CERRITOS
COLLEGE

Visual & Branding Guidelines

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The public image of Cerritos College is highly dependent on the visual impression created when we communicate with printed and digital materials. A high degree of uniformity must be maintained in order to effectively communicate our image visually.

Cerritos College Brand Brief

Core Purpose

To provide all students with an affordable, quality higher education that prepares them to be active, successful citizens and leaders of society and enhances their quality of life.

Attributes

PRIMARY
Students First
Diverse
Inclusive
Innovative
Ambitious

SERVICE EXCELLENCE VALUES
Welcoming
Knowledgeable
Empathetic
Efficient
Responsive

Value Proposition

We support every Falcon's access to an affordable, innovative education that empowers them to soar.

How We Do That

Students First

We believe in the worth of every student and continuously seek new ways to help students navigate obstacles and ensure they have what they need to thrive in an academic setting.

Diverse, Inclusive & Welcoming

We celebrate and embrace the differences of each Falcon, creating a community that empowers members to share, respect, and learn from other perspectives and experiences.

Innovative & Ambitious

We provide students with an engaging education inspired by the knowledge and creativity within us and the ever-changing world around us. We challenge each Falcon to rise higher to cultivate new skills, explore curiosities, and realize their full potential.

Branding Through Service Excellence

Cerritos College is a premier Service Excellence Institution and a Caring Campus. That means our communication style and campus identity is guided by our core customer services values: *being welcoming, knowledgeable, empathetic, and responsive.*

We will deliver a positive and memorable customer service experience that exceeds the needs and expectations of our diverse constituencies.

CERRITOS COLLEGE CARES
Every student.
Every time.
We care.

Brand Mark

Our logo is our flag. It represents us. When we use it in the right way, people can spot us at a glance.

Logo

Full Color

Primary

Alternative

Icon

Logo

White

Primary

Alternative

Icon

Logo

Black

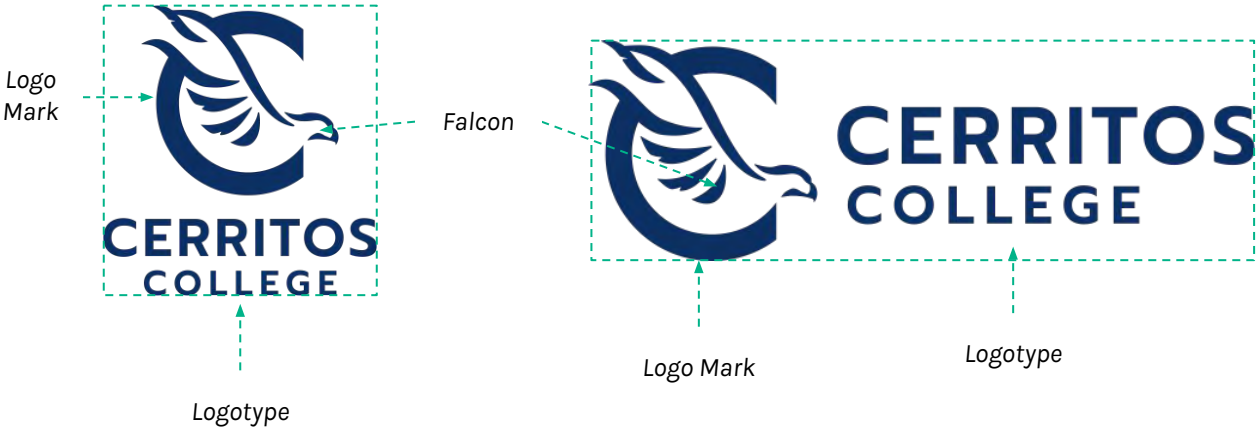
Primary

Alternative

Icon

Application Guide

Logo Lockup — Use the full lockup of the logo. You may use the Graphical Mark, Logo Mark (*C with the Falcon)*, or the stand-alone Falcon in promotional collateral and items, as secondary imagery, or if the full lockup has already been included.



Logo Spacing

Allow for adequate spacing around all four sides of the logo.

Logo Priority

Primary — Vertical

Alternative — Horizontal

Application Guide

Make sure the logo is legible.
Do not alter or change the font face or use a different font face.
No other elements may be added to the logo.
Do not change the colors of the logo.
Do not alter the ratio of the logo.
Do not stretch, squash, skew, or squeeze the logo.
Do not use the Graphical Mark for official branding.

Don'ts

Logo Color

PMS 288
CMYK 100, 65, 0, 30
RGBA 0, 46, 102
HEX #002E66

Logo Font

Prompt Semi Bold

CERRITOS
COLLEGE

CERRITOS
COLLEGE

Using the Logo

Logotype System

The logotype system identifies the specific branches of the College and adheres to established logo guidelines. This system is intended to represent the College's academic and administrative divisions, departments, offices, and programs. Its goal is to reinforce the strength of the overall identity and providing visual a cohesive visual representation of the College's component parts to the public.

