



College of San Mateo

Fresh Tradition

The visual identity is simply one element of the brand. Yet, it's your introduction to the community. Use it thoughtfully to expose a long-standing tradition of excellence, engaging students to meet today's challenges in fresh new ways.

"Ivy-league learning, with a backyard commute"

Brilliant.

College of San Mateo

Classic letterforms reflect a long-standing tradition of academic excellence. The bold geometry and cantilevered arrangement represent the unique journey and character of every student.

The signature appears on the front cover of all publicly-available collateral. Do not alter the shapes or baseline of the signature and do not rearrange the words. The signature format cannot be altered in any way. The signature can

appear in all black, all white or all blue (Pantone 287U for uncoated stock or Pantone 280C for uncoated stock). It cannot appear in any other colors or more than one color. When layering the signature over photographs position it

on a solid portion of the photo. Use the signature full strength. Do not apply transparency to it or use it as a watermark. Use the monogram for these subtle graphic treatments.



There are several ways to keep the impact of the signature high.

Clear space is the area around the signature that should be kept free from competing graphics and text. Maintain a margin at least equal to measurement "x" shown at right.

Size adequacy gives the signature significance, as well as better legibility and press results. Do not reduce the signature smaller than 1.5 inches wide. Consider using the monogram for tight spaces.

High contrast can be achieved by setting the signature in black on light backgrounds or reversing it to white on dark backgrounds. If contrast is problematic, consider changing the background or simplifying the photo it's overlaying.



The seal represents CSM's long, successful history of service to the Peninsula and beyond. As with the signature, use it full strength as an integral part of the identity system.

Use the seal to communicate a tradition of exacting excellence. It's orientation should be conservative and formal. Do not bleed the seal off the edge of the page, rotate it, or apply transparency to it. However, it may be used as a watermark on stationery or embossed.

The seal can appear in any one color that creates moderate to high contrast with the background. It's recommended that one of the approved palette colors be used if it complements the design.

Do not set different parts of the seal in different colors. It must appear in a single color only.

Do not change the type, remove, or alter the elements in any way. Do not add additional flourishes or borders.

When using the seal and signature together position them an adequate distance apart. They must be used as separate graphics, not together as a single graphic unit.



Although an important element to the visual identity, the seal should not overpower the signature.

Clear space is the area around the seal that should be kept free from competing graphics and text. Maintain a margin at least equal to measurement "x" shown at right.

Size of the seal is important to maintain legibility. Do not reduce the seal smaller than 1.5 inches in width and height.

Contrast should be high enough to be legible. To keep the signature as the primary focus in a composition you may decide to use moderate contrast on the seal to maintain the proper hierarchy.



The monogram completes the visual identity graphic collection. Although it, too, denotes academic excellence, its role in the collection is creative freedom.

Less formal than the seal, more playful than the signature, the monogram can be used in applications where the restrictions for the signature and seal necessitate an alternative.

It can be set in any single color and although preferable, does not need to be from the palette. Do not use varying colors for the monogram components.

Do not place the monogram in close proximity to the signature. They are two separate identity alternatives.



These guidelines will maintain recognition even though the monogram may vary from project to project.

Clear space is minimal for the monogram as specified at right. As long as the interior of the monogram is unaltered, you can even add embellishments around the monogram for promotional items. Play!

Size the monogram to fit the application with a minimum of .18 inches wide with the shield or .15 inches wide without the shield. A special version to work at micro-sizes is provided.

Contrast will be determined by your creative objective. Increase graphic interest with transparency. Tuck a low-contrast monogram on a packed page to increase brand recognition without adding further complexity. Use it bright and bold on wearables. Customize the contrast to fit the purpose.

Clear space



Micro-sized



Embellished with clear space intact



There are three levels for classifying CSM print materials, each with their own visual identity requirements. The system has been created to accurately represent the college's personality and mission yet provide flexibility.

Level I: Official Documentation

Always use the seal and signature to formalize official publications such as the strategic plan, educational master plan, or catalog. Position them an adequate distance apart. They are to be used as separate graphics, not together as a single graphic unit.

