



Brand Standards

Academic

Coastal Alabama Community College | 2023



COASTAL ALABAMA
COMMUNITY COLLEGE

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Process & Approvals

We have created a simple process for the development of Coastal Alabama Community College materials. This process ensures that your work supports, and is supported by, other Coastal Alabama initiatives.

We request that all materials using the CACC identity system be submitted for approval to ensure that all work follows the set guidelines.

All materials must be provided in PDF document format.

You will receive a response that ensures your project:

- Supports the identity system
- Uses color appropriately
- Utilizes the correct typography
- Integrates the proper use of imagery

Graphic design request forms and artwork approval requests can be submitted at www.coastalalabama.edu/marco.



Academic Identity & Usage



Logo Ecosystem

Because our identity is more than just a single logo, the elements that comprise the greater visual language of Coastal Alabama Community College—the elements, typefaces, and logos—have also been used to create a visual identity system. This system provides flexibility for placement on products and communication materials and is specifically designed to represent our brand. Using these logos along with our brand elements consistently is necessary to build brand awareness and cohesion for Coastal Alabama.

When using our logos:

- Always use an appropriate version of the logo
- Always place logos in their appropriate context
- Use our logos with Coastal Alabama elements to create our own aesthetic

Coastal Alabama logos can be downloaded at www.coastalalabama.edu/marco.

Primary Logo - Horizontal



Primary Logo - Stacked



Collegiate Logo



Primary Logo - Horizontal

The Coastal Alabama Community College Primary Logo is specifically designed to represent our school and our values. Using the logo consistently is necessary to build brand awareness for Coastal Alabama.

This Horizontal variation should be used most often in marketing communications and other materials. If use of this logo is not feasible, the Stacked version (seen on page 4 of this guide) can be utilized.

When using the Primary Logo:

- Always use an appropriate version of the logo.
- Always place it on the appropriate background.

Coastal Alabama logos can be downloaded at www.coastalalabama.edu/marco.

For additional information or assistance, contact the Marketing & Communications Office or visit www.coastalalabama.edu/marco.



