



# CSAC

CALIFORNIA  
STUDENT AID  
COMMISSION

**CALIFORNIA STUDENT AID COMMISSION**

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Brand Standards and Guidelines

AUGUST 2020

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## THE BRAND

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# IMPORTANCE OF BRANDING

## BRANDING IS BEAUTIFUL AND POWERFUL.

Building a brand takes vision, passion, boldness, and creativity. Making all of the moving pieces and parts cohesive is a dance that needs rhythm and discipline. The discipline comes from the brand guidelines we are presenting in this document. This will provide everyone who comes in contact with your brand the same feeling you intended. The rhythm comes from your brand's DNA: the logo, colors, typography, graphics, iconography, and photography that makes up the visual aspect of the brand.

It is impossible to overemphasize the importance of brand consistency. Endless studies have proven that consistency increases awareness and helps cement an emotional connection to a brand. The more you follow these guides, the more your brand will impact your audience.



## Making education beyond high school financially accessible to all Californians.

### HISTORY

For decades, the California Student Aid Commission (CSAC) has been a prominent state organization awarding billions of dollars to students across California. Over the years, CSAC has developed many programs and brands for financial aid literacy and grants, with little consistency from program to program or in the marketing and communications of the programs. This audit is intended to determine how effective the CSAC's current communications tools are and provide recommendations and improvements necessary to the CSAC's communications plan to work even better. A thorough audit can help pinpoint opportunities and challenges for CSAC, whose brand equity is weak and current communications are inconsistent.

### OVERVIEW

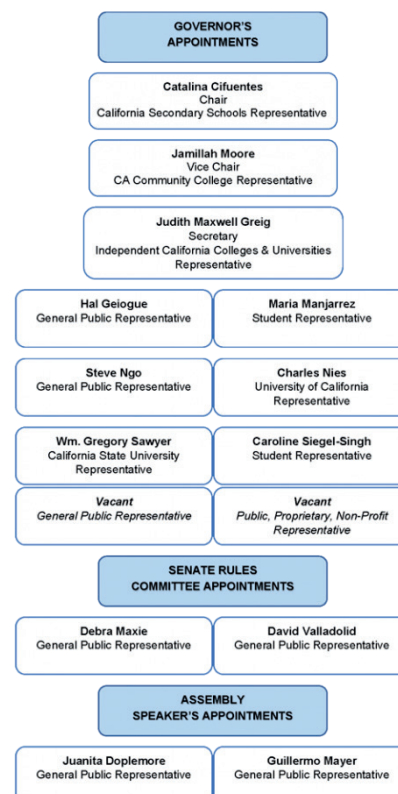
California Student Aid Commission owns several brands displayed in the programs of the organization. CSAC is the parent brand to Cal Grants, California Chafee Grant for Foster Youth, Middle Class Scholarship Program, California Student Opportunity, and Access Program, Child Savings Account Grant Program, Every Kid Counts, and the Cash for College program. The expansion of the organization is best demonstrated through the increase of awarded amounts of the organization's biggest grant program, Cal Grant (Public Policy Institute of California, 2019).

### VISION

Shaping a more equitable future for all Californians through investments in educational opportunities.

### MEMBERS OF THE CALIFORNIA STUDENT AID COMMISSION

The Commission consists of 15 appointed members. Eleven of the commissioners are appointed by the Governor and represent students, segments of the State's higher education community, and the general public. The Chair of the Senate Rules Committee and the Speaker of the Assembly each appoint two members.



# MODERN PROFESSIONAL FUTURE-FORWARD

## BRAND VALUES

- Prioritize student-centered solutions
- Advocate for equity in financial aid and investments
- Work collaboratively with higher education stakeholders and partners
- Leverage emerging technologies and analytics to create a great student experience
- Streamline internal processes to increase transparency, productivity and accountability
- Commit to integrating integrity, respect, empathy in our daily work.

## LOGO EXPLANATION

This logo refresh was created to capture the journey that students take when they follow their dreams and are able to achieve them with the help of CSAC.

The journey is represented by the androgynous graduate throwing their mortarboard while looking forward to their future. The state is shown supporting the student in the background while also symbolizing the rich diversity in California.

The equity from the previous logo is captured by refining the jumping graduate and modernizing the color palette.

The colors are hopeful, professional, modern, and inspiring. They encompass the same feeling and energy a student gets when they are able to accomplish their dreams with CSAC by their side.

## PRIMARY LOGOS

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# THE LOGO

## Format & Style

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### COMBINATION MARK

A combination mark is a logo comprised of a combined wordmark or letter mark and a pictorial mark, abstract mark, or mascot. The picture and text can be laid out side-by-side, stacked on top of each other, or integrated together to create an image. Some well known combination mark logos include Doritos, Burger King, and Lacoste.

### CHARACTERISTICS

State of California

Androgynous Student

Mortarboard

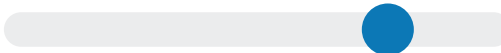
### WORKS WELL WITH

Gradients, the state iconography, abstract line work/art, geometrical sans serif fonts, blues/cool colors, bright photography, and high contrast.

### KEYWORDS

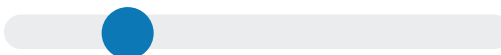
Modern, bright, joyful, graduate, bold, blue, gradient, California, androgynous, student, mortarboard, excited, professional, abstract

MATURE



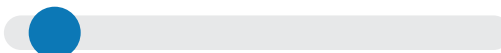
YOUTHFUL

PLAYFUL



SOPHISTICATED

ECONOMICAL



LUXURIOUS

LITERAL



ABSTRACT

# THE LOGO

## Logo Concept

While there were several options presented to represent the many voices on the Commission, we ultimately utilized a refreshed logo concept. The original shade of blue and the graduate silhouette act as the foundation of the refreshed logo. New typography lockups of all the CSAC names and were made in addition to an overall modern look bring it closer to what the target market is driven towards.