Examples

CERRITOS COLLEGE | Kinesiology

CERRITOS COLLEGE | Library

CERRITOS COLLEGE | Student Accessibility Services

CERRITOS COLLEGE | Office of the President

CERRITOS COLLEGE
Library

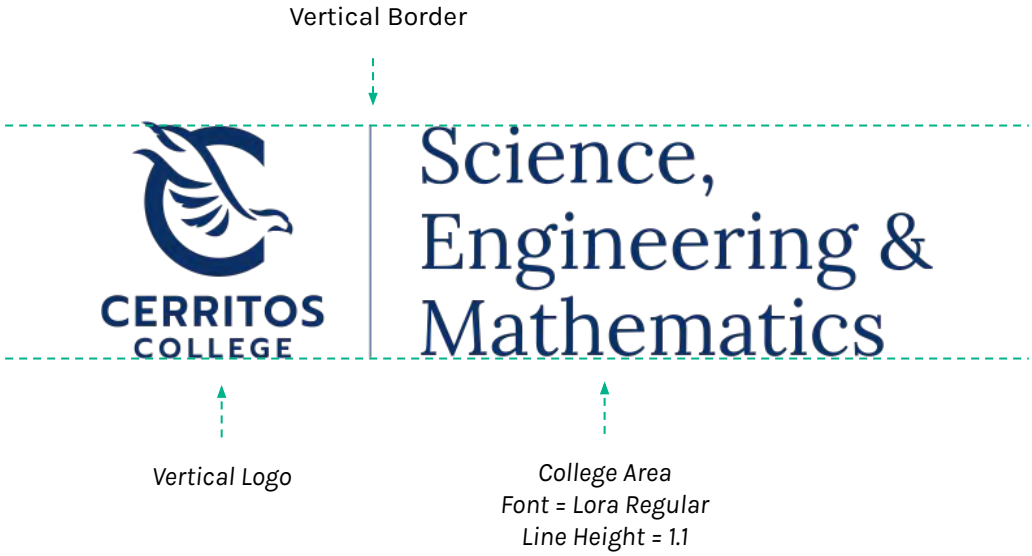
CERRITOS COLLEGE
Office of the President

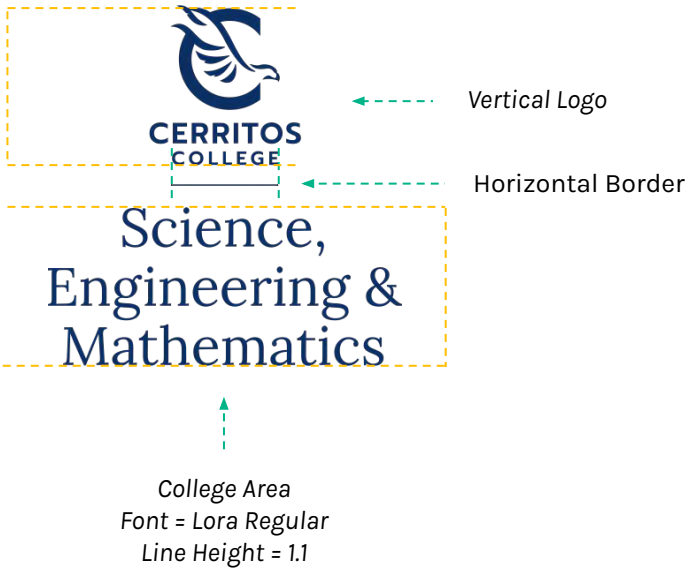
Application

Logotypes consist of vertical logo lockup with the College area, division, department, office, or program in *Lora* font.

Blue Border
Horizontal: the vertical border should match the height of the "*C*."
Vertical: the horizontal border should match the length of "*College*."

Font Size
The font size of the College area should not be larger than ⅓ of the height of the logo (but can be smaller). For *Offices* the intro and outro should not be larger than ½ the size of the *Office Name*.





Athletic Logo

The athletic logo is to be used for sports and athletics purposes. If combined with the official logo, there must be space and distinction between the two.

The Cerritos College official team name is the “Falcons”. However, different sports may use different names.

College Affiliate Logos

The **Associated Students of Cerritos College (ASCC)** is the official student voice at Cerritos College and represents students in all District decision-making processes. The ASCC is comprised of three branches — Cabinet, Court, and Senate.

The **Cerritos College Foundation**, a non-profit organization, serves as a charitable vehicle for the community, individuals, and alumni, to provides financial support to Cerritos College beyond that which state funding supports.

The **Advanced Transportation and Logistics Center** at Cerritos College is the region’s leading automotive training program and is committed to developing and improving the industry’s workforce, while being responsive to the evolving needs of the automotive industry. They are affiliated with the College through our Automotive Partners program.

Developing a Custom or New Logo

Consideration for new, special or custom logos for departments and programs should be done in consultation with Public Affairs.

If you believe your unit or program has the need for a special logotype outside of the standard guidelines, please contact Public Affairs for more guidance.

Official Seal

Official Seal

The official College seal is the Falcon encircled by “Cerritos College Truth Gives Wings to Strength.” The seal of Cerritos College should only be used for official documents, such as diplomas, stationery, transcripts, District certificates, and formal publications.

