

PACIFIC OAKS

BRAND STANDARDS & GUIDELINES:
VISUAL IDENTITY



Pacific Oaks
COLLEGE



Pacific Oaks
CHILDREN'S SCHOOL



Pacific Oaks
COLLEGE & CHILDREN'S SCHOOL

VISUAL IDENTITY

WHAT IS OUR BRAND'S VISUAL IDENTITY, AND WHY IS IT IMPORTANT?

Our brand's **visual identity** is the overall look and feel of our communications. Effective **visual identity** is achieved by the consistent use of particular design elements to create distinction, such as specific fonts, colors, and graphics.

Our visual identity system spells out how to present a unified look through various communication vehicles and mediums. The system is a powerful tool for the Pacific Oaks community to use and maintain, for the following reasons:

- It allows clear, consistent communication, rather than confusing audiences with multiple interpretations of our logo that could be in conflict.
- It provides instant recognition—a way to immediately differentiate Pacific Oaks College visually from a similar school.
- It strengthens Pacific Oaks' reputation and demonstrates solidarity.

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. In the example to our right, the position of College has a specific alignment that demonstrates typesetting.



LOCK-UP

A lock-up 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.



IMAGES

Images refer to photographs of persons, places, spaces, and objects.



LOGO REFERENCE GUIDE

PRIMARY LOGO

The primary logo is the preferred logo usage for any internal, external, advertorial, and any other form of communications. Guidelines for proper use of the logo can be found below.



To the left is the official institutional logo. This is the preferred logo for any advertorial and external publication, communication, official business communications, and email signatures.



To the left is the official Children's School logo. This is the preferred logo for any advertorial and external publication, communication, official business communications, and email signatures.



To the left is the official co-branded logo. This is the preferred logo for any internal, external, advertorial, and any other form of communications for Pacific Oaks College & Children's School co-branded materials.



Pacific Oaks Brand Icon

VISUAL IDENTITY SYSTEM

INSTITUTIONAL LOGO

The institutional logo is the trademark logo used by Pacific Oaks College for internal, external, advertorial, and any other form of communications. Guidelines for proper use of the logo can be found below.

Guidelines:

1. The tree and "Pacific Oaks" text must always appear in solid PMS 362 (green) while the subtext should appear in solid PMS 158 (orange).

2. If the logo is reversed, both the tree and name of the institution must appear in white.

*See option for black logo for use in black and white printing

Correct Usages:



Guidelines:

1. The institutional logo **CANNOT** appear in any other color outside of the traditional green tree with orange type or white-reverse.

2. If the logo appears on a solid background, those background colors must only colors in the brand color palette.

3. The institutional logo cannot be altered in any way.

4. No additional graphics or words may be added to the Institutional logo outside of Identifiers.

5. The institutional logo should not run smaller than 2.5" wide.

Incorrect Usage:



PRIMARY LOGO: MINIMUM SIZE OF REPRODUCTION

These are the guidelines and rules on how to scale appropriately the primary logos for the institution to ensure that Pacific Oaks College is easily identified in materials.

Print Requirements:



Minimum print reproduction size is 2 1/2 inch.



Minimum print reproduction size is 1 inch.

PRIMARY LOGO: STAGING

Staging is used to ensure there are clear areas created 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. The element must maintain at least 6/10 cm from the logo. **The tree may never be encroached on by any element.**



Incorrect Usage:



DO NOT scale the logo disproportionately.



DO NOT rotate or tilt the logo off its normal axis.



DO NOT place the logo on a solid background that is not an official brand color. When placing the logo on any of the brand colors, use the white-reverse logo.



DO NOT alter the colors of the institutional logo.

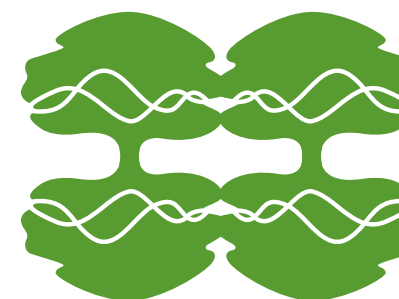


DO NOT use older versions of the logo with darker orange text and a gradient tree.

Incorrect Usage:



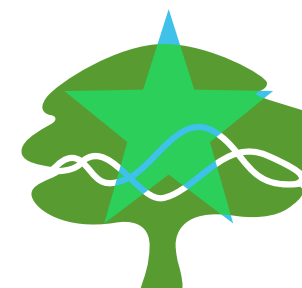
DO NOT place the logo on busy backgrounds.