IMAGES/PHOTOGRAPH



ICONS/REPRESENTATION



# THE LOGO

## Primary Logo Marks • Full Color

### VERTICAL

**PRINT:** Vertical/Wordmark Lettermark Symbol or Wordmark Symbol or Lettermark Symbol/ CMYK (Print)

**WEB:** Vertical/Wordmark Lettermark Symbol or Wordmark Symbol or Lettermark Symbol/ RGB (Digital)



WORDMARK, LETTERMARK, SYMBOL



WORDMARK, SYMBOL



LETTERMARK, SYMBOL

### HORIZONTAL

**PRINT:** Horizontal/Wordmark Lettermark Symbol or Wordmark Symbol or Lettermark Symbol/ CMYK (Print)

**WEB:** Horizontal/Wordmark Lettermark Symbol or Wordmark Symbol or Lettermark Symbol/ RGB (Digital)



WORDMARK, LETTERMARK, SYMBOL



WORDMARK, SYMBOL



LETTERMARK, SYMBOL

### SYMBOL

**PRINT:** Symbol/CMYK (Print)

**WEB:** Symbol/RGB (Digital)



SYMBOL

# THE LOGO

## Primary Logo Marks • Black

### VERTICAL

**PRINT:** Vertical/Wordmark Lettermark Symbol or Wordmark Symbol or Lettermark Symbol/ Black

**WEB:** Vertical/Wordmark Lettermark Symbol or Wordmark Symbol or Lettermark Symbol/ Black



WORDMARK, SYMBOL

LETTERMARK, SYMBOL

WORDMARK, LETTERMARK, SYMBOL

### HORIZONTAL

**PRINT:** Horizontal/Wordmark Lettermark Symbol or Wordmark Symbol or Lettermark Symbol/ Black

**WEB:** Horizontal/Wordmark Lettermark Symbol or Wordmark Symbol or Lettermark Symbol/ Black



WORDMARK, LETTERMARK, SYMBOL

WORDMARK, SYMBOL

LETTERMARK, SYMBOL

### SYMBOL

**PRINT:** Symbol/Black

**WEB:** Symbol/Black



SYMBOL

# THE LOGO

## Primary Logo Marks • Grayscale

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### VERTICAL

**PRINT:** Vertical/Wordmark Lettermark Symbol or Wordmark Symbol or Lettermark Symbol/ Grayscale

**WEB:** Vertical/Wordmark Lettermark Symbol or Wordmark Symbol or Lettermark Symbol/ Grayscale



WORDMARK, LETTERMARK, SYMBOL



WORDMARK, SYMBOL



LETTERMARK, SYMBOL

### HORIZONTAL

**PRINT:** Horizontal/Wordmark Lettermark Symbol or Wordmark Symbol or Lettermark Symbol/ Grayscale

**WEB:** Horizontal/Wordmark Lettermark Symbol or Wordmark Symbol or Lettermark Symbol/ Grayscale



WORDMARK, LETTERMARK, SYMBOL



WORDMARK, SYMBOL



LETTERMARK, SYMBOL

### SYMBOL

**PRINT:** Symbol/Grayscale

**WEB:** Symbol/Grayscale



SYMBOL



# THE LOGO

## Primary Logo Marks • White

### VERTICAL

**PRINT:** Vertical/Wordmark Lettermark Symbol or Wordmark Symbol or Lettermark Symbol/ White

**WEB:** Vertical/Wordmark Lettermark Symbol or Wordmark Symbol or Lettermark Symbol/ White



WORDMARK, LETTERMARK, SYMBOL



WORDMARK, SYMBOL



LETTERMARK, SYMBOL

### HORIZONTAL

**PRINT:** Horizontal/Wordmark Lettermark Symbol or Wordmark Symbol or Lettermark Symbol/ White

**WEB:** Horizontal/Wordmark Lettermark Symbol or Wordmark Symbol or Lettermark Symbol/ White



WORDMARK, LETTERMARK, SYMBOL



WORDMARK, SYMBOL



LETTERMARK, SYMBOL

### SYMBOL

**PRINT:** Symbol/White

**WEB:** Symbol/White



SYMBOL

## CHILD LOGOS

OUTREACH . . . . .	15-22
CalSOAP . . . . .	15-22
WORKSHOPS . . . . .	23
Cash for College . . . . .	23
GRANTS & SCHOLARSHIPS . . . . .	24-26
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California Military Department GI Bill Award Program . . . . .	29
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# CHILD LOGOS

CalSOAP • Vertical • Full Color

## VERTICAL

PRINT: Outreach/CALSOAP/County Name/Vertical/CMYK(Print)

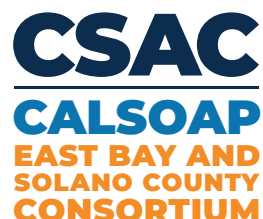
WEB: Outreach/CALSOAP/County Name/Vertical/RGB(Digital)