The College seal should not be used for general communications or merchandise.

When in doubt, check with Public Affairs.

Gotham Bold

White

Black

Color

Usage

Our Primary Palette

Cerritos College's visual identity relies almost exclusively on Cerritos Blue and White. Cerritos Blue has a deep heritage as our College's primary identifiable color.

For promotional and branded materials — such as shirts to totes — Cerritos Blue and White should be used. On occasion, it may be appropriate to use the Grayscale palette, but only in conjunction with the two primary colors.

The predominant colors in layouts and applications should always be Cerritos Blue and White.

White Space

Although Cerritos Blue is our most identifiable brand color, usage of white space is integral to giving our communications a clean, modern, and organized feel. White space helps focus attention, brings clarity to our message, and helps us to be mindful of our content length.

Secondary Palette Usage

In certain circumstances, it may be necessary to use a secondary color palette. These colors should be used sparingly and should not become the predominant color. The best uses for colors of the secondary palette are for items that require differentiation. Examples of this include charts and graphs or callout buttons in digital applications.

Tertiary Palette Usage

In some cases, it is necessary to use additional colors. Good examples of this are callouts, collateral piece, graphs, and infographics. Tertiary colors should be used sparingly and should never be the predominant color.

Swatches

Primary

Cerritos Blue

PMS 288
CMYK 100 65 0 30
RGB 0 46 102
HEX #002E66

White

PMS Opaque White
CMYK 0 0 0 0
RGB 255 255 255
HEX #FFFFFF

Grayscale

PMS 433C
CMYK 85 74 53 62
RGB 26 36 50
HEX #1A2432

PMS 2379C
CMYK 74 66 47 34
RGB 67 70 85
HEX #434655

PMS 4123C
CMYK 35 28 16 0
RGB 168 170 188
HEX #A8AABC

PMS 653C
CMYK 10 8 4 0
RGB 225 225 232
HEX #E1E1E8

Secondary

PMS 298C
CMYK 70 17 0 0
RGB 0 168 224
HEX #28A8E0

PMS 7548C
CMYK 0 27 100 0
RGB 255 190 0
HEX #FFBE00

Tertiary

PMS 7555C
CMYK 18 33 100 1
RGB 211 165 23
HEX #D3A517

PMS 3590C
CMYK 83 71 11 1
RGB 68 91 154
HEX #445B9A

PMS 2717C
CMYK 27 19 0 0
RGB 178 195 255
HEX #B2C3FF

PMS 339C
CMYK 78 1 62 0
RGB 0 179 137
HEX #00B389

PMS 194C
CMYK 27 92 63 16
RGB 162 50 72
HEX #A23248

PMS 2397C
CMYK 73 3 24 0
RGB 0 183 198
HEX #00B7C6

PMS 663C
CMYK 3 2 2 0
RGB 243 243 244
HEX #F3F3F4

PMS N/A (white)
CMYK 2 2 4 0
RGB 247 245 240
HEX #F8F8F2

PMS 9244C
CMYK 4 2 9 0
RGB 241 241 230
HEX #F1F1E6

PMS 9140C
CMYK 0 5 22 0
RGB 255 238 202
HEX #FFEECA

PMS 656C
CMYK 7 3 0 0
RGB 233 239 255
HEX #E9EFFF

PMS 9052
CMYK 9 0 4 0
RGB 227 244 243
HEX #E3F4F3

Usage

Ratio of Use

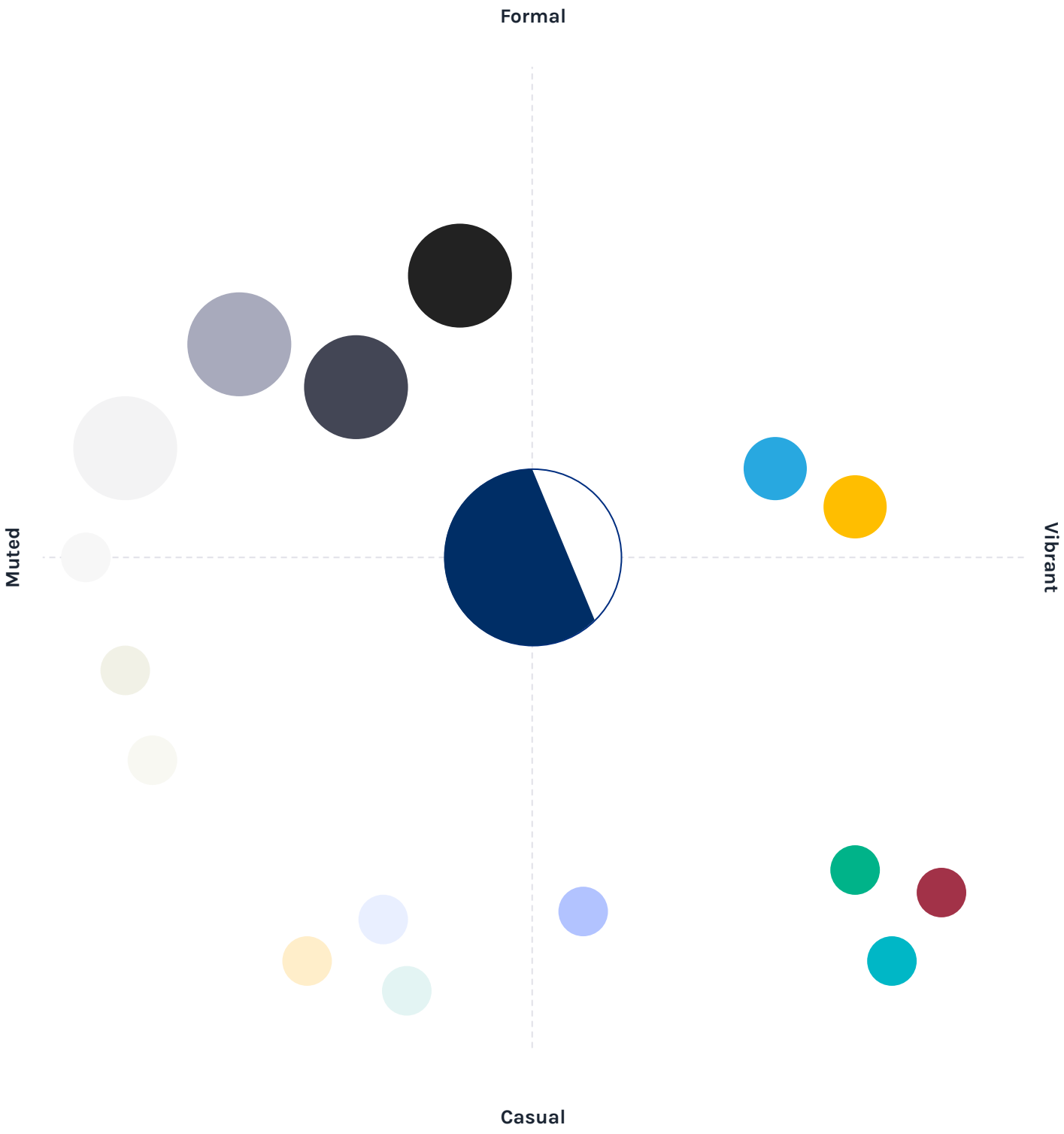
