TABLE OF CONTENTS

Logo ......................................................................................................................... 3
Symbol .................................................................................................................... 4
Color Palette ......................................................................................................... 5
Clear Space ........................................................................................................... 6
Minimum Size ....................................................................................................... 7
Logo Variations .................................................................................................... 8
Logo Incorrect Usage ........................................................................................... 9
Departments ......................................................................................................... 10
Primary Typography ............................................................................................. 11
Secondary Typography ......................................................................................... 12
Secondary Color Palette ....................................................................................... 13
Tagline ............................................................................................................... 14
Tagline Incorrect Usage .................................................................................... 15
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 = 81-145-54
HEX = 519136

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

DIGITAL MINIMUMS

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

Horizontal Logo
Minimum size = 1.5”W x 0.4”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

<table>
<thead>
<tr>
<th>Font Style</th>
<th>Font Name</th>
<th>Sample Text</th>
</tr>
</thead>
<tbody>
<tr>
<td>Stone Informal Medium</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
<td></td>
</tr>
<tr>
<td>Stone Informal Italic</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
<td></td>
</tr>
<tr>
<td>Stone Informal Semibold</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
<td></td>
</tr>
<tr>
<td>Stone Informal Semibold Italic</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
<td></td>
</tr>
<tr>
<td>Stone Informal Bold</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
<td></td>
</tr>
<tr>
<td>Stone Informal Bold Italic</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
<td></td>
</tr>
</tbody>
</table>

## Stone Sans

<table>
<thead>
<tr>
<th>Font Style</th>
<th>Font Name</th>
<th>Sample Text</th>
</tr>
</thead>
<tbody>
<tr>
<td>Stone Sans Medium</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
<td></td>
</tr>
<tr>
<td>Stone Sans Italic</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
<td></td>
</tr>
<tr>
<td>Stone Sans Semibold</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
<td></td>
</tr>
<tr>
<td>Stone Sans Semibold Italic</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
<td></td>
</tr>
<tr>
<td>Stone Sans Bold</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
<td></td>
</tr>
<tr>
<td>Stone Sans Bold Italic</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
<td></td>
</tr>
</tbody>
</table>

## Stone Serif

<table>
<thead>
<tr>
<th>Font Style</th>
<th>Font Name</th>
<th>Sample Text</th>
</tr>
</thead>
<tbody>
<tr>
<td>Stone Serif Medium</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
<td></td>
</tr>
<tr>
<td>Stone Serif Italic</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
<td></td>
</tr>
<tr>
<td>Stone Serif Semibold</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
<td></td>
</tr>
<tr>
<td>Stone Serif Semibold Italic</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
<td></td>
</tr>
<tr>
<td>Stone Serif Bold</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
<td></td>
</tr>
<tr>
<td>Stone Serif Bold Italic</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
<td></td>
</tr>
</tbody>
</table>
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

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.