BLUE DEVILS

MERCED COLLEGE

SPIRIT BRANDING GUIDE

OUR BRAND

There are two parts to the Merced College brand. There is the tree that represents the academic side of what we do—our instructors, our students, and staff, all connected and deeply rooted in our community.

Then there's our Blue Devil, who embodies our school spirit. Since 1963, the Blue Devil, trident and related marks have represented our sports teams, our school pride, and the spirit of our tight on-campus community.

Spirit branding can be more energetic and more exciting than the academic branding. It can be used on all manner of merchandise and everything sports, student or alumni related. However, it's important that we never lose sight of our foundational academic side and, as such, the spirit branding is not meant to replace the academic branding in academic areas, but merely complement it.

If you have any questions about applying the brand or have any requests that might go beyond the scope of this guide, please reach out to External Relations at mcnews@mccd.edu. For more information on our academic branding, visit www.mccd.edu/brand.

PRIMARY LOGO

This is our primary form of the logo with the mascot and wordmark combined. The full logo is available for any application or use.

Our full color logo is preferred for most applications.

For situations in which the full color logo does not work, a one color logo is provided.

A two color version is also available for occasional use.

PRIMARY LOGO COLOR BREAKDOWN

To better help with accurate reproduction this page lays out the 5 colors used in the full color logo.

PMS 281
HEX# 00205C

PMS 1245
HEX# C38F00

PMS 287
HEX# 00328F

PMS 285
HEX# 0F61D8

PMS 2192*
HEX# 3C8EFF

* The use of this color
is limited to the logo.

SYMBOL & WORDMARK

The Blue Devil symbol and wordmark may be used separately from each other. Please only use the files provided and do not take it upon yourself to separate elements.

SYMBOL

When possible use the full color Blue Devil symbol. A version with a white outline is available for dark backgrounds.

In situations where the full color symbol does not work use the one color version.

An alternative one color Blue Devil symbol is available for dark backgrounds.

WORDMARK

When possible use the full solid block version of the wordmark. However there may be occasions that call for something lighter.

OTHER SPIRIT MARKS

The monogram and trident make up our alternative spirit marks. They provide more ornamental, iconic ways to apply the Blue Devil brand. These can be used alone on uniforms, apparel, and other merchandise, but should not replace the primary marks in most material. These marks offer a bit more flexibility in terms of color and stroke combinations and this is not an exhaustive representation of options. Please contact External Relations for guidance on usage or modifications needed for embroidery.

THE MONOGRAM

THE TRIDENT

STACKED WORDMARK

The stacked wordmark is available for more formal applications such as stationary or apparel that may call for a cleaner wordmark. It also works in spaces the horizontal logo may not fit such as social media profile images.

SPORT SPECIFIC LOGOS

In order to not dilute the brand, sport specific identities have been created for each team. These logos should be used on social media, flyers, posters, documents, etc. However, sport specific merchandise, such as t-shirts, is not limited to these sub-identities. Please contact our office for merchandise design approval or requests.

SOCIAL MEDIA PROFILES

Social Media handles should look consistent across platforms. The stacked logo fits best within squares and circles. The Blue Devil symbols are also appropriate in this case. Please reach out to our office for any special image requests. Below are just a few examples of what is acceptable.

COLOR PALETTE

Colors are a quick and easy way for people to identify materials as Merced College. Please limit the color pallet on any print, web, or social material to those listed here. These colors are the same as our academic branding.

PRIMARY COLORS

These should be the primary colors on everything. The logo should only ever appear in these colors. These colors should make up about 90% of the color usage on any design.

PMS 281
R 0 / G 32 / B 92
C 100 / M 78 / Y 0 / K 57
HEX# 00205C

PMS 1245
R 195 / G 143 / B 0
C 2 / M 31 / Y 98 / K 16
HEX# C38F00

TINTS & SHADES

These tints and shades are available to provide contrast where appropriate. These should also be used sparingly.