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



DO NOT alter the color of the tree.



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

THE OFFICIAL SEAL

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

- Diplomas
- Certificates
- Formal university business
- Formal ceremonies

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

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

The Official Seal



THE TREE

What is the symbolism of the tree?

The tree that is displayed in the Pacific Oaks logo is the institutional symbol for Pacific Oaks.

How to use the tree.

The tree is the institutional symbol of Pacific Oaks College and is a design element that can be integrated into marketing, advertorial, and brand-related collateral assets. Below are rules to follow in how to appropriately integrate the tree.

1. Does the tree always have to appear in green?

In honoring the restrictions that maintain the brand equity of the institutional logo, most uses of the tree will be green. In some cases an alternate shade or tint will be used as determined by marketing in consultation with Pacific Oaks staff (if appropriate). The color of the tree should not be altered without review and approval of TCS marketing.



2. Can the "tree" be cut off?

The tree serves as a symbol of the institution and is a design element that is utilized to expand the brand equity and awareness of Pacific Oaks College, therefore it should not be cut off in any way.

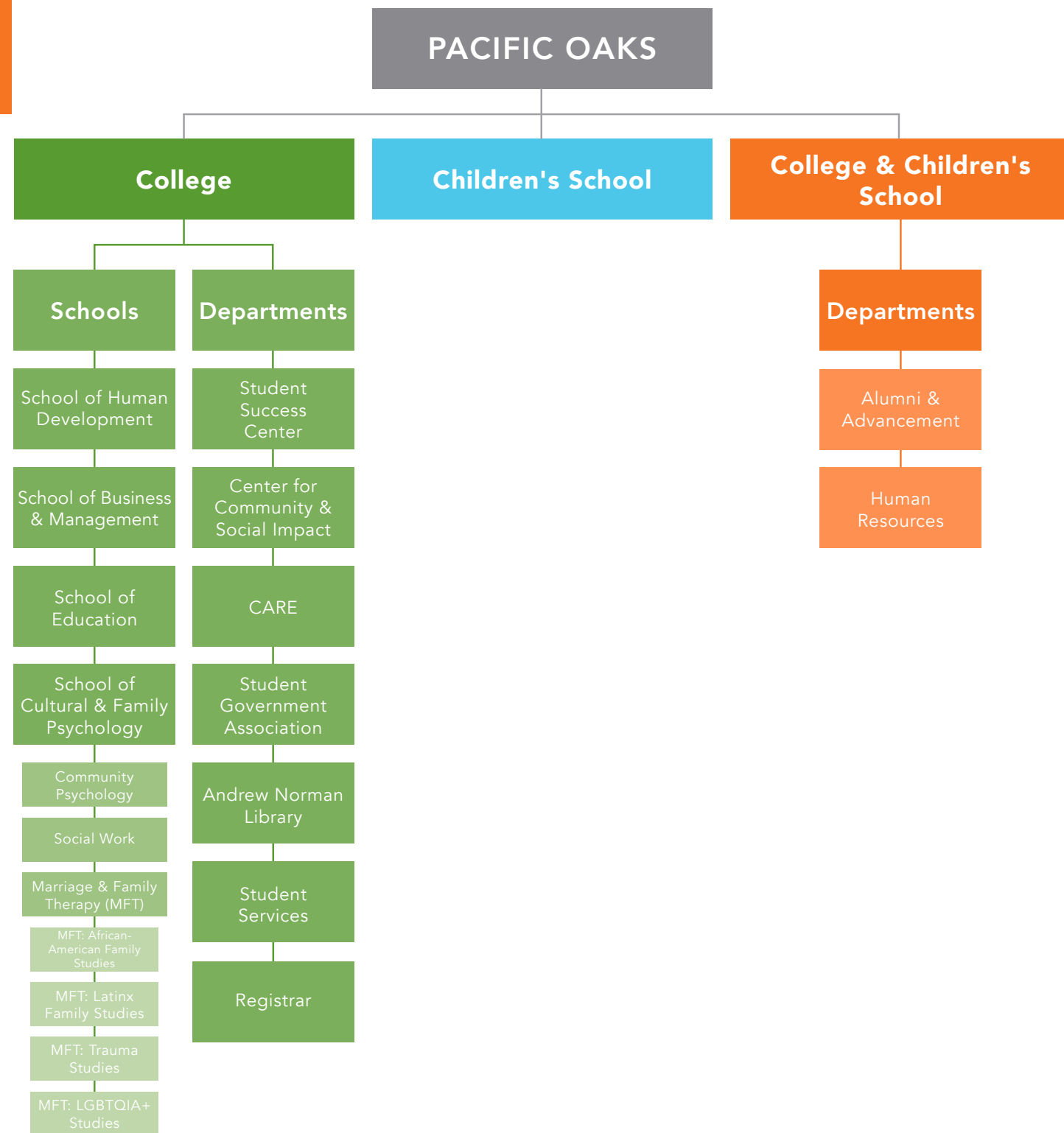


3. Can the tree be altered?

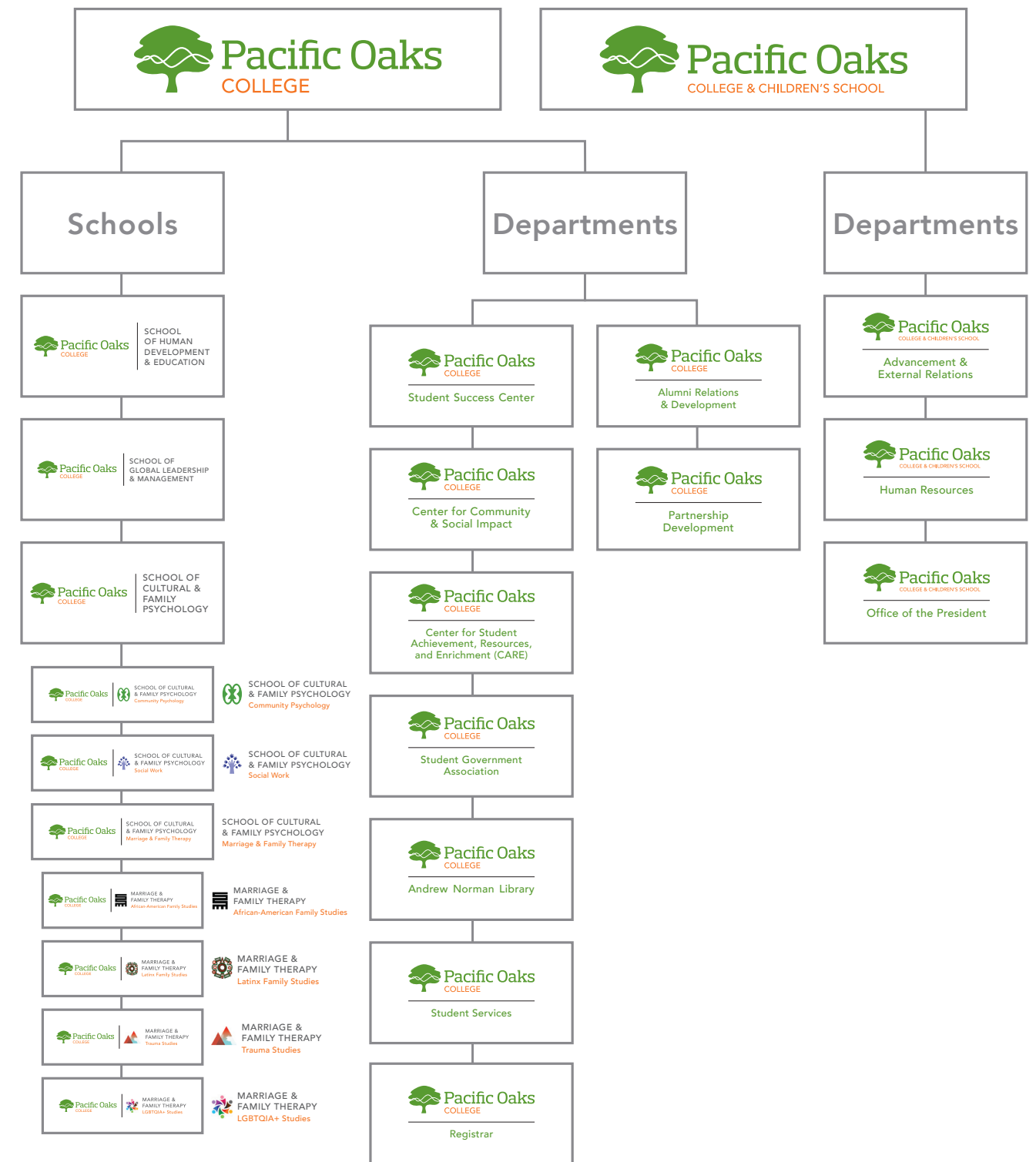
The tree is one of the primary symbols of the brand. It may not be altered in any way including, but not limited to, color, scale, proportions, etc., as outlined above.



