution of higher education, we strike a balance between familiar speech and academic prose. Our tone is professional but accessible. We use inclusive language and avoid words that can marginalize.

Our brand imagery reflects all the diversity of our campus community. Wherever possible, we use images of real College of Alameda students, faculty, classified staff, and administrators.

WRITING GUIDELINES - MARKETING CONSISTENCY

Abbreviations & Acronyms:

- Spell out names of groups and follow with acronym on first reference; use the acronym alone for subsequent references.
- Use "FAQ," not "FAQs." It is an abbreviation for Frequently Asked Questions (the "s" at the end is implied).

College & District

- When referencing a specific college or district, capitalize "College" and "District" (i.e., capitalize when you can replace "College" with a college name and when you can replace "District" with a district name). For example: "College of Alameda is part of the Peralta Community College District. The College is one of four colleges in the District."
- Do not use "the" before the full proper name, "College of Alameda."

Dates & Times:

- Spell out days of the week where possible (Monday not Mon.). When abbreviating days of the week, use the standard abbreviations with periods (Mon., Tues., Wed., Thurs., Fri., Sat., Sun.), not the three-letter acronyms (e.g. Tue, Thu) sometimes used elsewhere.
- When writing a date, the "th" or "st" is implied. Do not spell it out. (For example, "On Tuesday, May 7, the Math Club will meet." Not "On Tuesday, May 7th, the Math Club will meet.")
- Proper spelling of times in prose is 1:00 p.m., not 1pm or 1PM. For posters where brevity is important, "1pm" may be used.
- 12:00 p.m. is noon, 12:00 a.m. is midnight.

Degrees & Degree Programs

- It's A.A. or A.S. with the period after each letter.
- References for specific degrees should be in caps, but the word "degree" in lower case, e.g., Associate of Arts degree.
- References to generic degrees should be lower case and include the apostrophe and "s"; e.g., associate's degree, bachelor's degree, master's degree.

Departments

- Capitalize a department's name when it is used as a proper noun, but do not capitalize "department" when it is used alone. For example: "During the monthly Math Department meetings, the department's class offerings for the next semester will be discussed."

Headlines:

- When capitalizing headlines, all words should be uppercase except: a, an, and, as, at, but, by, for, if, in, of, on, or, the, to.
- Keep headlines short, and always include a verb.

Locations:

- For locations on campus, use the following format: Building A, Room 123 or the abbreviation Bldg. A Rm. 123, not "A123." This is particularly important when your audience may not be familiar with our campus.

Numbers

- Spell numbers 1 through 9 (e.g., two) and then use numbers for 10 or more. Use numbers 1-9 when it looks better, however. For example: Math 120: 3 units.

Phone numbers:

- A phone number should be written as (510) 555-5555, not 510-555-5555 or 510.555.5555.

Punctuation:

- Use serial commas.
- Use only one space at the end of a sentence, or after a colon, semi-colon, etc. Computers have made the use of two spaces between sentences unnecessary.
- Do not underline for emphasis; use bold instead. Underlining should be reserved for urls.
- Proper names of published works (books, movies, etc.) should be italicized, not underlined.

Semesters

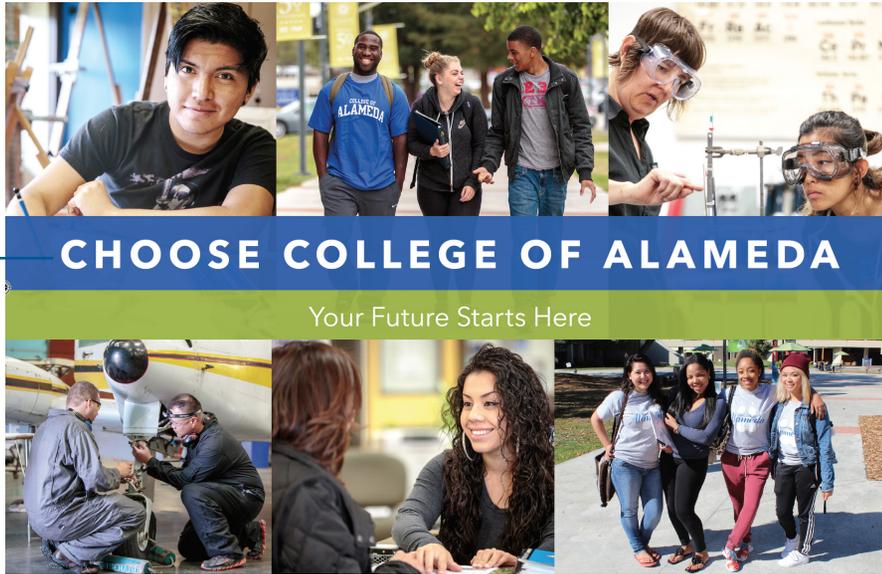
- When referring to a semester, it's always Summer with a capital S, Fall with a capital F and Spring with a capital S. Otherwise, it's lower case. For example, "Fall Semester Schedule of Classes," or "the event will take place this Fall semester," or "will take place this Fall," if you mean this Fall semester.

