



# Brand Guidelines





# Welcome

The brand elements outlined here are a set of guidelines that describe the ethos of the Calbright brand, its values, personality, and reason for being. They are a framework to lead and inspire creativity and direction. The goal is to provide a common understanding of the brand that helps guide our interactions with the Calbright community. By working with a shared understanding, the Calbright brand becomes more cohesive, meaningful, and ultimately more valuable.

# Logo

---

## Primary Logo

The primary logo is the simplest way of communicating the Calbright College brand. Our logo is a combination of both the logotype and a logomark known as a Lockup.



# Logo

## Spacing

Always abide by the rules of clear space when staging the logo. It is important that no other visual elements interfere with the logo so our brand can clearly introduce and/or punctuate an interaction or communication.

1. The State Star must never be reproduced in any other color variations.

2. Only use the variations of the logo art provided.

3. Always use the primary logo. Usage of the secondary logo must be approved by the Calbright brand team.

4. When in doubt, seek approval by contacting our designer, [luis.soto@calbright.org](mailto:luis.soto@calbright.org).



**Minimum size**  
Print: 0.50" height  
Digital: 40 pixels height



# Symbol

## Symbol (State Star)

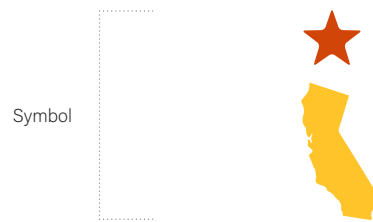
Use the symbol when space does not allow the use of the full version. E.g., as a favicon or an Instagram watermark.

Do not use the symbol in the same layout as the full logo. Use one or the other, not both.

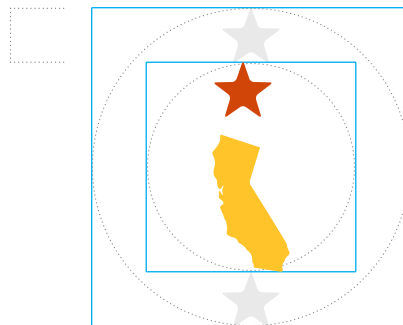
1. Align the symbol center vertically and horizontally in the container.

2. Use the height of the star as padding (clear space) around the edges of the container.

3. When in doubt, seek approval by contacting [luis.soto@calbright.org](mailto:luis.soto@calbright.org).



The height of the "Star" designates the clear space around the Symbol.





# Colors

## Color Palette

- Our brand color palette includes a set of colors that represent our brand personality. When used correctly, they form a visual foundation and help maintain consistency across all platforms.
- The primary brand colors are Sky Blue, Sunset Orange, and Sunrise Yellow.
  - Our accent colors are often used as contrast layers or background colors.
  - Avoid layering dark hues with other dark shades, and light tones with similar light hues.
  - When in doubt, seek approval by contacting [luis.soto@calbright.org](mailto:luis.soto@calbright.org).

## Primary Colors



Sky Blue	Sunset Orange	Sunrise Yellow
CMYK 95 / 90 / 0 / 0	CMYK 12 / 86 / 100 / 3	CMYK 0 / 23 / 92 / 0
RGB 26 / 35 / 179	RGB 211 / 69 / 8	RGB 255 / 198 / 41
HTML #1A23B3	HTML #D34508	HTML #FFC629
PMS 2736 C	PMS 1665 C	PMS 123 C

## Accent Colors



Cream 1	Cream 2	Cream 3	White	Light Gray
CMYK 0 / 1 / 2 / 0	CMYK 3 / 4 / 9 / 0	CMYK 32 / 32 / 43 / 1	CMYK 0 / 0 / 0 / 0	CMYK 11 / 8 / 9 / 0
RGB 255 / 252 / 248	RGB 245 / 238 / 228	RGB 178 / 164 / 144	RGB 255 / 255 / 255	RGB 224 / 224 / 224
HTML #FFFCE8	HTML #F5EEEE	HTML #B2A490	HTML #FFFFFF	HEX #E0E0E0

## Type Colors



Headlines: Midnight Black	Body Text: Moon Gray
CMYK 72 / 68 / 64 / 76	CMYK 66 / 60 / 52 / 32
RGB 29 / 27 / 29	RGB 80 / 79 / 85
HTML #1D1B1D	HTML #504F55
PMS Neutral Black C	

## Image Overlays



Image Overlay 1	Image Overlay 2
CMYK 74 / 68 / 63 / 77	CMYK 95 / 90 / 0 / 0
RGB 26 / 26 / 29	RGB 26 / 35 / 179
HTML #1A1A1D	HTML #1A23B3
Opacity 30%	Opacity 15%

# Variations

## Acceptable Logo Color Variations

**Logo Variation 1:** 'Calbright' in 'Midnight Black'; Symbol in 'Sunset Orange' and 'Sunrise Yellow'; and 'College' in 'Sunset Orange'.



**Example 1:**  
Calbright Logo Variant 1 on a White Background.



**Example 2:**  
Calbright Logo Variant 1 on Cream 1 Background.

**Logo Variation 2:** 'Calbright' in 'White'; Symbol in 'Sunset Orange' and 'Sunrise Yellow'; and 'College' in 'Sunset Orange'.



**Example 1:**  
Calbright Logo Variant 2 on a Sky Blue Background.



**Example 2:**  
Calbright Logo Variant 2 on a Midnight Black Background.

**Logo Variation 3:** The entire 'Calbright Logo' in all 'White'.



**Example 1:**  
Calbright Logo Variant 3 on a Sky Blue Background.



**Example 2:**  
Calbright Logo Variant 2 on a Sunset Orange Background.



# Best Practices

## Incorrect Usage of Logo

Our logo must remain unchanged. These standards apply to all content produced by and for Calbright, including partnerships, both internally and externally. Avoid altering our state star symbol as well.