ORGANIZATIONAL HIERARCHY



INSTITUTIONAL IDENTIFIERS



SPECIALTY IDENTIFIERS



ARCHIVED LOGOS (DO NOT USE)



FONT USAGE

The two brand fonts for all materials affiliated with Pacific Oaks are the Prelo Slab Family and Avenir Family. See below for when and where to use different fonts and weights.

PRINT, MEDIA & COLLATERAL PIECES

Headline treatment appears like this

Subhead treatment appears like this

Headline treatment appears like this

Headline treatment appears like this

Body copy appears like this

Prelo Slab Bold

Prelo Slab Book

Avenir Heavy

Avenir Book

Avenir Book

TOOLKIT FONTS

Headlines and subheads will appear in Avenir or Prelo Slab. Body copy may use any weight within the Arial family in place of Avenir. The preferred hierarchy for styling information can be found below.

Headlines: Prelo Slab or Avenir

Subheads: Prelo Slab or Avenir

Body copy: Avenir or Arial Regular

Other supporting weights:

Arial Italic

Arial Bold

Arial Bold Italic

WEBSITES

The fonts used on the official Pacific Oaks website are Prelo Slab and Avenir. Prelo Slab should be used for headlines. All supporting copy (subheads, body copy, etc.) should be styled in Avenir.

Headlines:

Prelo Slab Book

Navigation Menu:

Avenir

Supporting Body Copy:

Avenir

CORRESPONDENCE & EMAIL

When sending out announcements or emails, use the Arial font family. Arial provides various weights, which can assist in highlighting particular messages.

Arial

Arial Italic

Arial Bold

Arial Bold Italic

COLOR PALETTE

The primary colors serve as the brand colors used in promotion of the Pacific Oaks brand in all offline and online mediums.

PRIMARY COLORS



PANTONE COLOR
PMS 362
CMYK BREAKDOWN
78C 0M 100Y 2K
RGB BREAKDOWN
80R 158G 47B
HEX CODE
4C9C2E



PANTONE COLOR
PMS 158
CMYK BREAKDOWN
0C 62M 95Y 0K
RGB BREAKDOWN
232R 119G 34B
HEX CODE
EE7623

SECONDARY COLORS



PANTONE COLOR
PMS 2985
CMYK BREAKDOWN
60C 0M 3Y 0K
RGB BREAKDOWN
91R 194G 231B
HEX CODE
54C0E8



PANTONE COLOR
PMS YELLOW
CMYK BREAKDOWN
0C 1M 100Y 0K
RGB BREAKDOWN
254R 221G 0B
HEX CODE
FFDD00



PANTONE COLOR
PMS 382
CMYK BREAKDOWN
28C 0M 100Y 0K
RGB BREAKDOWN
196R 214G 0B
HEX CODE
C2D500



PANTONE COLOR
PMS COOL GRAY 8
CMYK BREAKDOWN
23C 16M 13Y 46K
RGB BREAKDOWN
136R 139G 141B
HEX CODE
898A8D



PANTONE COLOR
PMS 301
CMYK BREAKDOWN
100C 53M 4Y 19K
RGB BREAKDOWN
0R 75G 135B
HEX CODE
004987

ADVERTISING CAMPAIGN COLORS (NOT FOR PROMO MATERIALS)



CMYK BREAKDOWN
78C 10M 46Y 0K
RGB BREAKDOWN
11R 168G 158B
HEX CODE
0BA89C



CMYK BREAKDOWN
100C 93M 7Y 1K
RGB BREAKDOWN
43R 57G 142B
HEX CODE
2B398E



CMYK BREAKDOWN
49C 42M 0Y 0K
RGB BREAKDOWN
135R 142G 198B
HEX CODE
878EC6



CMYK BREAKDOWN
29C 81M 0Y 0K
RGB BREAKDOWN
184R 83G 159B
HEX CODE
B8539F