PMS 282
CMYK 100 72 0 73
HEX# 001743

PMS 280
CMYK 100 85 0 39
HEX# 002976

PMS 287
CMYK 100 79 0 37
HEX# 00328F

PMS 286
CMYK 100 80 0 12
HEX# 003BA9

PMS 1235
CMYK 0 25 94 0
HEX# F5B400

PMS 1225
CMYK 0 16 80 0
HEX# F5C749

SECONDARY COLORS

These secondary colors can be used very sparingly to complement our main colors or to differentiate objects like charts or graphs. They should never take up more than 10% of a design.

PMS 285
R 15 / G 97 / B 216
C 90 / M 47 / Y 0 / K 0
HEX# 0F61D8

PMS 649
R 213 / G 229 / B 232
C 15 / M 4 / Y 0 / K 0
HEX# D5E5E8

PMS 2255
R 157 / G 199 / B 145
C 45 / M 0 / Y 51 / K 0
HEX# 9DC791

PMS Warm Red
R 237 / G 99 / B 72
C 0 / M 83 / Y 81 / K 0
HEX# ED6348

NEUTRAL COLORS

These tertiary colors can be used as neutral colors in certain compositions.

PMS Black 6
CMYK 78 70 60 75
HEX# 181B21

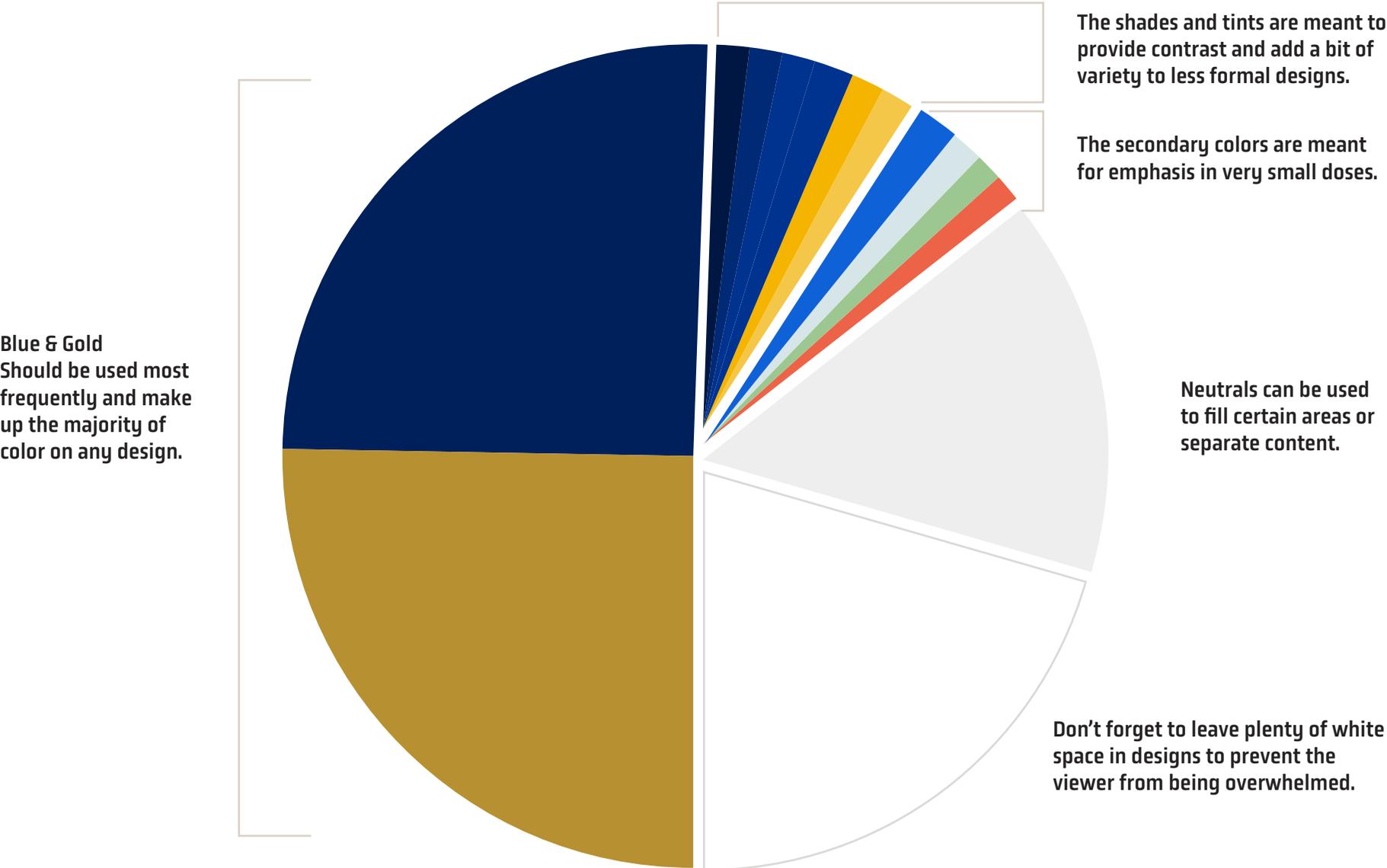**PMS Cool Gray 8**
CMYK 50 41 41 5
HEX# 888888

