



OHLONE

COLLEGE

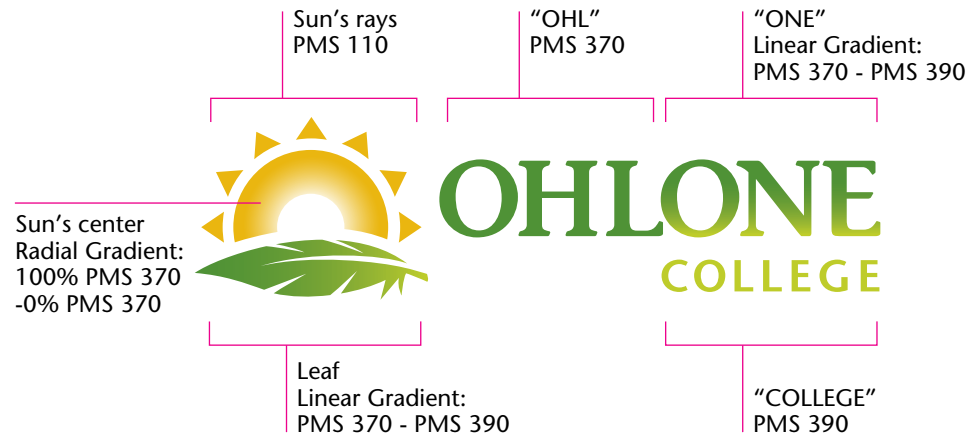
BRANDING GUIDELINES

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LOGO

The Ohlone College logo comes in two formats, vertical and horizontal.



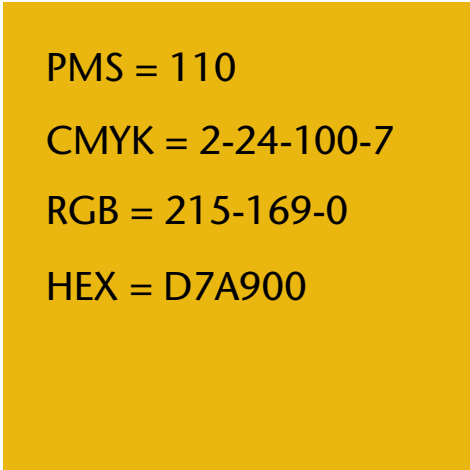
SYMBOL

The symbol of the sun and leaf can be used as a stand alone graphic, but should always be used together. Never separate the two pieces.



COLOR PALETTE

The colors shown on this page are the primary colors of the logo and should never be altered. They are the core of the Ohlone College color palette and should be dominant in all communications.

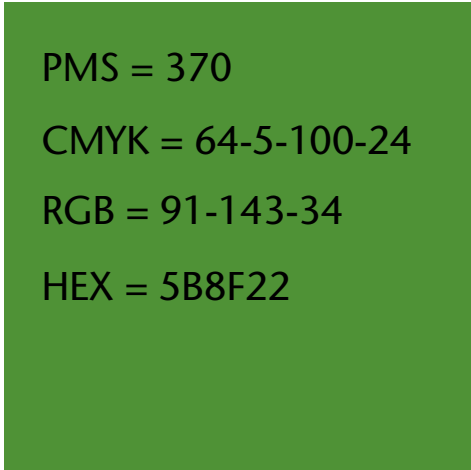


PMS = 110

CMYK = 2-24-100-7

RGB = 215-169-0

HEX = D7A900

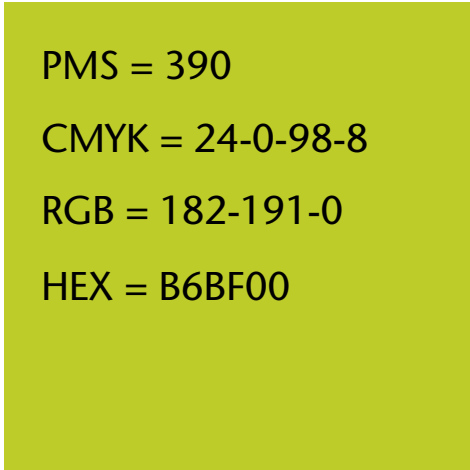


PMS = 370

CMYK = 64-5-100-24

RGB = 91-143-34

HEX = 5B8F22



PMS = 390

CMYK = 24-0-98-8

RGB = 182-191-0

HEX = B6BF00

CLEAR SPACE

Clear space is the area surrounding the logo that must be kept free of any text or graphic elements. By leaving ample space around the logo, we make sure the logo stands out. The more clear space you can give, the better. The guidelines below show the minimum amount of space allowed.



The width of the letter "N" = 1X



MINIMUM SIZE

In order to ensure proper representation of the Ohlone College brand, the logos must always be clear, visible and legible. Different reproduction techniques can yield different output, so use judgment when sizing the logo. Avoid compromising the legibility and overall quality of the Ohlone College logos by adhering to minimum size requirements shown below.

PRINT MINIMUMS

Vertical Logo
Minimum size = 1.25"W x .94"H



Horizontal Logo
Minimum size = 1.5"W x 0.4"H



DIGITAL MINIMUMS

Vertical Logo
Minimum size = 1.47"W x 1.10"H



Horizontal Logo
Minimum size = 1.98"W x 0.53"H



LOGO VARIATIONS

Below are examples of the different logo variations. These variations also apply to the horizontal logo.



Full color logo positive



Full color logo reversed on dark background, with white and colored type.