CENTRAL COAST



CENTRAL VALLEY



EAST BAY AND  
SOLANO COUNTY



LONG BEACH



LOS ANGELES



MERCED



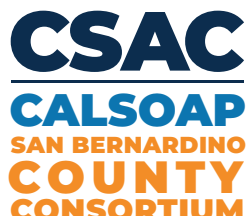
NORTHCOAST



RIVERSIDE COUNTY



SACRAMENTO



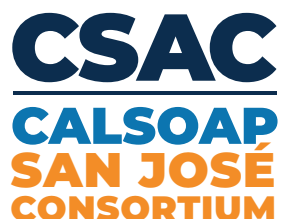
SAN BERNARDINO  
COUNTY



SAN DIEGO AND  
IMPERIAL COUNTIES



SAN FRANCISCO



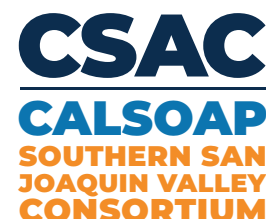
SAN JOSÉ



SANTA BARBARA



SOUTH COUNTY GILROY



SOUTHERN SAN  
JOAQUIN VALLEY

# CHILD LOGOS

CalSOAP • Vertical • Black

## VERTICAL

PRINT: Outreach/CALSOAP/County Name/Vertical/Black

WEB: Outreach/CALSOAP/County Name/Vertical/Black

**CSAC**  
**CALSOAP**  
**CENTRAL COAST**  
**CONSORTIUM**

CENTRAL COAST

**CSAC**  
**CALSOAP**  
**CENTRAL VALLEY**  
**CONSORTIUM**

CENTRAL VALLEY

**CSAC**  
**CALSOAP**  
**EAST BAY AND**  
**SOLANO COUNTY**  
**CONSORTIUM**

EAST BAY AND  
SOLANO COUNTY

**CSAC**  
**CALSOAP**  
**LONG BEACH**  
**CONSORTIUM**

LONG BEACH

**CSAC**  
**CALSOAP**  
**LOS ANGELES**  
**CONSORTIUM**

LOS ANGELES

**CSAC**  
**CALSOAP**  
**MERCED**  
**CONSORTIUM**

MERCED

**CSAC**  
**CALSOAP**  
**NORTHCOAST**  
**CONSORTIUM**

NORTHCOAST

**CSAC**  
**CALSOAP**  
**RIVERSIDE COUNTY**  
**CONSORTIUM**

RIVERSIDE COUNTY

**CSAC**  
**CALSOAP**  
**SACRAMENTO**  
**CONSORTIUM**

SACRAMENTO

**CSAC**  
**CALSOAP**  
**SAN BERNARDINO**  
**COUNTY**  
**CONSORTIUM**

SAN BERNADINO  
COUNTY

**CSAC**  
**CALSOAP**  
**SAN DIEGO AND**  
**IMPERIAL COUNTIES**  
**CONSORTIUM**

SAN DIEGO AND  
IMPERIAL COUNTIES

**CSAC**  
**CALSOAP**  
**SAN FRANCISCO**  
**CONSORTIUM**

SAN FRANCISCO

**CSAC**  
**CALSOAP**  
**SAN JOSÉ**  
**CONSORTIUM**

SAN JOSÉ

**CSAC**  
**CALSOAP**  
**SANTA BARBARA**  
**CONSORTIUM**

SANTA BARBARA

**CSAC**  
**CALSOAP**  
**SOUTH COUNTY**  
**GILROY**  
**CONSORTIUM**

SOUTH COUNTY GILROY

**CSAC**  
**CALSOAP**  
**SOUTHERN SAN**  
**JOAQUIN VALLEY**  
**CONSORTIUM**

SOUTHERN SAN  
JOAQUIN VALLEY

# CHILD LOGOS

CalSOAP • Vertical • Grayscale

## VERTICAL

PRINT: Outreach/CALSOAP/County Name/Vertical/Grayscale

WEB: Outreach/CALSOAP/County Name/Vertical/Grayscale

**CSAC**  
**CALSOAP**  
CENTRAL COAST  
CONSORTIUM

CENTRAL COAST

**CSAC**  
**CALSOAP**  
CENTRAL VALLEY  
CONSORTIUM

CENTRAL VALLEY

**CSAC**  
**CALSOAP**  
EAST BAY AND  
SOLANO COUNTY  
CONSORTIUM

EAST BAY AND  
SOLANO COUNTY

**CSAC**  
**CALSOAP**  
LONG BEACH  
CONSORTIUM

LONG BEACH

**CSAC**  
**CALSOAP**  
LOS ANGELES  
CONSORTIUM

LOS ANGELES

**CSAC**  
**CALSOAP**  
MERCED  
CONSORTIUM

MERCED

**CSAC**  
**CALSOAP**  
NORTHCOAST  
CONSORTIUM

NORTHCOAST

**CSAC**  
**CALSOAP**  
RIVERSIDE COUNTY  
CONSORTIUM

RIVERSIDE COUNTY

**CSAC**  
**CALSOAP**  
SACRAMENTO  
CONSORTIUM

SACRAMENTO

**CSAC**  
**CALSOAP**  
SAN BERNARDINO  
COUNTY  
CONSORTIUM

SAN BERNADINO  
COUNTY

**CSAC**  
**CALSOAP**  
SAN DIEGO AND  
IMPERIAL COUNTIES  
CONSORTIUM

SAN DIEGO AND  
IMPERIAL COUNTIES

**CSAC**  
**CALSOAP**  
SAN FRANCISCO  
CONSORTIUM

SAN FRANCISCO

**CSAC**  
**CALSOAP**  
SAN JOSÉ  
CONSORTIUM

SAN JOSÉ

**CSAC**  
**CALSOAP**  
SANTA BARBARA  
CONSORTIUM

SANTA BARBARA

**CSAC**  
**CALSOAP**  
SOUTH COUNTY  
GILROY  
CONSORTIUM

SOUTH COUNTY GILROY

**CSAC**  
**CALSOAP**  
SOUTHERN SAN  
JOAQUIN VALLEY  
CONSORTIUM

SOUTHERN SAN  
JOAQUIN VALLEY

# CHILD LOGOS

CalSOAP • Vertical • White

## VERTICAL

PRINT: Outreach/CALSOAP/County Name/Vertical/White

WEB: Outreach/CALSOAP/County Name/Vertical/White



CENTRAL COAST



CENTRAL VALLEY



EAST BAY AND  
SOLANO COUNTY



LONG BEACH



LOS ANGELES



MERCED



NORTHCOAST



RIVERSIDE COUNTY



SACRAMENTO



SAN BERNADINO  
COUNTY



SAN DIEGO AND  
IMPERIAL COUNTIES



SAN FRANCISCO



SAN JOSÉ



SANTA BARBARA



SOUTH COUNTY GILROY



SOUTHERN SAN  
JOAQUIN VALLEY

# CHILD LOGOS

CalSOAP • Horizontal • Full Color

## HORIZONTAL

PRINT: Outreach/CALSOAP/County Name/Horizontal/CMYK(Print)

WEB: Outreach/CALSOAP/County Name/Horizontal/RGB(Digital)