The Primary and Grayscale palettes are the predominant palettes. When using Secondary and Tertiary palettes, please reference the color ratio below.

Ratios on individual pages, spreads, layouts, and even communications can vary. The important thing to remember is Cerritos Blue and White should be the predominant colors overall.

Sample Palettes

Example Usage

Using Color to Express Tone



Typography

Primary Font

Poppins

POPPINS should be used as the primary font. Its bold, but light geometric nature gives it balance. It is welcoming and open. It's slightly playful but also packs a punch.

Use: Headings, Messaging, Callouts

Available for download on the Cerritos College Website.

Black

abcdefghijklmno
pqrstuvwxwyz
abcdefghijklmno
pqrstuvwxwyz
0123456789!&%

Light

abcdefghijklmno
pqrstuvwxwyz
abcdefghijklmno
pqrstuvwxwyz
0123456789!&%

AaBbCc123

Poppins Black

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vivamus ullamcorper, odio vitae consequat dictum, nibh massa tincidunt metus, quis vestibulum nulla arcu ut ex.

AaBbCc123

Poppins Regular

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vivamus ullamcorper, odio vitae consequat dictum, nibh massa tincidunt metus, quis vestibulum nulla arcu ut ex.

AaBbCc123

Poppins Light

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vivamus ullamcorper, odio vitae consequat dictum, nibh massa tincidunt metus, quis vestibulum nulla arcu ut ex.

Supporting Font

Roboto

Roboto is POPPINS' supporting partner.

Use: Body Copy (Condensed version available for text-heavy publications)

Available for download on the Cerritos College Website.

Bold	Regular
abcdefghijklmno	abcdefghijklmno
pqrstuvwxwyz	pqrstuvwxwyz
abcdefghijklmno	abcdefghijklmno
pqrstuvwxwyz	pqrstuvwxwyz
0123456789!&%	0123456789!&%

AaBbCc123

Roboto Regular

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vivamus ullamcorper, odio vitae consequat dictum, nibh massa tincidunt metus, quis vestibulum nulla arcu

AaBbCc123

Roboto Bold

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vivamus ullamcorper, odio vitae consequat dictum, nibh massa tincidunt metus, quis vestibulum nulla arcu

AaBbCc123

Roboto Condensed

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vivamus ullamcorper, odio vitae consequat dictum, nibh massa tincidunt metus, quis vestibulum nulla arcu

AaBbCc123

Roboto Condensed Bold

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vivamus ullamcorper, odio vitae consequat dictum, nibh massa tincidunt metus, quis vestibulum nulla arcu ut ex.

Lora

Lora is a friendly approach to serif fonts. Sophisticated, yet friendly, it should be used for official documents.

Use: Official Documents, Certificates, Diplomas

Available for download on the Cerritos College Website.

