

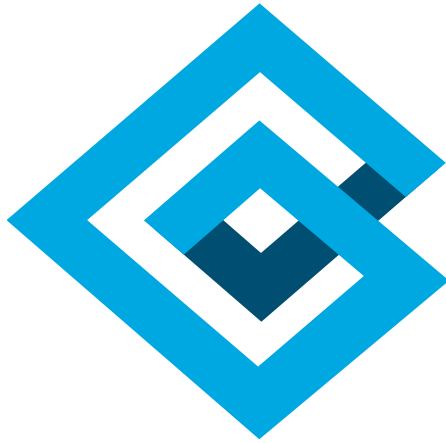
**Coastal Bend**  
COLLEGE

**Graphic  
Standards &  
Branding Guide**

Coastal Bend College is a leader in providing quality education for lifelong learning by dedicating its resources to promoting a learning-centered environment that empowers its students to reach their highest potential and become responsible members of the global community. CBC is located in Alice, Beeville, Kingsville, and Pleasanton, Texas. Coastal Bend College is your choice destination at four locations.

Coastal Bend College is accredited by the Southern Association of Colleges and Schools Commission on Colleges (SACSCOC) to award associate degrees. Degree-granting institutions also may offer credentials such as certificates and diplomas at approved degree levels. Questions about the accreditation of Coastal Bend College may be directed in writing to the Southern Association of Colleges and Schools Commission on Colleges at 1866 Southern Lane, Decatur, GA 30033-4097, by calling (404) 679-4500, or by using information available on SACSCOC's website ([www.sacscoc.org](http://www.sacscoc.org)).

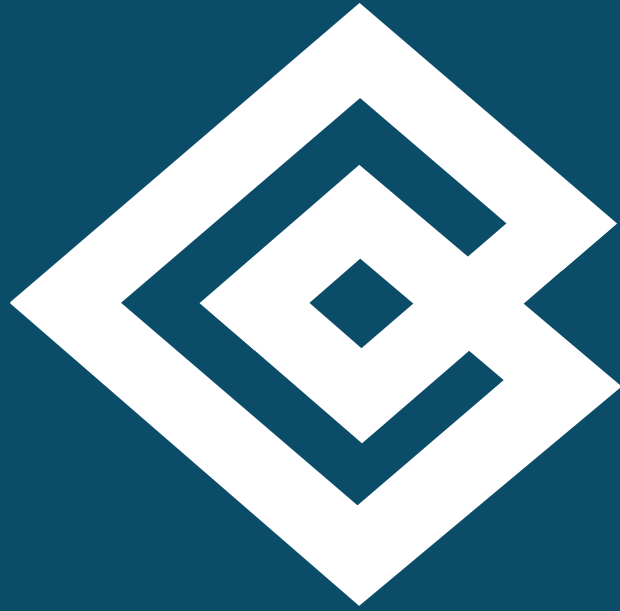
**Coastal Bend College**  
**Marketing & Public Relations**  
**3800 Charco Road**  
**Beeville, Texas 78102**  
**(361) 354 - 2259**  
**[coastalbend.edu](http://coastalbend.edu)**



# Coastal Bend

## COLLEGE

<b>Message from the President</b>	<b>4</b>
<b>CBC Logo</b>	<b>6</b>
<b>Improper Usage</b>	<b>10</b>
<b>Fonts</b>	<b>12</b>
<b>Social Media</b>	<b>14</b>



# Coastal Bend

COLLEGE

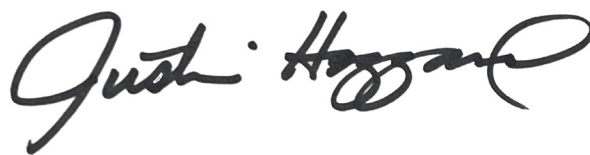
# A Message from the President

As a premier educational institution, Coastal Bend College has a strong reputation for academic excellence and community engagement. Our brand identity is an essential part of our college's success, and it is crucial that we maintain a cohesive and professional appearance.

This *Graphic Standards and Branding Guide* provides clear and concise instructions on how to properly use our college's logo, color scheme, typography, and other visual elements. These guidelines will help us create a consistent and recognizable brand image. This is essential for building trust and loyalty with our students, partners, and the community.

I encourage all members of the Coastal Bend College community to familiarize themselves with the guidelines outlined in this manual. By doing so, we can ensure that our brand identity remains consistent, professional, and reflective of the outstanding academic experience that we provide to our students.

Thank you for your continued commitment to excellence at Coastal Bend College.