CENTRAL COAST



CENTRAL VALLEY



EAST BAY AND SOLANO COUNTY



LONG BEACH



LOS ANGELES



MERCED



NORTHCOAST



RIVERSIDE COUNTY



SACRAMENTO



SAN BERNADINO COUNTY



SAN DIEGO AND IMPERIAL COUNTIES



SAN FRANCISCO



SAN JOSÉ



SANTA BARBARA



SOUTH COUNTY GILROY



SOUTHERN SAN JOAQUIN VALLEY

# CHILD LOGOS

CalSOAP • Horizontal • Black

## HORIZONTAL

PRINT: Outreach/CALSOAP/County Name/Horizontal/Black

WEB: Outreach/CALSOAP/County Name/Horizontal/Black

**CSAC | CALSOAP** CENTRAL COAST  
CONSORTIUM

CENTRAL COAST

**CSAC | CALSOAP** CENTRAL VALLEY  
CONSORTIUM

CENTRAL VALLEY

**CSAC | CALSOAP** EAST BAY AND  
SOLANO COUNTY  
CONSORTIUM

EAST BAY AND SOLANO COUNTY

**CSAC | CALSOAP** LONG BEACH  
CONSORTIUM

LONG BEACH

**CSAC | CALSOAP** LOS ANGELES  
CONSORTIUM

LOS ANGELES

**CSAC | CALSOAP** MERCED  
CONSORTIUM

MERCED

**CSAC | CALSOAP** NORTHCOAST  
CONSORTIUM

NORTHCOAST

**CSAC | CALSOAP** RIVERSIDE COUNTY  
CONSORTIUM

RIVERSIDE COUNTY

**CSAC | CALSOAP** SACRAMENTO  
CONSORTIUM

SACRAMENTO

**CSAC | CALSOAP** SAN BERNARDINO  
COUNTY  
CONSORTIUM

SAN BERNADINO COUNTY

**CSAC | CALSOAP** SAN DIEGO AND  
IMPERIAL COUNTIES  
CONSORTIUM

SAN DIEGO AND IMPERIAL COUNTIES

**CSAC | CALSOAP** SAN FRANCISCO  
CONSORTIUM

SAN FRANCISCO

**CSAC | CALSOAP** SAN JOSÉ  
CONSORTIUM

SAN JOSÉ

**CSAC | CALSOAP** SANTA BARBARA  
CONSORTIUM

SANTA BARBARA

**CSAC | CALSOAP** SOUTH COUNTY  
GILROY  
CONSORTIUM

SOUTH COUNTY GILROY

**CSAC | CALSOAP** SOUTHERN SAN  
JOAQUIN VALLEY  
CONSORTIUM

SOUTHERN SAN JOAQUIN VALLEY



# CHILD LOGOS

CalSOAP • Horizontal • Grayscale

## HORIZONTAL

PRINT: Outreach/CALSOAP/County Name/Horizontal/Grayscale

WEB: Outreach/CALSOAP/County Name/Horizontal/Grayscale

**CSAC | CALSOAP** CENTRAL COAST  
CONSORTIUM

CENTRAL COAST

**CSAC | CALSOAP** CENTRAL VALLEY  
CONSORTIUM

CENTRAL VALLEY

**CSAC | CALSOAP** EAST BAY AND  
SOLANO COUNTY  
CONSORTIUM

EAST BAY AND SOLANO COUNTY

**CSAC | CALSOAP** LONG BEACH  
CONSORTIUM

LONG BEACH

**CSAC | CALSOAP** LOS ANGELES  
CONSORTIUM

LOS ANGELES

**CSAC | CALSOAP** MERCED  
CONSORTIUM

MERCED

**CSAC | CALSOAP** NORTHCOAST  
CONSORTIUM

NORTHCOAST

**CSAC | CALSOAP** RIVERSIDE COUNTY  
CONSORTIUM

RIVERSIDE COUNTY

**CSAC | CALSOAP** SACRAMENTO  
CONSORTIUM

SACRAMENTO

**CSAC | CALSOAP** SAN BERNARDINO  
COUNTY  
CONSORTIUM

SAN BERNADINO COUNTY

**CSAC | CALSOAP** SAN DIEGO AND  
IMPERIAL COUNTIES  
CONSORTIUM

SAN DIEGO AND IMPERIAL COUNTIES

**CSAC | CALSOAP** SAN FRANCISCO  
CONSORTIUM

SAN FRANCISCO

**CSAC | CALSOAP** SAN JOSÉ  
CONSORTIUM

SAN JOSÉ

**CSAC | CALSOAP** SANTA BARBARA  
CONSORTIUM

SANTA BARBARA

**CSAC | CALSOAP** SOUTH COUNTY  
GILROY  
CONSORTIUM

SOUTH COUNTY GILROY

**CSAC | CALSOAP** SOUTHERN SAN  
JOAQUIN VALLEY  
CONSORTIUM

SOUTHERN SAN JOAQUIN VALLEY

# CHILD LOGOS

CalSOAP • Horizontal • White

## HORIZONTAL

**PRINT:** Outreach/CALSOAP/County Name/Horizontal/White

**WEB:** Outreach/CALSOAP/County Name/Horizontal/White

**CSAC | CALSOAP** CENTRAL COAST  
CONSORTIUM

CENTRAL COAST

**CSAC | CALSOAP** CENTRAL VALLEY  
CONSORTIUM

CENTRAL VALLEY

**CSAC | CALSOAP** EAST BAY AND  
SOLANO COUNTY  
CONSORTIUM

EAST BAY AND SOLANO COUNTY

**CSAC | CALSOAP** LONG BEACH  
CONSORTIUM

LONG BEACH

**CSAC | CALSOAP** LOS ANGELES  
CONSORTIUM

LOS ANGELES

**CSAC | CALSOAP** MERCED  
CONSORTIUM

MERCED

**CSAC | CALSOAP** NORTH COAST  
CONSORTIUM

NORTH COAST

**CSAC | CALSOAP** RIVERSIDE COUNTY  
CONSORTIUM

RIVERSIDE COUNTY

**CSAC | CALSOAP** SACRAMENTO  
CONSORTIUM

SACRAMENTO

**CSAC | CALSOAP** SAN BERNARDINO  
COUNTY  
CONSORTIUM

SAN BERNARDINO COUNTY

**CSAC | CALSOAP** SAN DIEGO AND  
IMPERIAL COUNTIES  
CONSORTIUM

SAN DIEGO AND IMPERIAL COUNTIES

**CSAC | CALSOAP** SAN FRANCISCO  
CONSORTIUM

SAN FRANCISCO

**CSAC | CALSOAP** SAN JOSÉ  
CONSORTIUM

SAN JOSÉ

**CSAC | CALSOAP** SANTA BARBARA  
CONSORTIUM

SANTA BARBARA

**CSAC | CALSOAP** SOUTH COUNTY  
GILROY  
CONSORTIUM

SOUTH COUNTY GILROY

**CSAC | CALSOAP** SOUTHERN SAN  
JOAQUIN VALLEY  
CONSORTIUM

SOUTHERN SAN JOAQUIN VALLEY

## CHILD LOGOS

Cash for College • Full Color

### VERTICAL

PRINT: Workshops/CashForCollege/Vertical/CMYK(Print)

WEB: Workshops/CashForCollege/Vertical/RGB(Digital)



FULL COLOR



BLACK



GRAYSCALE



WHITE

### HORIZONTAL

PRINT: Workshops/CashForCollege/Horizontal/CMYK(Print)

WEB: Workshops/CashForCollege/Horizontal/RGB(Digital)



FULL COLOR



BLACK



GRAYSCALE



WHITE

# CHILD LOGOS

## CalGrant

### VERTICAL

**PRINT:** Grants & Scholarships/CalGrant/Vertical/CMYK(Print)

**WEB:** Grants & Scholarships/CalGrant/Vertical/RGB(Digital)



FULL COLOR



BLACK



GRAYSCALE



WHITE

### HORIZONTAL

**PRINT:** Grants & Scholarships/CalGrant/Horizontal/CMYK(Print)

**WEB:** Grants & Scholarships/CalGrant/Horizontal/RGB(Digital)



HORIZONTAL



BLACK



GRAYSCALE



WHITE

# CHILD LOGOS

## Middle Class Scholarship

### VERTICAL

**PRINT:** Grants & Scholarships/Middle Class/Vertical/CMYK(Print)

**WEB:** Grants & Scholarships/Middle Class/Vertical/RGB(Digital)



FULL COLOR



BLACK



GRAYSCALE



WHITE

### HORIZONTAL

**PRINT:** Grants & Scholarships/Middle Class/Horizontal/CMYK(Print)

**WEB:** Grants & Scholarships/Middle Class/Horizontal/RGB(Digital)



HORIZONTAL



BLACK



GRAYSCALE



WHITE

# CHILD LOGOS

California Chafee Grant

## VERTICAL

**PRINT:** Grants & Scholarships/California Chafee/Vertical/CMYK(Print)

**WEB:** Grants & Scholarships/California Chafee/Vertical/RGB(Digital)



FULL COLOR



BLACK



GRAYSCALE



WHITE

## HORIZONTAL

**PRINT:** Grants & Scholarships/California Chafee/Horizontal/CMYK(Print)

**WEB:** Grants & Scholarships/California Chafee/Horizontal/RGB(Digital)



HORIZONTAL



BLACK



GRAYSCALE



WHITE

# CHILD LOGOS

Golden State Teacher Grant Program

## VERTICAL

PRINT: Programs/Golden State Teacher/Vertical/CMYK(Print)

WEB: Programs/Golden State Teacher/Vertical/RGB(Digital)



FULL COLOR



BLACK



GRAYSCALE



WHITE

## HORIZONTAL

PRINT: Programs/Golden State Teacher/Horizontal/CMYK(Print)

WEB: Programs/Golden State Teacher/Horizontal/RGB(Digital)



HORIZONTAL



BLACK



GRAYSCALE



WHITE

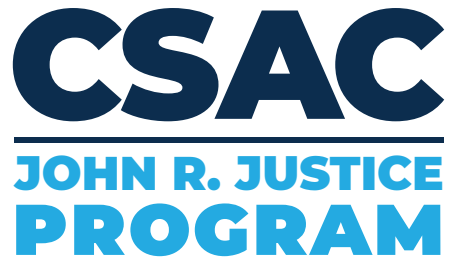
# CHILD LOGOS

John R. Justice Program

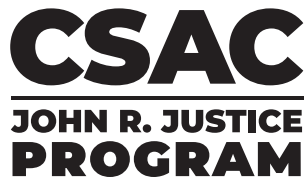
## VERTICAL

PRINT: Programs/John R Justice/Vertical/CMYK(Print)

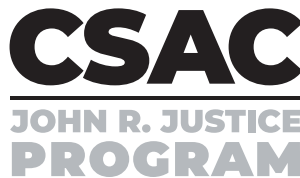
WEB: Programs/John R Justice/Vertical/RGB(Digital)



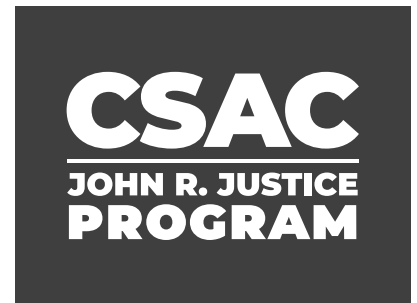
FULL COLOR



BLACK



GRAYSCALE



WHITE

## HORIZONTAL

PRINT: Programs/John R Justice/Horizontal/CMYK(Print)

WEB: Programs/John R Justice/Horizontal/RGB(Digital)



HORIZONTAL



BLACK



GRAYSCALE



WHITE



# CHILD LOGOS

California Military Department GI Bill Award Program

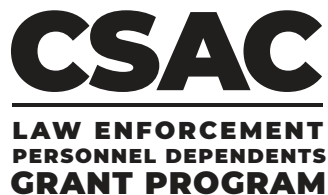
## VERTICAL

PRINT: Programs/Cal Military Dept/Vertical/CMYK(Print)

WEB: Programs/Cal Military Dept/Vertical/RGB(Digital)



FULL COLOR



BLACK



GRAYSCALE



WHITE

## HORIZONTAL

PRINT: Programs/ Cal Military Dept/Horizontal/CMYK(Print)