Technology

- Use "website," not "web site" or "Web site."
- Use "email" not "e-mail."
- Use "online," not "on-line."
- Use "Internet" or "the Web" instead of "World Wide Web." Both should always be uppercase.
- When sharing a url, omit the "www" and "http://" and "https://" wherever possible.
- Avoid publishing long urls. Use hyperlinks and/or url shortening software such as bit.ly if needed.

Best Practices

Postcard 8.5x5.5



Avenir Bold

CHOOSE COLLEGE OF ALAMEDA

CoA's Blue

Your Future Starts Here

Complementary color

STEPS FOR STUDENT SUCCESS		Need help? Visit the Welcome Center in Building A	
<p>1 Apply Online for Admission Login to web.peralta.edu/enrollment-2/ Choose College of Alameda</p>	<p>4 Plan Your Classes with a Counselor Drop in or schedule an appointment with a counselor, call (510) 748-2209 or visit the Welcome Center</p>		
<p>2 Complete Mandatory Orientation Login with your Peralta Student ID # to the online orientation at: alameda.peralta.edu/orientation</p>	<p>5 Enroll in Classes Online Online: passport2.peralta.edu/</p>		
<p>3 Complete Assessment Test Schedule an assessment test online at: alameda.peralta.edu/assessment or call (510) 748-5267</p>	<p>6 Pay Your Fees Online: passport2.peralta.edu/ Cashier: Building A</p>		
<p>REMEMBER TO APPLY FOR FINANCIAL AID Complete the FAFSA at fafsa.ed.gov (School Code: 0067200) Undocumented AB540 students and some types of visa holders may be eligible for aid through California Dream Act at caldreamact.org For help, visit Financial Aid or call (510) 748-2391</p>			

CoA's Logo

Best Practices

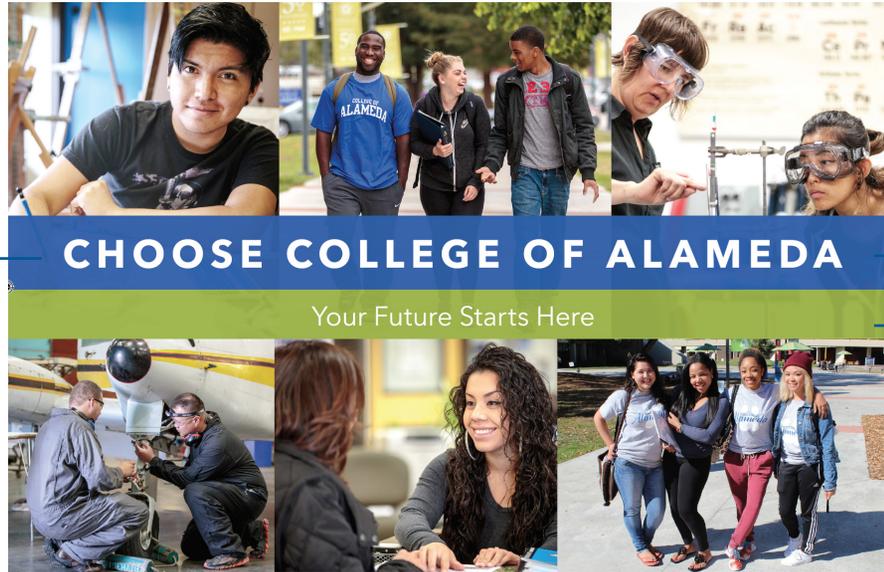
Avenir Bold

CHOOSE COLLEGE OF ALAMEDA

CoA's Blue

Your Future Starts Here

Complementary green



A College of Alameda
555 Ralph Appenzato Memorial Parkway
Alameda, CA 94501
alameda.peralta.edu

Nonprofit
U.S. Postage
PAID
Oakland, CA
Permit #3192

*****ECRWSSDDM*****
POSTAL CUSTOMER

Join our Community of Excellence. Whether you're just starting college, you're already studying to transfer to a 4-year university, you're seeking a career change, or you want to broaden your knowledge and skills, College of Alameda offers the classes you need to get ahead.