Level II: Institutional Collateral

Always use the signature boldly and in high contrast on materials that are widely distributed in the community. These include schedules, postcards, and brochures. Such publications have the power to increase public awareness simply with proper identity usage. The monogram may be used also, but normally not in the same composition. The monogram is useful for inside page footers and tight spaces.

Level III: Departmental Materials

Although the signature is the *preferred* CSM-identifier for *all* materials, the monogram may be used for specialized department-level posters, flyers, and advertising specialty items such as mugs and tees, where visual dynamics and individuality take precedence over institutional branding. These pieces are mainly viewed and consumed on-campus.



Milo, by Font Shop International, is the typographic family to be used for the majority of communications (see the sampler at right).

Milo's compact design make it an ideal workhorse typeface maintaining legibility even with large amounts of text squeezed into tight spaces. A wide variety of weights and versions are available to create an effective hierarchy of information. Use the actual fonts consistently, do not create artificial small caps from a Roman face or condense the type.

The good starter package to align with CSM's visual identity is FF Milo Basic Suite. However, purchasing only the text and bold versions of the sans serif font will provide the minimum necessary to get started.

If the Milo typeface is not available, an approved alternate font must be used. The first-choice alternate is Calibri. If Calibri is not available, all forms of Arial are acceptable alternates.

TYPOGRAPHY

is the most ubiquitous component

of a visual identity.

Used consistently

it increases recognition and accurately represents the ★

academic excellence











of College of San Mateo



Blue, the color of commitment, has rightfully been the signature color for College of San Mateo since 1922. CSM's present-day school colors, blue and white, are the basis for the color scheme.

The palette is designed to complement CSM Blue (Pantone 280C), with colors to communicate a wide spectrum of personalities. The colors are always to be used at 100% without tints, shades, or gradient fills. Black is an effective way to intensify color in your composition. Do not place colors with similar values, such as black and blue, adjacent to each other. Separate them with a border of white or a neutral to keep the composition crisp.

Create strong contrast with liberal use of white together with the palette's strong colors to achieve fresh-looking, compelling collateral.

	Pantone 280 C (CSM Blue) Pantone 287 U 4CP: c100, m72, y0, k18 RGB: r0, g73, b144 Hex: 004990		Pantone 576 C Pantone 576 U 4CP: c49, m0, y100, k39 RGB: r92, g135, b39 Hex: 5C8727
	Pantone black 3 C Pantone black 3 U 4CP: c60, m0, y60, k91 RGB: r0, g46, b26 Hex: 002E1A		Pantone 129 C Pantone 129 U 4CP: c0, m16, y77, k0 RGB: r255, g212, b87 Hex: FFD457
	Pantone cool gray 7 C Pantone cool gray 7 U 4CP: c0, m0, y0, k37 RGB: r173, g175, b178 Hex: ADAFB2		Pantone 7409 C Pantone 7409 U 4CP: c0, m30, y95, k0 RGB: r253, g185, b36 Hex: FDB924
	Pantone 2925 C Pantone 2925 U 4CP: c85, m24, y0, k0 RGB: r0, g150, b214 Hex: 0096D6		Pantone 7467 C Pantone 7467 U 4CP: c95, m0, y25, k0 RGB: r0, g174, b197 Hex: 00AEC5
	Pantone 7492 C Pantone 7492 U 4CP: c12, m0, y50, k7 RGB: r219, g215, b186 Hex: DBD7BA		Pantone 7527 C Pantone 7527 U 4CP: c0, m2, y6, k7 RGB: r237, g231, b221 Hex: EDE7DD



Color communicates instantly. It can set the stage for filling needs and inspiring action.

Combine the colors in the palette judiciously. Selective application will create a dynamic, but never chaotic, composition. Here are some sample combinations that set a tone for fulfilling student needs.

Signature combination



You're ready for what's next. We're right beside you.



Create the change you dream of.



Together, define tomorrow. Your future is bigger than you know.



*What will **you** explore?*