Do not place logo over a pattern of any kind.



Do not distort the logo.



Do not skew the logo.



Do not change the proportions of the symbol to the words and vice versa.



Do not place the logo over a photo without an opacity filter.



Do not place the logo over a textured background.



Do not put a dropshadow on the logo.



We have three logo variations. Do not alter the colors.



Do not place the logo on a same colored background.



Do not add a stroke around our logo.



Internally, use the white logo on Skyblue or Sunset Orange. Externally, use the white logo on contrasting colors.



Do not use the logo within a sentence.

## Use of Opacity Filters

We apply opacity filters to images to enhance visual cohesion and maintain a consistent design aesthetic. The use of these filters is flexible and adjusted according to the specific needs and context of each project.

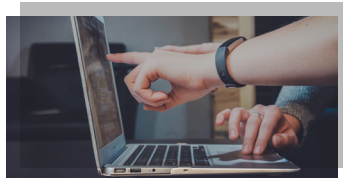


Image Overlay 1  
HTML #1A1A1D  
Opacity 30%

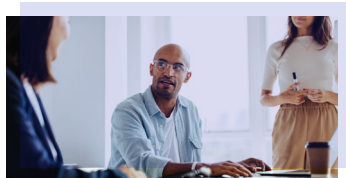


Image Overlay 2  
HTML #1A23B3  
Opacity 15%

# Typography

## Typefaces: Libre Franklin and Inter

Our typography features a two font families, Libre Franklin and Inter, utilizing various font weights for headings, paragraphs, and button text. Adhere to these general guidelines to ensure clarity and consistency in our designs.

## Headers

# Learn About Calbright Programs with a Virtual Info Session

### H1: Libre Franklin, Semibold 600

PX: 80px Font Size with a 90px Line Height  
PT: 32pt Font Size with a 36pt Line Height

### H2: Libre Franklin, Semibold 600

PX: 50px Font Size with a 60px Line Height  
PT: 20pt Font Size with a 24pt Line Height

### H3: Libre Franklin, Medium 500

PX: 44px Font Size with a 53px Line Height  
PT: 16pt Font Size with a 22pt Line Height

### H4: Libre Franklin, Medium 500

PX: 24px Font Size with a 38px Line Height  
PT: 10pt Font Size with a 14pt Line Height

### H5: Libre Franklin, Bold 700

PX: 20px Font Size with a 28px Line Height  
PT: 8pt Font Size with a 10pt Line Height

### H6: Libre Franklin, Semibold 600

PX: 16px Font Size with a 24px Line Height  
PT: 6pt Font Size with a 8pt Line Height

## Paragraphs

With programs geared to help you develop skills for in-demand jobs, Calbright prepares you for a better career, on your timeline, with tuition and fees currently free for adult Californians. A proud member of the California Community Colleges system.

Get personalized support, from career coaching to academic counseling, when you need it. Connect with faculty when and how

you want. Calbright helps you build on the skills you already have and prepares you to earn industry-valued certifications in growing fields.

Our programs are online, self-paced, and can be accessed anywhere, anytime. Work as fast as you want while taking the time you need.

### P1 - Inter, Regular 400

PX: 20px Font Size with a 30px Line Height  
PT: 8pt Font Size with a 12pt Line Height

### P2 - Inter, Regular 400

PX: 18px Font Size with a 27px Line Height  
PT: 7pt Font Size with a 11pt Line Height

### P3 - Inter, Regular 400

PX: 14px Font Size with a 24px Line Height  
PT: 5pt Font Size with a 9pt Line Height

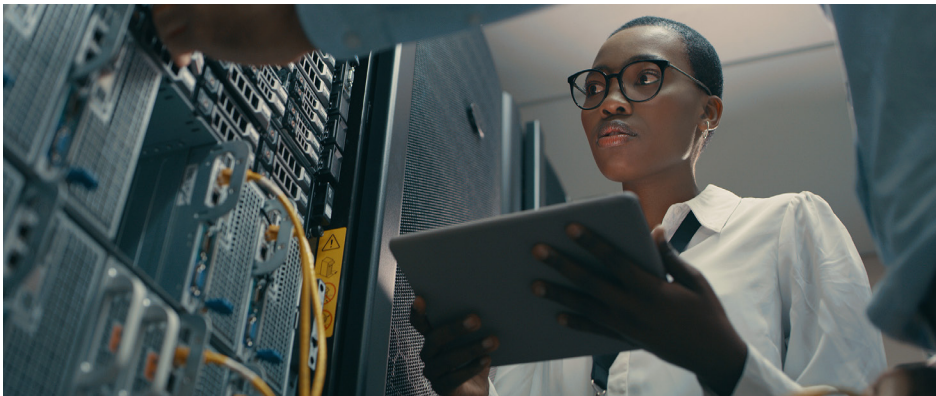
# Photos

## Photo Style

Calbright has developed a distinct photographic style based on a sense of belonging and welcoming. Photos should reflect what it is like to be a part of the Calbright College community.

It should support our brand essence of 'Welcoming Spirit.'

The mood is warm, friendly, fun, open, optimistic and positive.



# Questions

---

If you have any questions about this guide, need brand elements from the Brand Package, or are unsure if your communication best represents the Calbright College Brand, please contact our designer, Luis Soto at [luis.soto@calbright.org](mailto:luis.soto@calbright.org)