A handwritten signature in black ink that reads "Justin Hoggard". The signature is written in a cursive, flowing style with a large initial "J" and a decorative flourish at the end.

**Dr. Justin Hoggard**  
Coastal Bend College President

# The Logo

---



**Coastal Bend**  
COLLEGE

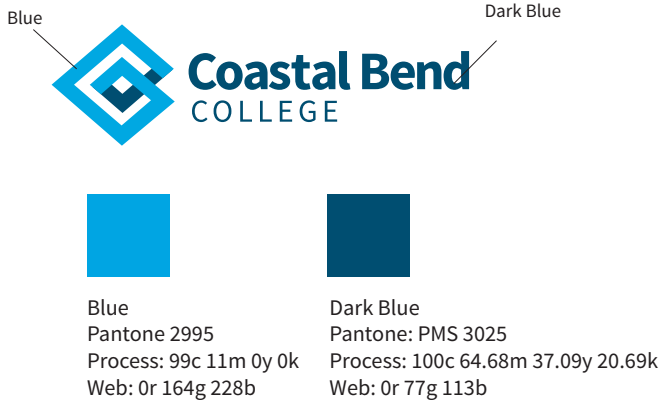
The logo serves as the visual representation of our community college's identity, values, and mission. It establishes brand recognition and creates a professional image that conveys our commitment to providing a high-quality education. A well-designed logo can also help to make our institution more memorable and recognizable to prospective students, faculty, and community members.

Consistency in using the logo across all marketing materials is crucial in creating a cohesive brand identity that resonates with our target audience. By understanding the importance of our brand's logo, we can all contribute to maintaining and strengthening our college's image and reputation.

# Color

These are the main logos and should be used whenever possible.

Horizontal Logo:

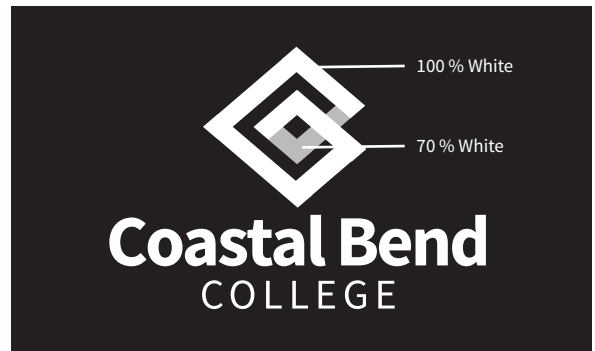


Vertical Logo:



# Black & White

This logo should be used only for black & white / grayscale purposes like newsprint, print ads, forms or when necessary. Color is always preferred.



# Clear Space & Size

In order to command attention, the Coastal Bend College logo must always have a certain amount of clear space around it. It should not be crowded or overwhelmed by other elements competing for the space. If placed within a cluttered environment, the logo's message risks becoming obscured and insignificant. As a general rule, make the amount of clear space even larger when possible. The minimum requirement of clear space can be measured in relation to the width of the letter "d" in Coastal Bend ("x"). The clear space around the Coastal Bend College logo requires at least 1x of space surrounding the entire logo top and bottom; left and right.



Application will determine not only the color version but also the minimum size. These are minimum recommended sizes for all the logos in both print and electronic media. Make sure both images and type reproduce clearly and are legible in all applications by reviewing proofs or a test beforehand. Make sure a printer is able to hold registration on full color logo.





# Athletics Logos



## Main Athletic Logo

This is the main athletics logo and should be used for all athletic groups and events. The cougar instills community pride and school spirit.



## Cougar Text

To be used on athletic gear, t-shirts, promos, etc.



## Cougar

To be used on athletic gear, t-shirts, promos, etc.

Please note: The Cougar image is for the exclusive use of the CBC Athletic Department.

# Improper Usage

---



**Coastal Bend**  
COLLEGE

A strong brand begins with consistency. Improper usage of approved logos, colors, fonts and design elements can give the impression of a disjointed organization. The Coastal Bend College brand is clean, organized and sophisticated. Attention to detail when using the Coastal Bend College logo and coordinating elements is necessary and greatly appreciated.

# Improper Usage

Do not change colors or rearrange any part of the logo.



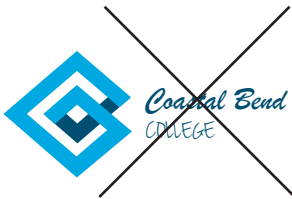
Do not distort the logo in any way. Resizes must be proportionate.



Do not tilt or rotate the logo in any way.



Do not alter the design of the logo or substitute a typeface for the wordmark.