With 39 Associate degree programs and 21 Certificate programs, you'll find many options to choose from at College of Alameda.

We offer the high quality instruction, job-relevant career training, and supportive educational community you'll need to achieve your goals. College of Alameda is quality, affordability and convenience - right here on the island.

Enroll today: alameda.peralta.edu

Summer classes begin **June 20**. Fall Classes begin **August 22**.

White text on
CoA's Blue
background

Resources

Campus photos & imagery

College of Alameda does not yet have a single photo library where all of its photos and branded visual assets are housed. The following links lead to photo libraries taken by professional photographers working for the College. Most photos are released for official CoA and Peralta Colleges use; a few are not.

CoA logo:

Blue version: peraltacolleges.smugmug.com/Logos-Graphics/i-Nm3nmGr/A

White version: peraltacolleges.smugmug.com/Logos-Graphics/i-fcMX7px/A

Randolph Belle Photography:

General campus: [flickr.com/photos/89081344@N06/sets/72157657121184700/](https://www.flickr.com/photos/89081344@N06/sets/72157657121184700/)

Bookstore reopening: [flickr.com/gp/89081344@N06/1go897](https://www.flickr.com/gp/89081344@N06/1go897)

MESA open house: [flickr.com/photos/89081344@N06/sets/72157667814226121/](https://www.flickr.com/photos/89081344@N06/sets/72157667814226121/)

Nehanda Imara lecture: [flickr.com/gp/89081344@N06/zUN2jm](https://www.flickr.com/gp/89081344@N06/zUN2jm)

Judge Trina Thompson lecture: [dropbox.com/sh/61dumb6dbchc90j/AAB2irHZQxsWUNEkBu8IL-huEa?dl=0](https://www.dropbox.com/sh/61dumb6dbchc90j/AAB2irHZQxsWUNEkBu8IL-huEa?dl=0)

Pam Cox-Otto lecture: [flickr.com/photos/89081344@N06/sets/72157665501832112/](https://www.flickr.com/photos/89081344@N06/sets/72157665501832112/)

Danilo Begonia lecture: [flickr.com/photos/89081344@N06/sets/72157666754942101/](https://www.flickr.com/photos/89081344@N06/sets/72157666754942101/)

Cesar Chavez breakfast: [dropbox.com/home/Chavez%20Breakfast](https://www.dropbox.com/home/Chavez%20Breakfast)

Erika Huggins lecture: [flickr.com/photos/89081344@N06/sets/72157664393475109/](https://www.flickr.com/photos/89081344@N06/sets/72157664393475109/)

Lee Mun Wah lecture: [dropbox.com/home/Lee%20Mun%20Wah%202.10.16](https://www.dropbox.com/home/Lee%20Mun%20Wah%202.10.16)

Sean Jones Photography:

Department shoots 2014-15: client.seanjonesphotography.com/collegeofalameda/

Graduation 2015: client.seanjonesphotography.com/alamedagradaution/

Alison Yin Photography:

Graduation 2016: alisonyinphotography.pixieset.com/collegeofalamedagradaution/

Peralta District PIO Office:

Credit: Faiza Ali. All photos are released.

Pedro Noguera lecture: peraltacolleges.smugmug.com/Pedro-Noguera-COA/

All 4 colleges mixed: peraltacolleges.smugmug.com/browse

Graduation 2016: peraltacolleges.smugmug.com/2016-Graduation-Photos/COA-2016-Graduation

Resources

CoA Student Services Photos:

Credit: Julie Saechao, Chai Saechao, William Watson and others.

[flickr.com/photos/129432936@N06/albums](https://www.flickr.com/photos/129432936@N06/albums)

Cougar Mascot Images (District):

[dropbox.com/sh/sacchmbbzztuig0/AABW0eOA8acdF7RILTwfb6gXa?dl=0](https://www.dropbox.com/sh/sacchmbbzztuig0/AABW0eOA8acdF7RILTwfb6gXa?dl=0)

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Sources

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² prepressure.com/design/basics/rich-black

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