WEB: Programs/Cal Military Dept/Horizontal/RGB(Digital)



HORIZONTAL



BLACK



GRAYSCALE



WHITE

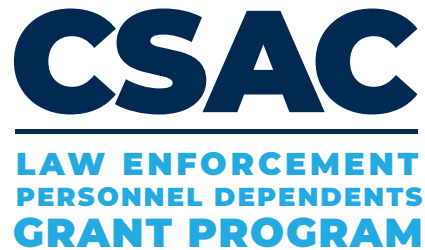
# CHILD LOGOS

## Law Enforcement Personnel Dependents Grant Program

### VERTICAL

PRINT: Programs/LEPDGP/Vertical/CMYK(Print)

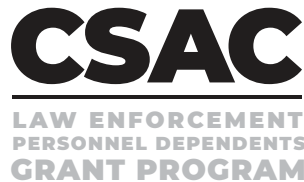
WEB: Programs/LEPDGP/Vertical/RGB(Digital)



FULL COLOR



BLACK



GRAYSCALE



WHITE

### HORIZONTAL

PRINT: Programs/LEPDGP/Horizontal/CMYK(Print)

WEB: Programs/LEPDGP/Horizontal/RGB(Digital)



HORIZONTAL



BLACK



GRAYSCALE



WHITE

## TYPE PALETTE

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# TYPE PALETTE

## Logo Typefaces



### LOGO TYPEFACES

These typefaces are to be used for your logo only. The typefaces used to define your brand and all of its deliverables are defined on the next page as your primary and secondary fonts; these may or may not be in the same family as the typeface defined above in your logo mark.

#### MONTERRAT BLACK

##### FONT FAMILY:

Montserrat

##### STYLE:

ALL CAPS

##### WEIGHT:

Black

##### TRACKING:

-40

##### ALIGNMENT:

Custom

#### MONTERRAT BOLD

##### FONT FAMILY:

Montserrat

##### STYLE:

ALL CAPS

##### WEIGHT:

Bold

##### TRACKING:

-40

##### ALIGNMENT:

Justified

#### MONTERRAT MEDIUM

##### FONT FAMILY:

Montserrat

##### STYLE:

Small Caps

##### WEIGHT:

Medium + 1pt stroke

##### TRACKING:

100

##### ALIGNMENT:

Justified

# TYPE PALETTE

## Print Type Palette

### TYPOGRAPHY FOR PRINT PURPOSES

*Have you ever struggled to read the font on a brochure or website? With the seemingly infinite number of fonts out there, we chose the one that is both readable, visually appealing, and cohesive with your brand. It can be used for anything that prints out of your office printer, or a professional printer.*

The typefaces chosen for print is Montserrat, a geometric sans-serif typeface. It is available for use in print and web design. It is professional, modern, and approachable.

**When these fonts are not available use Arial as a generic substitute.**

## TITLE

### HEADING 1

### Heading 2

*Sub header*

**CAPTION TITLES:** Caption (or italicized)

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut

TITLE Black/All caps/Tracking:0/No larger than 40pt

HEADING 1 Bold/ALL CAPS/Tracking:250/No larger 20pt

HEADING 2 Semi-Bold/Sentence Case/Tracking:0/1pt smaller than H1

SUB HEADER italics/Tracking:0/No larger than -4pts H2

CAPTION TITLE Semi-Bold/Sm Caps/Tracking:0 / No larger than -1pt smaller than Sub header

CAPTION regular or italics/Tracking:0 / Same size as caption title

BODY COPY regular/Tracking:0/Leading:15+/No smaller than -2pt Caption

### PRIMARY TYPEFACE

MONTERRAT REGULAR

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890 !@#\$%&\*()

MONTERRAT MEDIUM

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890 !@#\$%&\*()

MONTERRAT SEMI-BOLD

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890 !@#\$%&\*()

MONTERRAT BOLD

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890 !@#\$%&\*()

MONTERRAT BLACK

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890 !@#\$%&\*()

### SECONDARY TYPEFACE

*(If Montserrat is unavailable)*

HELVETICA LIGHT

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890 !@#\$%&\*()

HELVETICA REGULAR

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890 !@#\$%&\*()

HELVETICA BOLD

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890 !@#\$%&\*()

HELVETICA BLACK

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890 !@#\$%&\*()

# TYPE PALETTE

## WEB TYPE PALETTE

### TYPOGRAPHY FOR WEB AND DIGITAL PURPOSES

On computer monitors, some fonts become difficult to see if not invisible. Some fonts on computer screens are quite a bit harder to read than they are in print due to the lower resolution of computer screens as compared to printed works.

The primary typeface chosen for web is also Montserrat because of its versatility. This font family works well in print and web applications. For contrast, a serif font, Lora, is used minimally for sub headers and captions.

## TITLE

## HEADING 1

### Heading 2

#### Sub header

**CAPTION TITLES:** *Caption is italicized*

Lorem ipsum dolor sit amet, consectetur adipiscing elit,  
sed diam nonummy nibh euismod tincidunt ut laoreet  
dolore magna aliquam erat volutpat.

TITLE Black/All caps/Tracking:0/No larger than 64pt

HEADING 1 Bold/ALL CAPS/Tracking:50/No larger 34pt

HEADING 2 Semi-Bold/Sentence/Tracking:0/4pt smaller than H1

SUBHEADER Lora italics/Tracking:0/No larger than -4pts H2

CAPTION TITLE Semi-Bold/Sm Caps/Tracking:0 / No larger than -1pt  
smaller than Subheader

CAPTION Lora italics/Tracking:0 / Same size as caption title

BODY COPY regular/Tracking:0/Leading:15+/No smaller than -2pt  
Caption/Open sans

### PRIMARY TYPEFACE

#### MONTSERRAT REGULAR

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890 !@#\$%&\*()

#### MONTSERRAT MEDIUM

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890 !@#\$%&\*()

#### MONTSERRAT SEMI-BOLD

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890 !@#\$%&\*()

#### MONTSERRAT BOLD

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890 !@#\$%&\*()

#### MONTSERRAT BLACK

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890 !@#\$%&\*()

### SECONDARY TYPEFACE

#### Lora Regular

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890 !@#\$%&\*()

#### Lora Regular Italics

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890 !@#\$%&\*()

#### Lora Medium

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890 !@#\$%&\*()

#### Lora Medium Italics

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890 !@#\$%&\*()