Bold

abcdefghijklmno
pqrstuvwxwyz
abcdefghijklmno
pqrstuvwxwyz
0123456789!&%

Regular

abcdefghijklmno
pqrstuvwxwyz
abcdefghijklmno
pqrstuvwxwyz
0123456789!&%

AaBbCc123

Lora Regular

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vivamus ullamcorper, odio vitae consequat dictum, nibh massa tincidunt metus, quis vestibulum nulla arcu ut ex.

AaBbCc123

Lora Italic

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vivamus ullamcorper, odio vitae consequat dictum, nibh massa tincidunt metus, quis vestibulum nulla arcu ut ex.

AaBbCc123

Lora Bold

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vivamus ullamcorper, odio vitae consequat dictum, nibh massa tincidunt metus, quis vestibulum nulla arcu ut ex.

Design & Collateral

Design Notes

Consistency is key.

When designing collateral, following the guidelines and references in this document is critical. Consistency is important - from the colors we use to the fonts and amount of white space.

Don’t be afraid of white space.

White space is your friend and helps focus attention and create a sense of order.

Make sure color is on point.

One of the biggest identifiers of the Cerritos College brand is color. If you’re unsure how to appropriately use the secondary or tertiary colors, stick with the primary colors.

Align, align, align.

Aligning items gives structure and order to design.

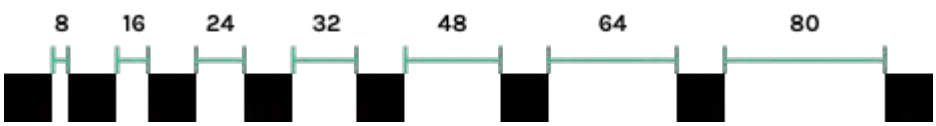
Keep it simple.

Less is more. Do not clutter your designs. Design with purpose.

8 PT design system

This system scales well, works well digitally and for print, and provides a flexible and consistent system. In addition, it's easy to work with multiples of four.

Start with a base unit of 8 and make all subsequent aspects divisible by 4. For instance, 8 - 12 - 16 - 20 - 24 -28... You can play with different font sizes outside this system, but make sure the line-height is within the 8 PT system.



Promotional Items Guidelines

Consult with Public Affairs prior to producing designs for promotional items to be used at campus and community events. Promotional items should conform to the guidelines for color, graphic style, and proper logo use. Abbreviations and/or substitutions are not acceptable.

Please reference Color Usage when designing promotional materials.

Using Cerritos College Without the Icon

CERRITOS COLLEGE may be used when NOT locked up with the icon if the full logo is represented on the promotional item. The font used is Prompt Semi Bold with tracking set to 75 and kerning auto. If you have an exception, contact Public Affairs.

