



# THE COLLEGES OF LAW

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BRAND STANDARDS & GUIDELINES

# VISUAL IDENTITY

## WHY REDESIGN?

The goal of the redesign was to reflect the motivating factors behind the name change and better depict the college's brand. This allows the possibilities of new locations, different modalities, and more flexibility and innovation.

The logo showcases a foundation in law, using classic pillars to denote traditional legal education with movement forward to signify innovation and progress. The updated wordmark uses a modern and bold font. Notably, the location identifiers were removed to allow flexibility.



# DEFINITION OF TERMS

We encourage you to reference this page for an explanation of common terms used by marketing and design professionals when developing marketing and communication materials.

## LOGO

A logo is a brand's name set in a specific typeface and arranged in a particular order.



## ICON

An icon is a symbol that represents something.



## TYPESETTING

Typesetting refers to the process of arranging type. Examples to the right demonstrate a horizontal and a vertical arrangement.



## LOCKUP

A lockup contains components of a brand identity in a fixed placement. It can refer to a logo when the icon and typesetting of the institutional brand are positioned together. For The Colleges of Law, a campus lockup includes the campus within the logo.



# LOGO REFERENCE GUIDE

## PRIMARY LOGO

The primary logo is the preferred logo to be used for any internal, external, advertorial, or other form of communications. Guidelines for proper use of the logo are found below.

### Horizontal



COL Blue



Black

### Vertical



Reversed White



Icons

# VISUAL IDENTITY SYSTEM

## CAMPUS LOCKUPS

Logos using the campus lockups are to look like those pictured below. A rule is located between The Colleges of Law and the campus location. Everything remains in the same color (COL Blue, Black or Reversed White) When the logo is used without the campus location, the rule is removed as well.



## Guidelines:

The institutional logo CANNOT appear in any other color outside of the traditional COL Blue, Black or Reverse White

If the logo appears on a solid background, the background color must be in the brand color palette.

The institutional logo should not appear smaller than 2.5 inches wide.

Do not distort the logo.

Do not rotate or tilt the logo.

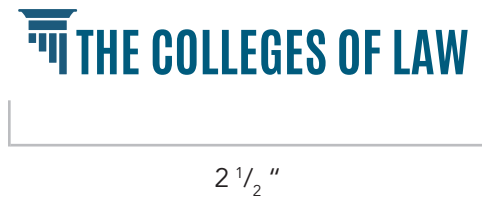
## Incorrect Usage:



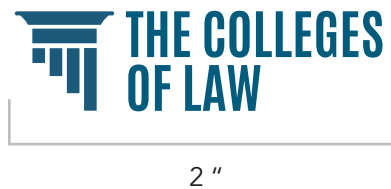
## PRIMARY LOGO: MINIMUM SIZE OF REPRODUCTION

The following guidelines explain how to appropriately scale the primary logos for the institution to ensure that The Colleges of Law is easily identified in materials.

### Print Requirements:



Minimum print reproduction size is 2.5 inch.



Minimum print reproduction size is 2 inches.

## PRIMARY LOGO: STAGING

Staging is used to ensure there are clear areas of space around the logo to preserve visibility and legibility within all forms of communication.



Non-logo elements such as type or images (excluding a background treatment) may not encroach on the clear area. Any element must maintain at least 6/10 cm from the logo. **The column may never be encroached on by any element.**



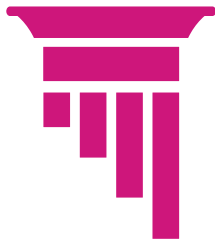
## Incorrect Usage:



**DO NOT** place the logo on busy backgrounds.



**DO NOT** use any part of the logo (column) to make a pattern.



**DO NOT** alter the color of the column.



**DO NOT** create new logos, shapes, forms, or slogans with the use of the column. This includes, but is not limited to, decorative additions, graphic incorporations, graphic additions, and third-party associations or organizations.



**DO NOT** crop the column on the sides.



## THE OFFICIAL SEAL

The official seal communicates the message that the document on which it appears is an official and formal communication of The Colleges of Law. Use of the seal is restricted to scholarly, ceremonial, or executive leadership purposes, including:

- Diplomas
- Certificates
- Official university business
- Official ceremonies

The seal should never be used on marketing materials, including printed collateral, promotional signage, and websites.

Overuse diminishes the seal's importance and historical significance. It should be used sparingly and with great care.



# CAMPUS IDENTIFIERS

Use the campus lockup logos to distinguish between campuses. If an address is needed, add it to the right of the logo in a shade of black Museo font. Separate the two with a thin black vertical rule.



4475 Market Street  
Ventura, CA 93003



20 East Victoria Street  
Santa Barbara, CA 93101

# ARCHIVED LOGOS (DO NOT USE)

do not use this color blue



# SPECIALTY IDENTIFIERS



# COLOR PALETTE

The primary colors should be used to promote The Colleges of Law brand in all print and digital mediums.

## PRIMARY COLORS



PANTONE COLOR  
PMS 7700  
CMYK BREAKDOWN  
92C 62M 32Y 13K  
RGB BREAKDOWN  
28R 90G 125B



PANTONE COLOR  
PMS 145  
CMYK BREAKDOWN  
14C 57M 100Y 2K  
RGB BREAKDOWN  
212R 127G 40B

## SECONDARY COLORS



PANTONE COLOR  
PMS 2755  
CMYK BREAKDOWN  
100C 100M 26Y 27K  
RGB BREAKDOWN  
37R 33G 95B



PANTONE COLOR  
5757  
CMYK BREAKDOWN  
55C 40M 100Y 22K  
RGB BREAKDOWN  
110R 113G 47B



PANTONE COLOR  
PMS 484  
CMYK BREAKDOWN  
25C 92M 99Y 20K  
RGB BREAKDOWN  
160R 49G 35B



BLACK  
60%

# FONT USAGE

The two brand fonts for all materials affiliated with The Colleges of Law are the Antonio Family and Museo Family. The examples below illustrate uses of the fonts and font styles.

## PRINT, MEDIA & COLLATERAL PIECES

**HEADLINE TREATMENT APPEARS  
LIKE THIS**

Subhead treatment appears like this

Subhead treatment appears  
like this

Body copy appears like this

**ANTONIO BOLD**

Antonio Light

**Museo**

Museo Sans

**\*DO NOT USE CONDENSED FORMS OF THESE FONTS.**