#### Lora Bold

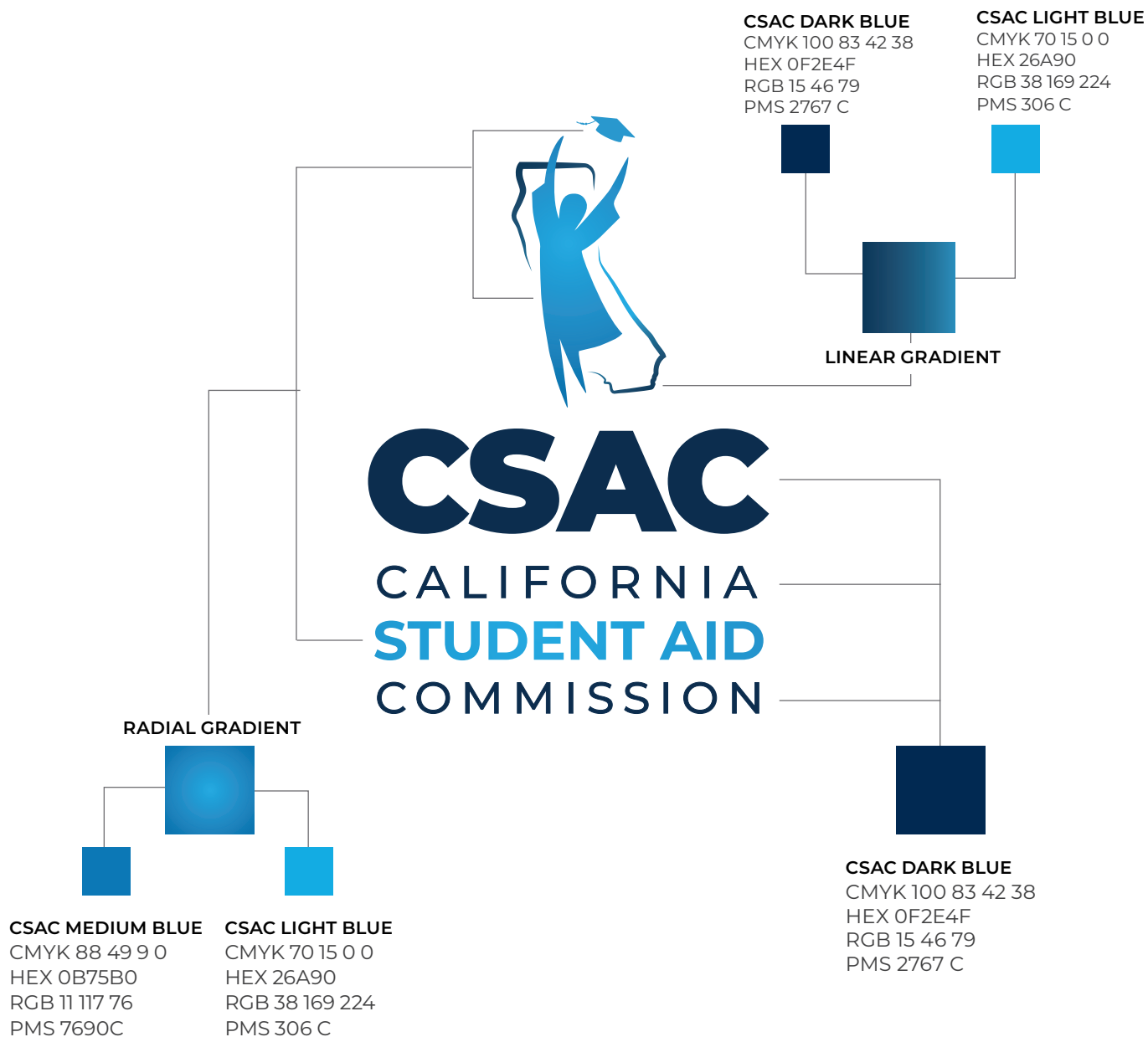
abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890 !@#\$%&\*()

## COLOR PALETTE

LOGO COLOR PALETTE . . . . .	36
PRINT COLORS. . . . .	37
WEB COLORS . . . . .	38

# COLOR PALETTE

## Logo Color Palette





# COLOR PALETTE








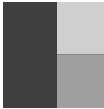
## Print Colors

### COLOR SPACES FOR PRINT













CMYK (Cyan, Magenta, Yellow and Key Black) are the four basic colors used by printers to print color images. CMYK colors are “subtractive.” This means the colors get darker as you blend them together. Pantone Matching System (PMS) is a color standardization system that helps in color identification and matching. It uses the Pantone numbering system to identify colors, and through this numbering system, printers and other equipment manufacturers can match colors without having to contact one another.

Your brand colors are defined below in the color spaces CMYK and PMS to be used for all web and digital purposes. The universal use of black, gray scale, and white is available in your brand's color palette. *Colors with Tri-tones below signify 25%, 50%, and 100% approved opacities of that color and color codes. If a color does not show opacity tri-tones, opacity of those colors are not approved for your brand colors.*

### PRIMARY COLOR PALETTE

CMYK	CMYK	CMYK	CMYK
			
C: 63 M: 66 Y: 65 K: 62	C: 88 M: 49 Y: 9 K: 0	C: 70 M: 15 Y: 0 K: 0	C: 0 M: 0 Y: 0 K: 90
PMS	PMS	PMS	PMS
			
2767 C	7690 C	306 C	447 C

### SECONDARY COLOR PALETTE

CMYK	CMYK	CMYK	CMYK	CMYK	CMYK
					
C: 0 M: 29 Y: 96 K: 0	C: 2 M: 53 Y: 96 K: 0	C: 24 M: 100 Y: 20 K: 0	C: 100 M: 91 Y: 6 K: 1	C: 63 M: 0 Y: 55 K: 0	C: 0 M: 0 Y: 0 K: 0
PMS	PMS	PMS	PMS	PMS	PMS
					
1235 C	715 C	233 C	7687 C	346 C	N/A

# COLOR PALETTE

## Web Colors

### COLOR SPACES FOR WEB/DIGITAL






RGB (Red, Green, Blue) is used for creating images on your computer screen. A HEX color is expressed as a six-digit combination of numbers and letters defined by its mix of red, green and blue (RGB).

Your brand colors are defined below in the color spaces RGB and HEX to be used for all web and digital purposes. The universal use of black, gray scale, and white is available in your brand's color palette. *Colors with Tri-tones below signify 25%, 50%, and 100% approved opacities of that color and color codes. If a color does not show opacity tri-tones, opacity of those colors are not approved for your brand colors.*

### PRIMARY COLOR PALETTE

RGB	RGB	RGB	RGB
			
R: 15 G: 46 B: 79	R: 11 G: 117 B: 176	R: 38 G: 169 B: 224	R: 67 G: 66 B: 67
HEX	HEX	HEX	HEX
			
#0F2E4F	#0B75B0	#26A90	#414042

### SECONDARY COLOR PALETTE

RGB	RGB	RGB	RGB	RGB	RGB
					
R: 247 G: 184 B: 23	R: 242 G: 141 B: 39	R: 192 G: 29 B: 120	R: 36 G: 62 B: 144	R: 91 G: 192 B: 149	R: 255 G: 255 B: 255
HEX	HEX	HEX	HEX	HEX	HEX
					
#FCBA1E	#F28D27	#C01D78	#543590	#5BC095	#ffffff

## LOGO USAGE

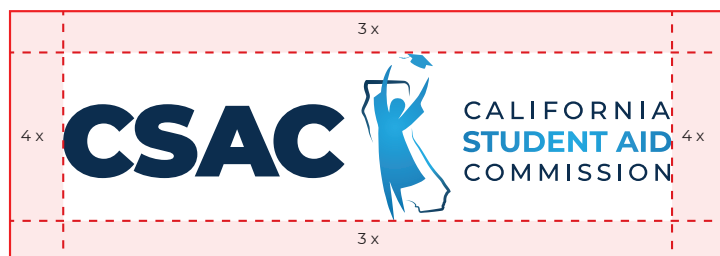
NEGATIVE SPACE . . . . .	40
MINIMUM SIZE . . . . .	41
UNACCEPTABLE USAGE . . . . .	42