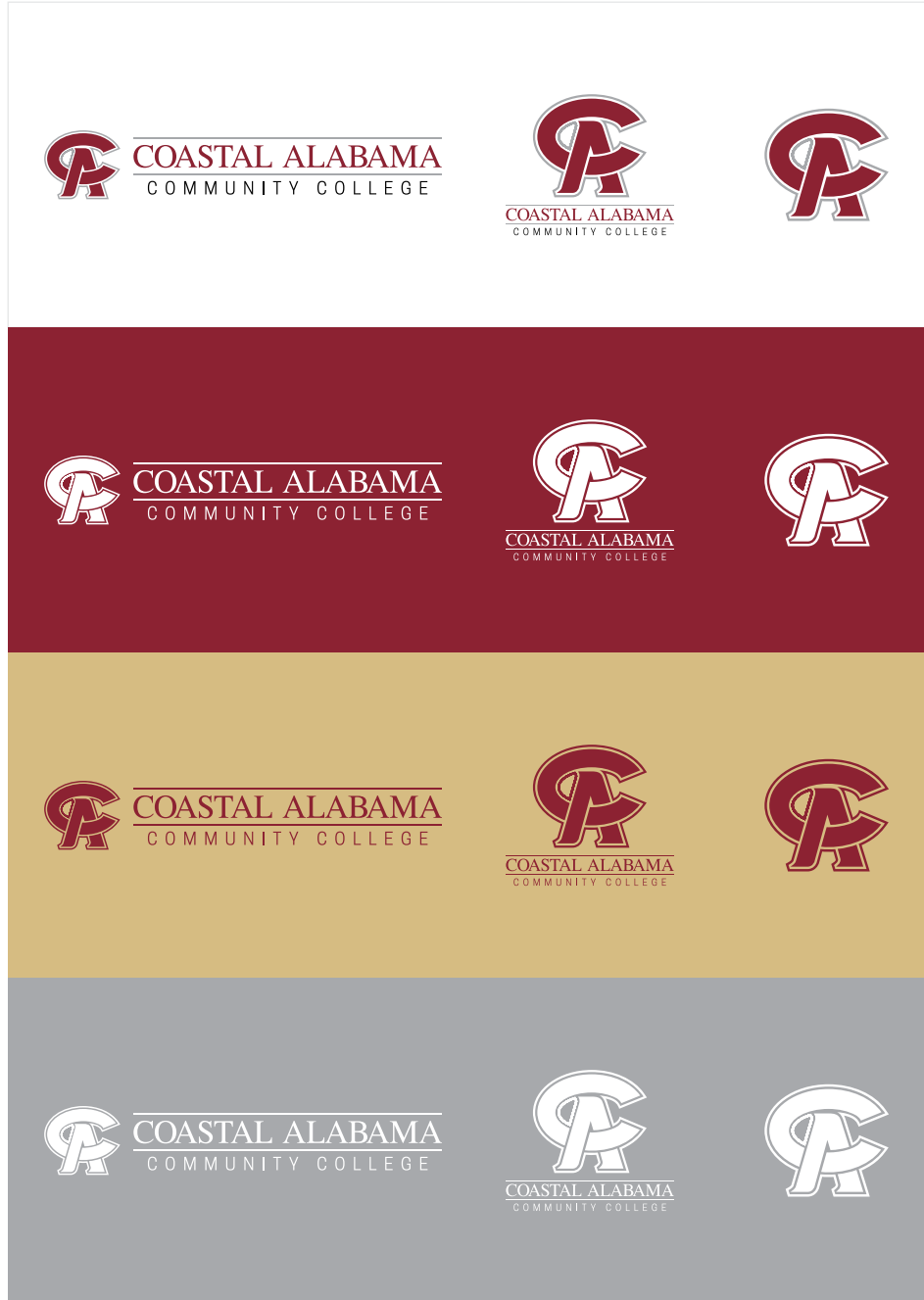
COASTAL ALABAMA

C O M M U N I T Y C O L L E G E

Logo Color Usage

When using the Coastal Alabama academic logos on materials and designs, it is preferred that our school colors be used as a brand-relevant backdrop. Coastal Crimson and White are the preferred colors to display our logos on, but all of the examples to the right are also acceptable. Refer to the color section and application pages of this document for information about reproducing the colors and applying these logos correctly.

For additional information or assistance, contact the Marketing & Communications Office or visit www.coastalalabama.edu/marco.



College Seal

The College Seal is specifically designed to represent the Office of the President. Use of the College Seal is restricted to the president and groups and uses created or designated by the President's Office.

The College Seal is used for only the most formal occasions:

- College diplomas
- Formal invitations
- Ceremonial documents deemed appropriate by the Office of the President

The College Seal appears on certificates that are:

- Signed by the President
- Signed by a Dean AND recognizes a college-wide award

The College Seal is not downloadable and may not be used as a graphic element without permission from the Office of the President.

For additional information or assistance, contact the Office of the President.



Sizing Requirements

The Coastal Alabama Community College logo must maintain a minimum size to ensure that the typography is always visible.

Never use the logo smaller than its preferred size of 0.3" height for the Primary Logo, 0.75" for the Primary Logo Stacked and 0.5" for the Ligature.

Never use the College Seal smaller than its preferred size of 1.25".

Do not add a stroke or outline to the logo.

Rare cases may require an exception to this guideline.

For additional information or assistance, contact the Marketing & Communications Office or visit www.coastalalabama.edu/marco.



Clear Space

The Coastal Alabama Community College logo must not be crowded or overwhelmed by other graphic elements or type.

There is a minimum clear space equal to the height of the “C” in “Coastal” for the Primary Horizontal Logo.