Example

CERRITOS COLLEGE

Promotional

Examples

Examples

CERRITOS
COLLEGE

CERRITOS
COLLEGE

Discover the
falcon in you.
Take off. Soar.
CERRITOS
COLLEGE

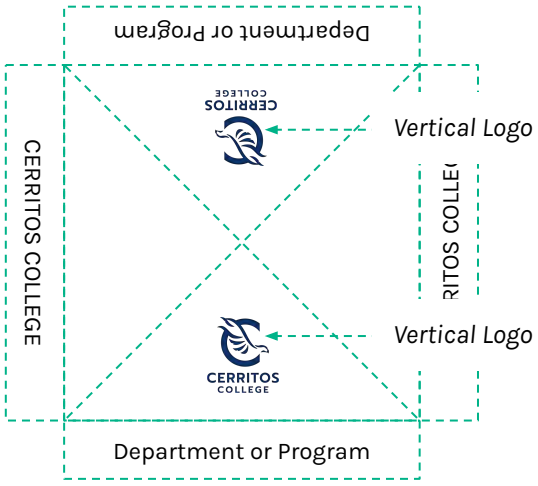
CERRITOS
COLLEGE

CERRITOS
COLLEGE

Canopy/ Tent

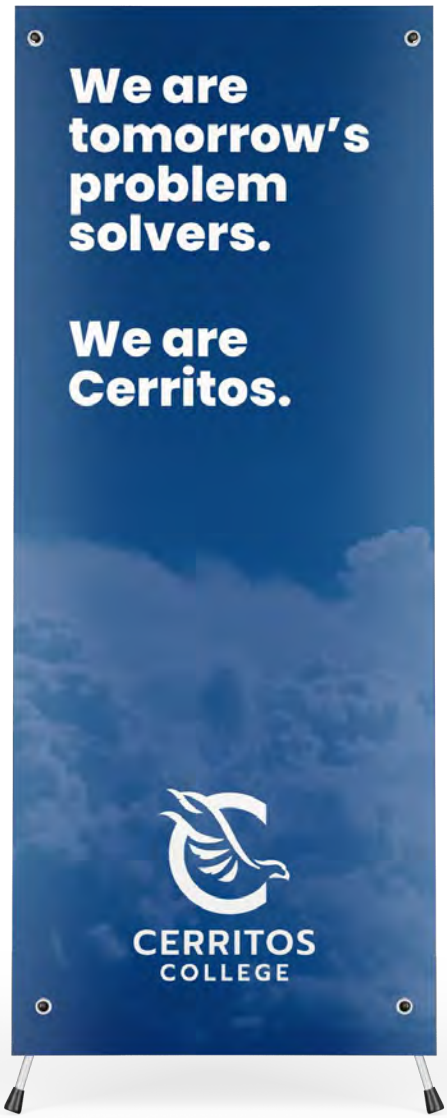
Department or Program

Canopies or tents use Lora font for the Department or Program name. CERRITOS COLLEGE (in Prompt Semi Bold) must be placed on two opposing sides of the overhang. On the roof, above the Department or Program name, include the Cerritos College primary logo. On the other two rooftops, you can use the falcon outline or leave no artwork.



Pop Up Banner

Banners can be used for a variety of purposes, from trade shows to wayfinding, the information you include will vary but always include the Cerritos College logo, either with an affiliation or not.
Approved fonts and colors must always be used.



Polo Shirt

Standard Shirt Colors

Cerritos Blue

White

Vertical Logo with Department or Program

Alternate Shirt Color

Gray

Black

T-Shirt

Standard Shirt Colors

Cerritos Blue

White

Alternate Shirt Color

Gray

Black

Posters/ Flyers

Event flyers and posters should include:
The 5 Ws: (Who, What, When, Where, Why)
Event contact information
Accommodation Statement
Cerritos College logo (with or without event affiliation logos)

For approved colors and fonts, refer to the Colors and Typography sections.