PMS 7527
CMYK 3 5 14 0
HEX# F7F3EB

PMS Cool Gray 1
CMYK 5 4 4 0
HEX# EEEEEE

COLOR USAGE

This pie chart, while not scientific, provides a helpful way to understand how much of each color to use in your design.

The shades and tints are meant to provide contrast and add a bit of variety to less formal designs.

The secondary colors are meant for emphasis in very small doses.

Blue & Gold
Should be used most frequently and make up the majority of color on any design.

Neutrals can be used to fill certain areas or separate content.

Don't forget to leave plenty of white space in designs to prevent the viewer from being overwhelmed.

TYPEFACES

Type is the heart of any brand. To ensure the cohesiveness of our spirit branding stick with these officially selected typefaces.

OBVIA

Obvia is our main athletic typeface. It comes in many weights and widths. It works well for headlines and body copy alike.

OBVIA NARROW REGULAR
OBVIA NARROW BLACK

Obvia Thin
Obvia Light
Obvia Book
Obvia Regular
Obvia Medium
Obvia Bold
Obvia Black

OPEN SANS

Open Sans is part of our overall college branding and can be used for athletics materials both online and in print.

OPEN SANS CONDENSED LIGHT
OPEN SANS CONDENSED BOLD

Open Sans Light
Open Sans Regular
Open Sans SemiBold
**Open Sans Bold**
Open Sans ExtraBold

CUSTOM NUMBERS

Custom numbers have been created for our athletics teams. These are great for uniforms.

12345
67890

PROPER REPRESENTATIONS

It's important that the logos are always presented properly and with adequate contrast. Typically the backgrounds will be white or blue. Gold rarely provides enough contrast, but is shown here as an example.

LIGHT BACKGROUNDS
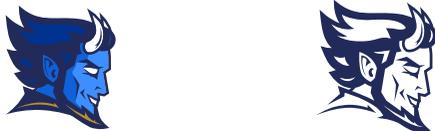
DARK BACKGROUNDS

GOLD BACKGROUNDS

APPLICATION ON PHOTOS

Always consider contrast when placing marks over photos. Treat photos like the dark background on the previous page.

The full color logo does not contrast well enough over photos. Don't place logos over busy areas of a photo.

The white stroke helps separate the logo from the background. It's also placed on a part of the photo that isn't overly busy.

IMPROPER REPRESENTATIONS

In order to create a consistent brand experience please adhere to the guidelines on the previous pages. While this list is not exhaustive, this list of common violations should be reviewed when creating branded content.

Do not squash, stretch, skew, or distort the logo in any way. Always make sure the proportions are maintained.

Always ensure image is of the highest quality, with transparent background.

Do not modify the colors, add drop shadows, glows, or other effects on any of the logos.

Do not change, separate, or create new type treatments.

Do not rearrange elements or combine separate elements to create new logos.

Do not apply alternate marks to objects or add new elements to create new logos.