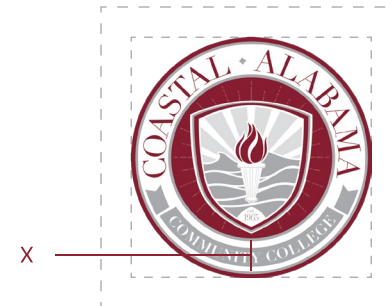
The minimum clear space for the Primary Stacked Logo and the Collegiate Logo is 1/5 of the total height of the CA ligature.

The minimum clear space for the College Seal is equal to the height of the white section of the roundel within the seal.

Keep the space surrounding the logo free of any text, graphics, borders, or other logos.

- Give the logo as much clear space around it as is practical in your layout.
- The minimum clear space is equal on all sides of the logo.

For additional information or assistance, contact the Marketing & Communications Office or visit www.coastalalabama.edu/marco.



General Logo Don'ts

The Coastal Alabama Community College logo was designed to represent the spirit of our college and must never be altered.

Do not alter any of the CACC logos under any circumstances.

Graphic design request forms and artwork approval requests can be submitted at www.coastalalabama.edu/marco.

The following are examples of how the logo should not be applied or altered.

1. Do not change proportions or stretch.
2. Do not alter logo colors.
3. Do not rearrange logo elements.
4. Do not remove logo elements.
5. Do not add additional information.
6. Do not put logo on a busy background.
7. Do not rotate.
8. Do not use any athletic logos for academic purposes.



1



2

COASTAL ALABAMA
COMMUNITY COLLEGE



3



4



5



6



7



8

Department Identity System

While Coastal Alabama’s primary logo signifies our organization as a whole, our Department Identity system logo lockups show the relationship between our college and its different departments and locations.

Department Identity system logo lockups are denoted with the following:

- Administrative departments are denoted with the signature, “Office of”
- The three Instructional Services divisions are denoted with the signature, “Division of”
- Instructional sub-divisions are categorized with “Academic Transfer”, “Career Technology”, “Nursing”, or “Allied Health”

Department Identity system logo lockups are designed by the Marketing and Communications Office and can be requested at www.coastalalabama.edu/marco.

For additional information or assistance, contact the Marketing & Communications Office or visit www.coastalalabama.edu/marco.

Departments



Office of ←
FINANCIAL AID

Divisions



Division of ←
**NURSING &
ALLIED HEALTH**

Sub-Divisions



GENERAL BIOLOGY
Academic Transfer ←

Color Palette & Typography



Color Palette

Color is a vital element to the Coastal Alabama Community College identity system. Using consistent color proportions is a major part of replicating the look and feel of our brand. When replicated with consistency our look becomes recognizable without the help of literal identifiers (such as wordmarks). Our primary color palette consists of Coastal Crimson and White. Our secondary color palette consists of Gold, Gray, and Black. When used together in correct proportions, they create strong color and value contrast and solidify a consistent aesthetic.

For additional information or assistance, contact the Marketing & Communications Office or visit www.coastalalabama.edu/marco.

Primary Color Palette

Coastal Crimson

CMYK: 19/96/76/29
RGB: 140/34/50
HEX #8C2232

PANTONE® 202 C
SHERWIN WILLIAMS Wild Current 7583

White

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

PANTONE® 000 C
SHERWIN WILLIAMS High Reflective White 7757

Secondary Color Palette

Gold

CMYK: 17/23/56/0
RGB: 214/188/130
HEX #D6BC82

PANTONE® 467 C
SHERWIN WILLIAMS Blonde 6128

Gray

CMYK: 0/0/0/40
RGB: 167/169/172
HEX #A7A9AC

PANTONE® Cool Gray 6 C
SHERWIN WILLIAMS Network Gray 7073

Black

CMYK: 0/0/0/100
RGB: 0/0/0
HEX #000000

PANTONE® Neutral Black C
SHERWIN WILLIAMS Tricorn Black 6258

Typography System

Typography is important for any successful identity system, and the characteristics of our type palette communicate as much about us as the words we speak. When used consistently, our typefaces become synonymous with Coastal Alabama Community College.