The 5 Ws

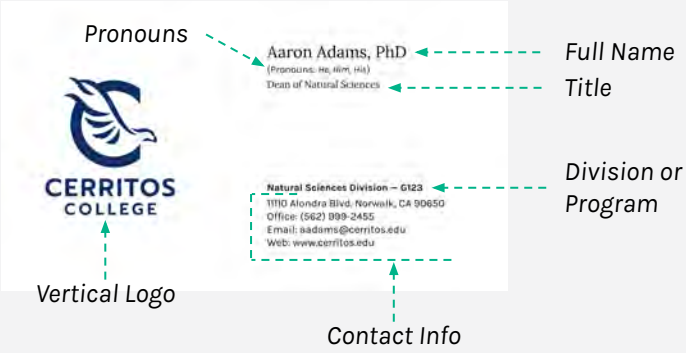
Department Logo

Contact Info

Cerritos College Logo

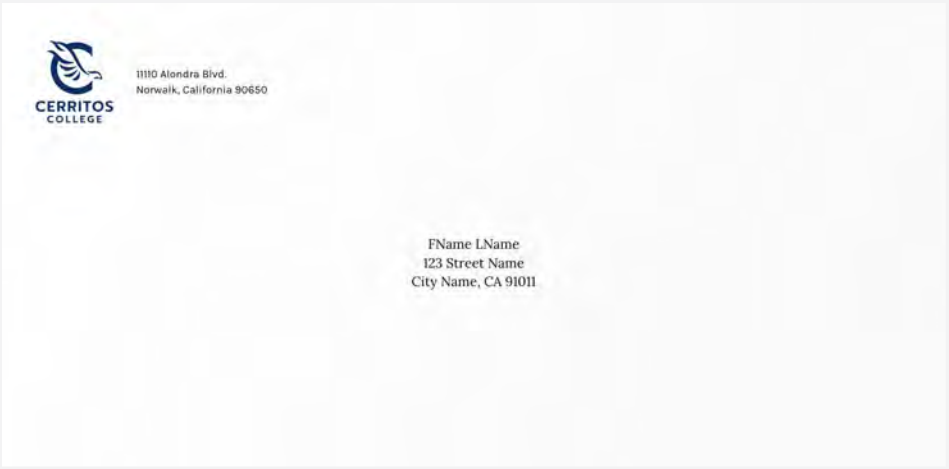
Business Card

Front

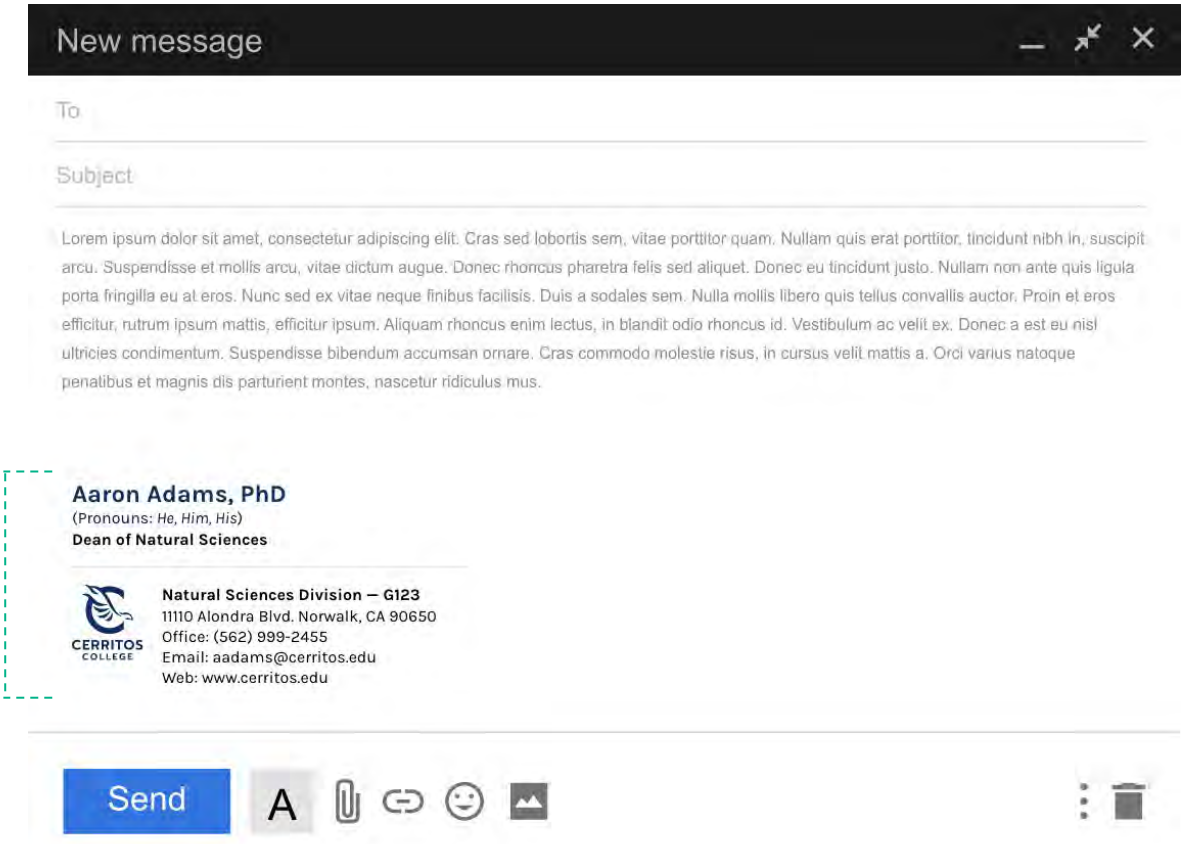


Back

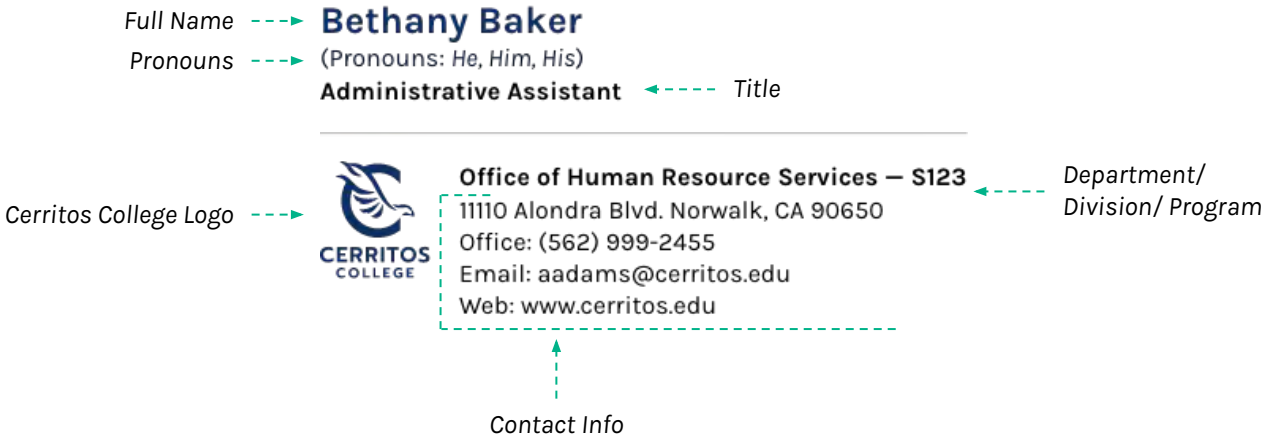
Envelope



Email Signature



Application



Standard Letterhead

Printed copies of the Cerritos College letterhead can be obtained through the Warehouse at no charge. The official Cerritos College letterhead contains the following elements at the top of the page:

Font: Lora (Download Lora)

CERRITOS COLLEGE

Department
Administrative Name
Administrative Title

Date

Addressee's Name
Company
Street Address Line 1
Street Address Line 2
City, State, Zip

FIRST NAME,

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Suspendisse mattis, lorem euismod condimentum dignissim, lacus nunc bibendum sapien, id lobortis lacus nunc ac arcu. Cras dapibus sollicitudin turpis, nec volutpat mauris interdum sed. Quisque metus tellus, mattis nec sodales et, convallis a nisi. Nunc at urna commodo elit dignissim porttitor id ut enim. Aliquam odio eros, porta id enim et, congue vulputate odio. Nunc vestibulum orci varius, ultrices urna at, tincidunt lorem. Duis elementum sapien nibh, elementum euismod magna egestas non. Aenean ultricies mattis magna, eget finibus dolor consequat at. Curabitur tincidunt est ac lacinia feugiat. Fusce viverra, leo vel mattis rhoncus, nisi purus vulputate erat, sed tempus tortor ante vel felis. Ut dictum vehicula vehicula. Vivamus ut magna dapibus, viverra mi et, tincidunt purus. Suspendisse quis suscipit velit. Donec dui erat, fermentum condimentum nulla id, aliquet mattis turpis. Aliquam in felis non velit volutpat mollis sit amet quis ex. Nam id metus non justo fermentum commodo.

