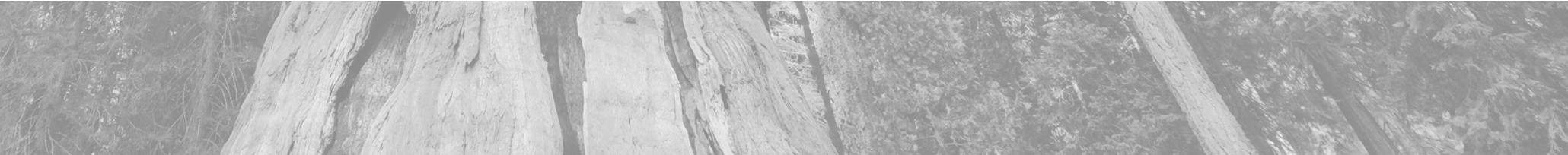




COLLEGE OF THE SEQUOIAS ALUMNI
BRAND STYLE GUIDE





INTRODUCTION

This guide outlines best practices for the College of the Sequoias alumni branding efforts.

The brand standards described in this guide come second to those of the college, therefore matters of color, type, or anything not covered in this guide should reference the college's guidelines.

LOGO

The alumni logo outfits documents, marketing materials, and merchandise. Please note the variations designed for specific uses.

No alterations or additions should be made to the logo—always use the provided vector files when working with the logo.

Avoid placement on busy or contrast-lacking backgrounds.

When placing the logo, designers are to exercise their discretion around matters of scale, composition, and clear space.

Considerations

For sake of potential material needs or creative pursuits, the Forever Giant word mark may be removed from logo and established elsewhere (styled as is, scale may change).



w/o wordmark



full-color



full-color, reverse



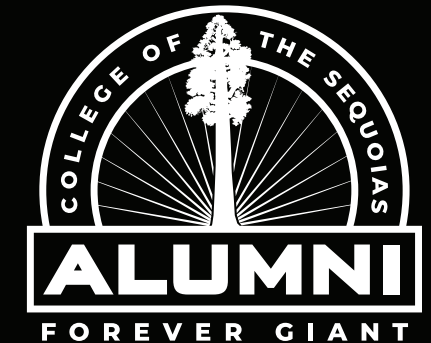
one-color, blue



one-color, orange



black & white



black & white, reverse

MATERIAL LAYOUT & ELEMENTS

The alumni brand represents COS alumni spanning generations, therefore—with engagement and accessibility in mind—a somewhat minimal, trend-ubiquitous strategy is encouraged.

Elements include:

- targeted photography, no extensive color alterations/effects
- horizontal and vertical lines/shapes
- gradients and transparencies only as needed
- short, bold headlines
- modest logo scaling and placement
- plenty of clear/white space throughout



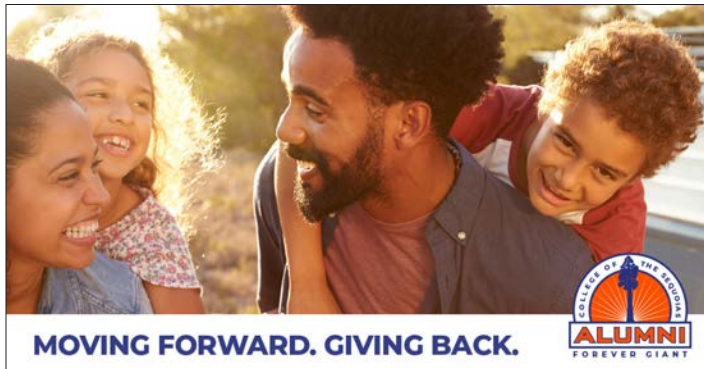
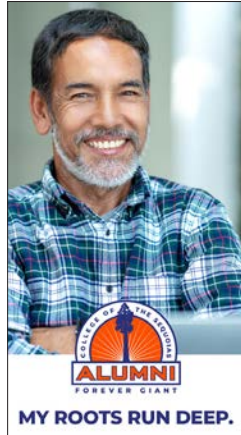
**FOREVER
STRONG.
FOREVER
PROUD.**

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MATERIAL EXAMPLES



IN IT TOGETHER. STRONGER THAN EVER.

ALUMNI
FOREVER GIANT

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COS
COLLEGE OF THE SEQUOIAS

QUIS IPSUM SUSPENDISSE ULTRICES - GRAVIDA, RISUS COMMODO - VIVERRA MAECENAS ACCUMSAN LACUS