# LOGO USAGE

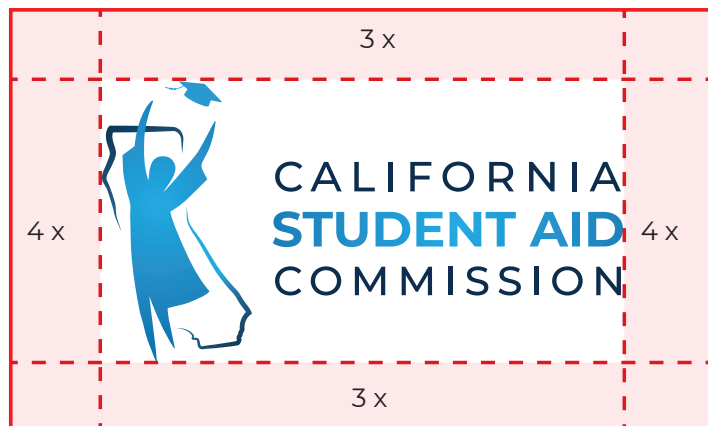
## Negative Space

### NEGATIVE SPACE

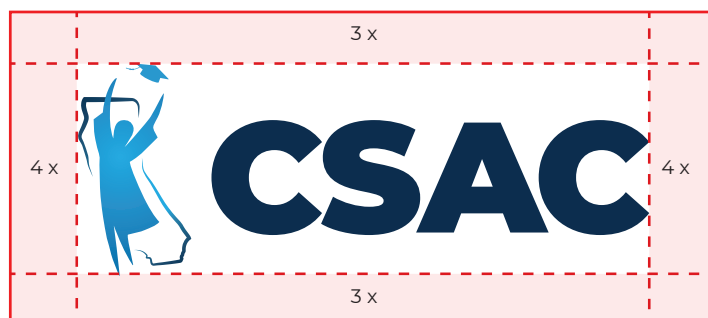
There should be white space (clearance) or negative space around the logo to ensure integrity. The minimum amount of clearance is defined by the height size of the “mortarboard” in any logo. The white space around the logo should calculate out to the amount of the “x” in the outside of the dashed lines. When placing these logos in documents and designs, no object should ever go inside the light red area on the outside of the logo.



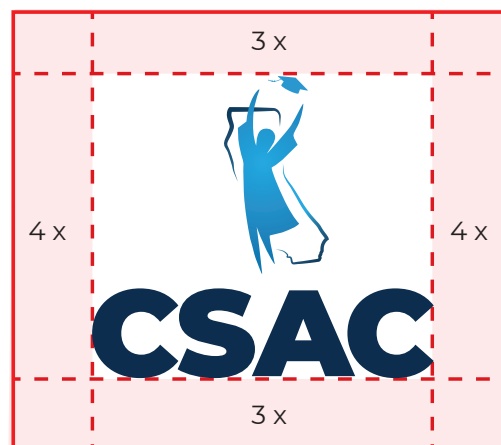
This measurement and negative space rule is for the horizontal and vertical wordmark, lettermark, and symbol.



This measurement and negative space rule is for the horizontal and vertical wordmark and symbol.



This measurement and negative space rule is for the horizontal and vertical lettermark and symbol.



# LOGO USAGE

## Minimum Sizes

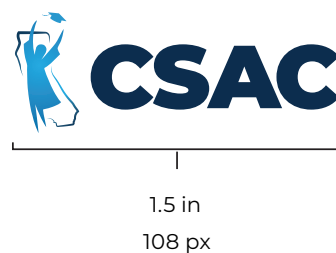
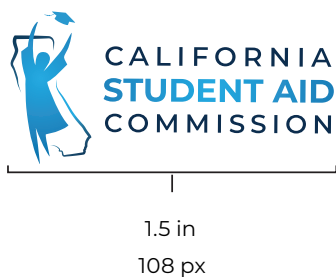
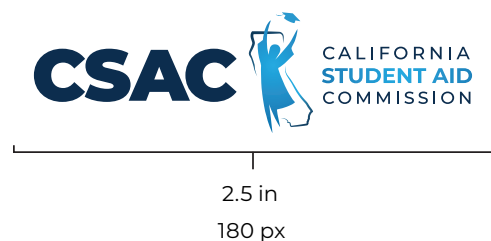
### MINIMUM DISPLAY SIZES (PRINT AND WEB)

The logo should always be prominently displayed; the size will be relative to the material format and its dimensions. When using the logos they should be no smaller than the sizes shown below for print and web purposes. The “Lettermark and Symbol” and “Wordmark and Symbol” versions are to be no smaller than 1 inch wide for vertical and 1.5 inches wide for horizontal logos to preserve the integrity and legibility of the mark.

#### HORIZONTAL

*Minimum Print Size = 1.5 in W*

*Minimum Web Size = 108 px W*



#### VERTICAL LOGOS

*Minimum Print Size = 1 in W*

*Minimum Web Size = 75 px W*



# LOGO USAGE

## Unacceptable Usage

### 1. DO NOT USE UNAPPROVED COLORS AND TONES.

Do not use any colors that are not the logo brand colors. You may never change the colors of the word mark, letter mark or symbol at all. Do not use old versions of the logo. Do not change the colors to the secondary color palette.



### 2. DO NOT CHANGE THE TONAL VALUES OF THE LOGO COLORS.

Do not change the opacity or tonal values of the colors that are in your brand mark. You may never change the colors or elements other than the approved provided marks. This does not include using the color palette at 10% - 100% opacity (which is approved).



### 3. THE LOGO MUST NOT APPEAR ON AN UNAPPROVED BACKGROUND COLOR, PHOTO, OR TEXTURE.

The full color logo must be displayed atop of a minimum of 80% white background or image to preserve the integrity of the mark. No old brand patterns should be used in the brand. The full color logo may never be displayed on a dark image, texture, pattern, photo, or background.



### 4. DO NOT SKEW OR STRETCH LOGO.

The logo may never be stretched to “fit” on certain documents. This is why the horizontal and vertical compositions are provided. This avoids any need for stretching the logo mark ever.



## VISUAL GUIDES AND ASSETS

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LETTERHEAD AND EMAIL SIGNATURES. . .	46
HERO IMAGE NAVIGATION . . . . .	47

# VISUAL GUIDES AND ASSETS

## Graphic Elements

### GRAPHIC ELEMENTS

Graphic elements show relationships, hierarchy, and emphasis visually. They include backgrounds, banners, aggregators, separators, shadows, line, and handles. While graphic elements are a strong visual means of indicating relationships, overusing them adds visual clutter and reduces the space available on a surface. *They should be used sparingly.*

**To decide whether a graphic element is necessary, consider these questions:**

- 1 Is the design's presentation and communication just as clear and effective without the element?  
*If so, remove it.*
- 2 Can you effectively communicate the relationships using layout alone? *If so, use layout instead.*  
You can place related graphic elements next to each other and put extra spacing between logos and graphic elements to enhance your brand. You can also use indenting to show hierarchical relationships instead of using graphic elements to “decorate” your layout.



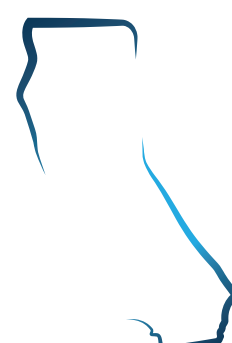
ABSTRACT CALIFORNIA  
LINE ART GRAPHIC  
YELLOW 50%



ABSTRACT CALIFORNIA  
LINE ART GRAPHIC  
MINT 50%



ABSTRACT CALIFORNIA  
LINE ART GRAPHIC  
FUCHSIA 50%



ABSTRACT CALIFORNIA  
LINE ART GRAPHIC  
CSAC BLUE(S) GRADIENT



ANDROGYNOUS GRADUATE  
CSAC LIGHTER BLUE(S)  
GRADIENT



CSAC MORTARBOARD



SEPARATION LINES  
HORIZONTAL  
DARK GRAY



SEPARATION LINES VERTICAL  
DARK GRAY



# VISUAL GUIDES AND ASSETS

## Social Media Avatars

---

### SOCIAL MEDIA USAGE

For use in social media applications such as Facebook and Twitter where a profile image or avatar is required. This will conform to the typical square container.