Do not use the logo without the shape.



Do not outline the logo or any of the fonts in any way.



Do not add a drop shadow of any kind to the logo regardless of background image.



Do not place the shape anywhere other than how it is intended.



Do not place the logo on top of a heavy texture, pattern, background or conflicting visual material.



**For special considerations of the logo, please call 361-354-2259 or email [alamirez1@coastalbend.edu](mailto:alamirez1@coastalbend.edu)**

# Fonts

---



A strong brand begins with consistency. Improper usage of approved logos, colors, fonts and design elements can give the impression of a disjointed organization. The Coastal Bend College brand is clean, organized and sophisticated. Attention to detail when using the Coastal Bend College logo and coordinating elements is necessary and greatly appreciated.

# Fonts

## Source Sans Pro

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

## *Source Sans Pro Italic*

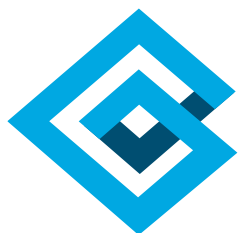
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*  
*1234567890*

## ***Source Sans Pro Bold Italic***

***ABCDEFGHIJKLMNOPQRSTUVWXYZ***  
***abcdefghijklmnopqrstuvwxyz***  
***1234567890***

## **Source Sans Bold**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**



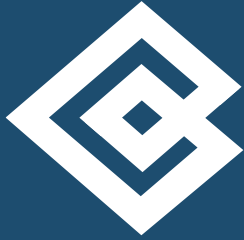
**Coastal Bend**  
COLLEGE

Source Sans Bold

SOURCE SANS PRO

# Social Media

---



**Coastal Bend**  
COLLEGE

Social media guidelines play a crucial role in Coastal Bend College's brand promotion efforts. They help in maintaining consistent branding, professionalism, clear communication, and audience engagement. These guidelines also contribute to strengthening the college's online presence, building audience trust, and enhancing marketing strategies. It's essential to maintain a professional online presence that reflects the college's values.

Please note: All social media accounts must be approved by the requestor's supervising cabinet member. To set up an account, please contact the CBC Marketing Department.

The CBC Marketing Department must have login access to all CBC affiliated accounts.

*For more information, please refer to the CBC Social Media handbook or contact the CBC social media specialist at 361-354-2270.*

## Social Media Accounts

 Instagram @coastalbendcollege

 Facebook /CoastalBendCollege

 Twitter @CBCFuture

 YouTube @coastalbendcollege

*In accordance with Governor Greg Abbott's mandate, TikTok is prohibited at Coastal Bend College.*

## Social Media Rules

**Respectful Communication:** Be respectful and professional. No offensive or discriminatory content.

**Accurate Information:** Share only accurate and verified information.

**Confidentiality:** Respect privacy and avoid discussing sensitive matters.

**Personal Views:** Differentiate personal opinions from official college stances.

**Credit and Ownership:** Give credit, avoid plagiarism, and respect copyright.

**Positive Promotion:** Showcase college achievements positively.

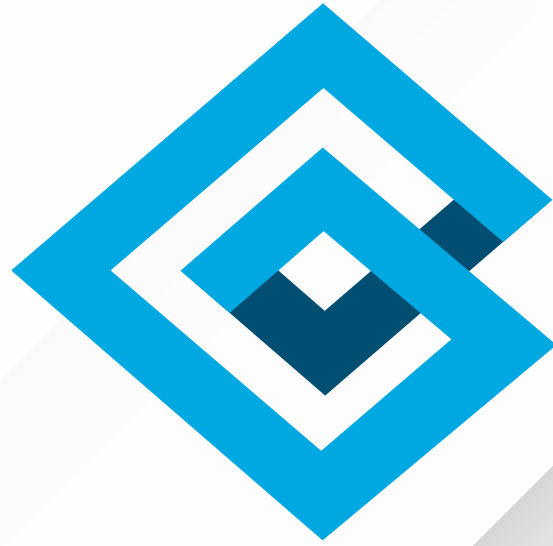
**Engagement:** Respond promptly, encourage constructive discussions.

**Avoid Controversy:** Stay focused on educational and community content.

**Regular Updates:** Post quality content regularly.

**Accessibility:** Ensure content is accessible to all.

**Platform Rules:** Adhere to platform terms and policies.



# Coastal Bend

## COLLEGE

Coastal Bend College  
Marketing & Public Relations  
3800 Charco Road  
Beeville, Texas 78102  
(361) 354 - 2259  
[coastalbend.edu](http://coastalbend.edu)