Grayscale logo



One color logo positive



One color logo reversed

LOGO INCORRECT USAGE

These guidelines apply to both the vertical and horizontal versions of the logo.

❌ Do not adjust the colors of the logo



❌ Do not adjust the spacing of the logo



❌ Do not add drop shadows to the logo



❌ Do not recreate logo or use a different font



❌ Do not create a mask from the logo to hold imagery



DEPARTMENTS

The different departments of Ohlone College should be formatted like the examples below. The font used for the departments is Stone Sans.



PRIMARY TYPOGRAPHY

Fonts help make a visual impact just like the logo and color palette do. Please use the approved Primary Fonts when creating Ohlone College communications to maintain visual brand consistency.

Stone Informal

Stone Informal Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Stone Informal Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Stone Informal Semibold
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Stone Informal Semibold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Stone Informal Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Stone Informal Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Stone Sans

Stone Sans Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Stone Sans Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Stone Sans Semibold
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Stone Sans Semibold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Stone Sans Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Stone Sans Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Stone Serif

Stone Serif Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Stone Serif Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Stone Serif Semibold
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Stone Serif Semibold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Stone Serif Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Stone Serif Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ

SECONDARY TYPOGRAPHY

When the Primary Fonts are not available, please use the Secondary Fonts shown below.

Sabon Family

Sabon Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Sabon Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Sabon Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Sabon Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Foundry Sterling Family

Foundry Sterling Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Foundry Sterling Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Foundry Sterling Book Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Foundry Sterling Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Foundry Sterling Demi

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Foundry Sterling Bold

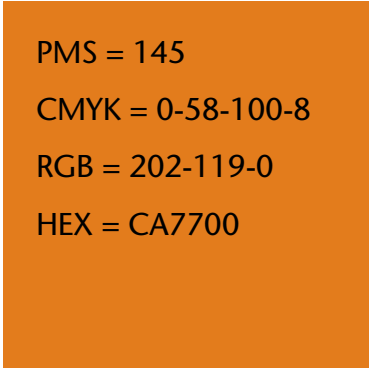
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Foundry Sterling Extra Bold

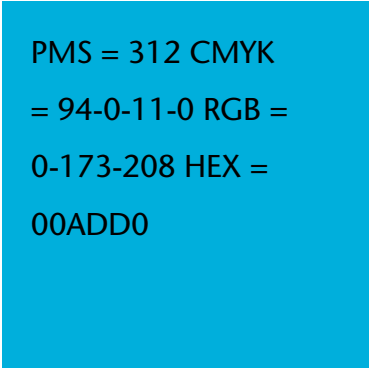
ABCDEFGHIJKLMNOPQRSTUVWXYZ

SECONDARY COLOR PALETTE

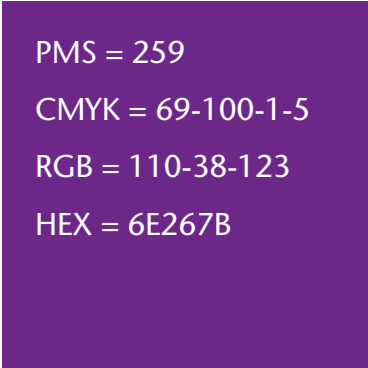
The colors shown below are considered accent colors and should never be altered. These colors should not dominate the Primary Color Palette.



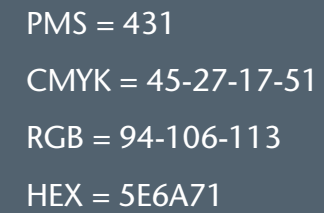
PMS = 145
CMYK = 0-58-100-8
RGB = 202-119-0
HEX = CA7700



PMS = 312 CMYK
= 94-0-11-0 RGB =
0-173-208 HEX =
00ADD0



PMS = 259
CMYK = 69-100-1-5
RGB = 110-38-123
HEX = 6E267B



PMS = 431
CMYK = 45-27-17-51
RGB = 94-106-113
HEX = 5E6A71

TAGLINE

The Ohlone tagline represents the concise path students take in their first two years of college — or in any course they enroll in, be it for transfer, career, or enrichment. It also speaks to the relationship we have with the student. They connect with us, they engage with us, and they succeed. The three words must be used together in the order presented. They must consistently be separated by a space, a bullet (•), or 'em' dash (—), or a triangle/arrow (▶) pointing right and then another space. The font used is not critical and the tagline must be written with the first letter capitalized or in all caps.

TAGLINE VARIATIONS

Connect • Engage • Succeed

Connect ▶ Engage ▶ Succeed

Connect — Engage — Succeed

CONNECT • ENGAGE • SUCCEED

LOGO WITH TAGLINE EXAMPLES

Below are examples of the different logo variations with the tagline.



Full color positive

Grayscale

One color reversed

Full color on dark background

TAGLINE INCORRECT USAGE

The tagline words should never be presented in all lower-case. Due to limitations of many fonts, it is best to separate the words by bullet points. They should never be separated by a comma, a period, any other symbol or without spacing.

✘ No bullet point, em dash, or arrow separating the words

Connect Engage Succeed

✘ No spaces

Connect•Engage•Succeed

✘ Use of a comma for separation

Connect, Engage, Succeed

✘ Use of a disallowed separator

Connect ~ Engage ~ Succeed

✘ All lower-case

connect • engage • succeed

✘ Incorrect order of words

ENGAGE • SUCCEED • CONNECT

Any questions or concerns regarding the use or display of the tagline should be addressed to the Office of College Advancement.