*SQUARE SOCIAL MEDIA AVATAR*

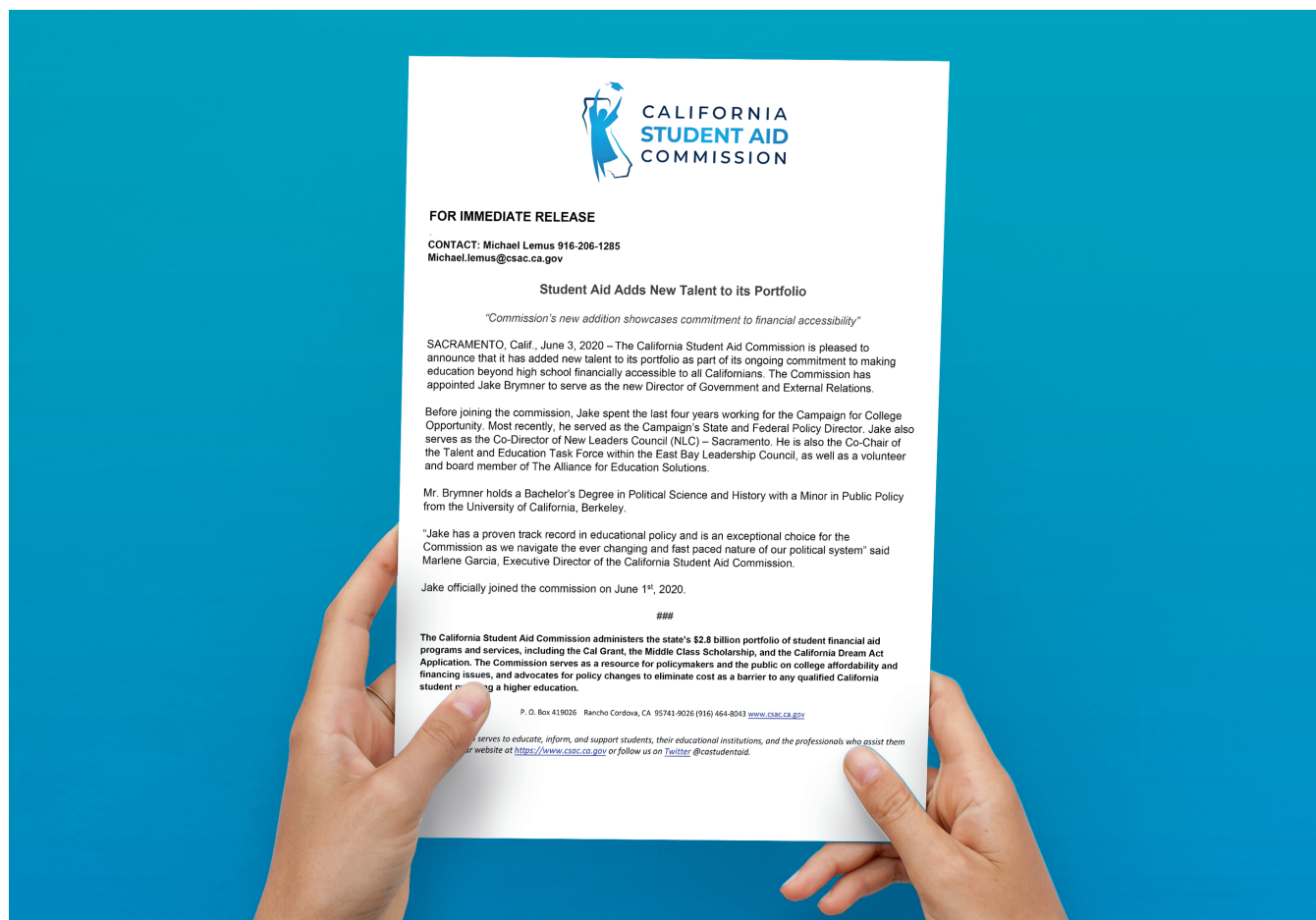


*CIRCULAR SOCIAL MEDIA AVATAR*

# VISUAL GUIDES AND ASSETS

## Letterhead, Email Signature

### LETTERHEAD



PRESS RELEASE MOCKUP

### EMAIL AND COMMUNICATIONS

For body text in an email use a font no smaller than 12 pts.

For email signatures, it is best to use the font “Montserrat” or “Helvetica/ Arial.” Use a sans serif when these fonts are not available.

**Avoid using any graphics or photos in email signatures as this increases email size and may be rejected by some email clients depending on a user’s personal setup.**

**FIRST NAME LAST NAME**

*Job Title*

p: (916) XXX-XXXX

f: (916) XXX-XXXX

[ClientNameWeb.com](#)

XXXX Address Name

Sacramento, CA XXXXX

**Follow CSAC on:**

Facebook / Twitter / Instagram

----- Name and Job Title

----- Personal Contact

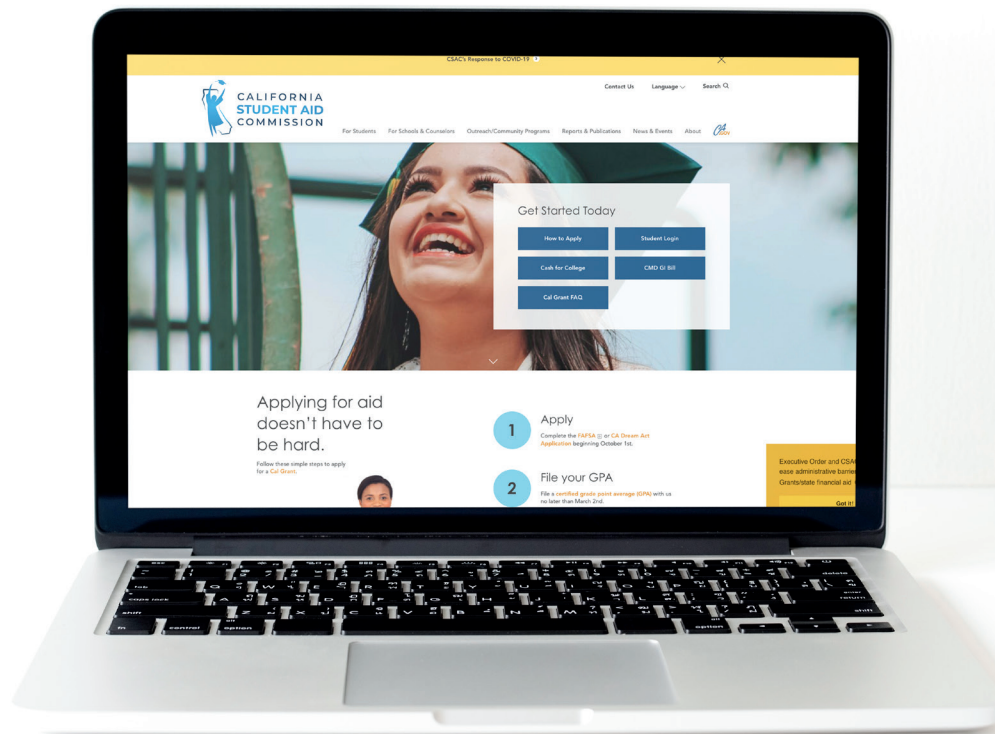
----- Physical Address

----- Social Media  
(embedded links)

# VISUAL GUIDES AND ASSETS

## Hero Image Main Navigation

### HERO IMAGE MOCKUP



PREPARED BY



DESIGNS FOR SOCIAL CHANGE

2020