Nulla vitae cursus sapien. Sed sed mauris non felis lobortis euismod. Integer facilisis sit amet massa ut egestas. Sed blandit arcu urna, vitae bibendum nunc suscipit non. Quisque ut felis urna. Pellentesque ultrices, quam ac facilisis lobortis, felis enim convallis mi, ac ullamcorper massa erat eget felis. Nullam ut ullamcorper odio. Aliquam nisi mauris, tincidunt sed quam ac, fringilla lacinia urna. Maecenas non augue vitae arcu volutpat faucibus vitae in sem. Quisque quis eros hendrerit, convallis purus sed, laoreet purus. Aenean auctor nisi commodo, imperdiet ipsum ut, maximus felis. Curabitur vitae pulvinar lorem, sit amet porttitor justo. Praesent tristique ante sed consectetur sagittis. Praesent consequat interdum magna sed gravida.

Aenean vitae porttitor nulla. Nam a ante accumsan, efficitur erat non, feugiat enim. Suspendisse mattis sem non magna rutrum varius. Nam sed turpis semper, fermentum tellus vitae, scelerisque odio. Cras sed vestibulum neque. Aenean elementum eu mi eu tincidunt. Interdum et malesuada fames ac ante ipsum primis in faucibus. Duis lacinia aliquam diam, at auctor enim tempor quis. Morbi lobortis lacus ac quam mattis iaculis. Vivamus feugiat, augue ut fermentum fermentum, enim sapien tempor magna, non maximus massa risus eget enim. Etiam quis leo nunc. Vestibulum sit amet elit quis enim posuere suscipit pretium nec purus. Donec volutpat finibus blandit. Vestibulum cursus ante est, at tincidunt velit ultrices quis. Nunc ante augue, vestibulum eu tincidunt ac, mollis in felis. In vitae arcu mauris.

Signatory Name
Title
Department

Cerritos College
11110 Alondra Blvd., Norwalk, California 90650 | Office (626) 377-1234 | Email hello@cerritos.edu

Official District Letterhead

Letterhead bearing the College seal is reserved for official correspondence from the Office of the President and the Board of Trustees.

Font: Lora (Download Lora)

CERRITOS COLLEGE

Department
Administrative Name
Administrative Title

Date

Addressee's Name
Company
Street Address Line 1
Street Address Line 2
City, State, Zip

FIRST NAME,

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Suspendisse mattis, lorem euismod condimentum dignissim, lacus nunc bibendum sapien, id lobortis lacus nunc ac arcu. Cras dapibus sollicitudin turpis, nec volutpat mauris interdum sed. Quisque metus tellus, mattis nec sodales et, convallis a nisi. Nunc at urna commodo elit dignissim porttitor id ut enim. Aliquam odio eros, porta id enim et, congue vulputate odio. Nunc vestibulum orci varius, ultrices urna at, tincidunt lorem. Duis elementum sapien nibh, elementum euismod magna egestas non. Aenean ultricies mattis magna, eget finibus dolor consequat at. Curabitur tincidunt est ac lacinia feugiat. Fusce viverra, leo vel mattis rhoncus, nisi purus vulputate erat, sed tempus tortor ante vel felis. Ut dictum vehicula vehicula. Vivamus ut magna dapibus, viverra mi et, tincidunt purus. Suspendisse quis suscipit velit. Donec dui erat, fermentum condimentum nulla id, aliquet mattis turpis. Aliquam in felis non velit volutpat mollis sit amet quis ex. Nam id metus non justo fermentum commodo.

Nulla vitae cursus sapien. Sed sed mauris non felis lobortis euismod. Integer facilisis sit amet massa ut egestas. Sed blandit arcu urna, vitae bibendum nunc suscipit non. Quisque ut felis urna. Pellentesque ultrices, quam ac facilisis lobortis, felis enim convallis mi, ac ullamcorper massa erat eget felis. Nullam ut ullamcorper odio. Aliquam nisi mauris, tincidunt sed quam ac, fringilla lacinia urna. Maecenas non augue vitae arcu volutpat faucibus vitae in sem. Quisque quis eros hendrerit, convallis purus sed, laoreet purus. Aenean auctor nisi commodo, imperdiet ipsum ut, maximus felis. Curabitur vitae pulvinar lorem, sit amet porttitor justo. Praesent tristique ante sed consectetur sagittis. Praesent consequat interdum magna sed gravida.

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Signatory Name
Title
Department

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