Primary Headline

Cooper Hewitt Bold is used as our primary headline typeface. The primary headline typeface should be used for primary messages only. Use it as sparingly as possible and contrast headline messaging with lighter typefaces used for body copy.

Cooper Hewitt Bold

**abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 (.,;:?!\$&*){}**

Secondary Headline

Cooper Hewitt Book is our secondary headline typeface. It can be used to create hierarchy within a design or to further break down or explain the content under a primary headline.

Cooper Hewitt Book

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 (.,;:?!\$&*){}

Body Copy

Inter Regular is an additional typeface that should be used for body copy and other supporting messages. If this chosen typeface is not available, Arial Regular is acceptable for use.

Inter Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 (.,;:?!\$&*){}

Department Logotype

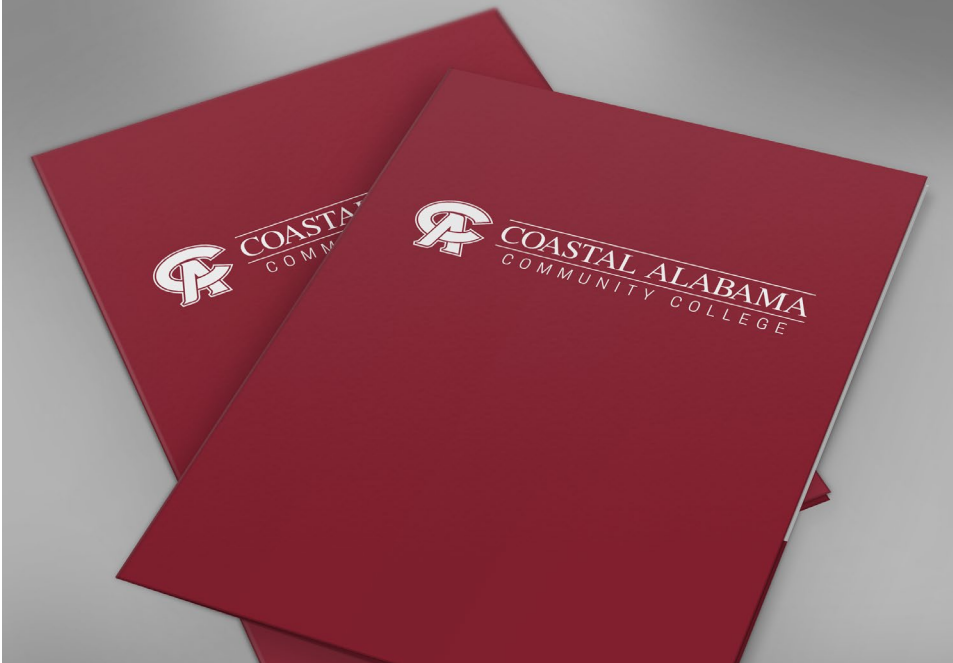
Stix General Italic is a typeface that is sacred to the Coastal Alabama department identity system. It should not appear anywhere other than within the logos that make up that identity system. For additional information on how to use this typeface, refer to page 11 of this guide.

Stix General Italic


*abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 (.,;:?!\$&*){}*

Brand Application & Styling





Coastal Alabama Community College
1900 Highway 31 South
Bay Minette, Alabama 36507



Office of the President
Dr. Craig Pouncey
Bay Minette, Alabama 36507


To Who It May Concern,

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et justo odio dignissim qui blandit praesent luptatum zzril delenit augue duiis dolore te feugait nulla facilisi. Lorem ipsum dolor sit amet, cons ectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Sincerely,

Dr. Craig Pouncey
President

COASTALALABAMA.EDU



Coastal Alabama Community College
1900 Highway 31 South
Bay Minette, Alabama 36507


To Who It May Concern,

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et justo odio dignissim qui blandit praesent luptatum zzril delenit augue duiis dolore te feugait nulla facilisi. Lorem ipsum dolor sit amet, cons ectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Sincerely,

Lloyd Wing
Director of Marketing

COASTALALABAMA.EDU



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Director of Marketing



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