



**BLINN**  
COLLEGE DISTRICT®

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BLINN COLLEGE DISTRICT  
**BRAND GUIDELINES**

REVISED 10/2019

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# INTRODUCTION

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This manual has been designed to ensure the success of the Blinn College District's brand identity by establishing consistent guidelines for Blinn's logos and marks. Blinn's brand identity, and particularly its institutional logo, represent Blinn's commitment to quality, its proud history, and its rich tradition of excellence.

Blinn's brand makes a memorable impression and conveys Blinn's mission to serve its students, community, and the State of Texas. To communicate that message clearly, Blinn's branding must also be consistent.

This manual provides direction and specifications for the use and presentation of the Blinn College District logos and branding elements. It contains specific illustrations, guidelines, and examples of the approved usage of the Blinn College District institutional logo, seal, spirit marks, and athletics logos. Through a consistent use of Blinn's logos and branding elements, we protect the legal status of our logo as a representation of the Blinn College District. Just as important, we build familiarity and create a visual cornerstone that supports the College District's messaging and identity.

While all applications and usages cannot be depicted in any style guide, it is important that users apply Blinn's brand system in print and electronic publications, specialty items, and signage. For further information regarding Blinn's Brand Standards and Logo Manual or the use of College logos and verbiage, please contact the Marketing and Communications Department.

## OBTAINING LOGOS

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The Blinn College District licenses the use of its logos through CLC. Only companies identified on Blinn's [Approved Vendors List](#), who have agreed to Blinn's purchasing policies and established relationships with CLC, are allowed to reproduce Blinn logos. These companies have access to Blinn's logos through CLC, and Blinn personnel can identify the specific logos they wish to use in their projects using the ID numbers listed on Blinn's [Logo Style Sheet](#). Through CLC, approved vendors who use Blinn logos provide Blinn's Marketing and Communications Department the opportunity to review projects prior to production. Please place orders with enough lead time to allow for this review process.

Blinn logos are comprised of customized graphics and type. The College District requires that high-resolution digital files or camera-ready art be used for all forms of reproduction. Any attempt to recreate the art, type, or spacing and styling of the logos could result in inconsistencies in reproduction that would compromise the integrity of the logos.





The Blinn College District institutional logo is the primary visual identity mark of the institution and is to be used on all stationary, merchandise, promotional items, printed publications, and digital applications intended for on- or off-campus use.

The Blinn College logo comes in two primary versions kerned to specific proportional measurements. Do not attempt to recreate, photocopy, scan, manipulate or change the marks in any way. Obtain approval from the Marketing and Communications Department before any piece is printed and put into circulation.

# THE INSTITUTIONAL LOGOS

## BLINN COLLEGE DISTRICT LOGO

The Blinn College District logo is comprised of a graphic representation of Blinn's Old Main bell tower and the wordmark "Blinn College District."

Old Main is an architecturally important edifice and the original college building founded in 1883. The bell tower is an expression of our love and pride in Blinn College as well as its architectural landmark.

The tower should always be used with the wordmark. It should never stand alone as representative of our identity.

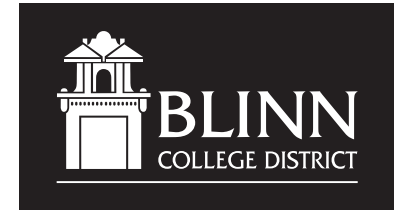
### 1. HORIZONTAL



1-COLOR LOGO (PMS 286)



1-COLOR LOGO (PMS BLACK 6 C)



REVERSED 1-COLOR LOGO (WHITE)

### 2. VERTICAL



1-COLOR LOGO (PMS 286)



1-COLOR LOGO (PMS BLACK 6 C)



1-COLOR LOGO (WHITE)

The color logo may be used only on white backgrounds or neutral backgrounds that have values lighter than or equal to 10% black.

The black version of the logo may be used on any uncluttered background with a value lighter than 30% black.

Use the reversed logo on colored backgrounds or photos with a value of 60% black or more.

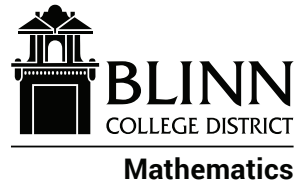
# BLINN COLLEGE DISTRICT UNIT LOGOS

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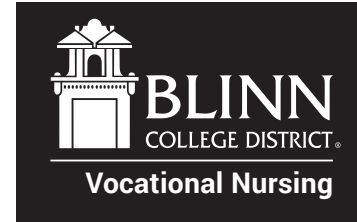
## 1. HORIZONTAL UNIT LOGO



2 - COLOR LOGO (PMS 286 and PMS Cool Gray 6 C)



1-COLOR LOGO (PMS BLACK 6 C)



REVERSED 1-COLOR LOGO (WHITE)



2 - COLOR LOGO (PMS 286 and PMS Cool Gray 6 C)

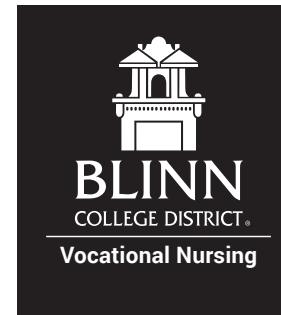
## 2. VERTICAL UNIT LOGO



2 - COLOR LOGO (PMS 286 and PMS Cool Gray 6 C)



1-COLOR LOGO (PMS BLACK 6 C)



REVERSED 1-COLOR LOGO (WHITE)



2 - COLOR LOGO (PMS 286 and PMS Cool Gray 6 C)

The Blinn College District unit logos have been created to allow for flexibility without compromising the overall cohesiveness of the College's visual identity. The unit logo must include the Blinn logo and one sub-brand unit name as prescribed in these guidelines. The unit name is to be right justified on the horizontal unit logo and centered under the vertical. Also, the unit name should never be longer than the line under the logo. If the unit name is longer than the line, the Marketing Department will customize the logo to include another line of text.

In general, applications of the College logo displaying division or department names should follow the guidelines for clear space, minimum size, color application, and improper usage outlined for the main College logo.

# EXTREME HORIZONTAL UNIT LOGOS



**ENGINEERING**  
BLINN COLLEGE DISTRICT

2 - COLOR LOGO (PMS 286 and PMS Cool Gray 6 C)



**BIOTECHNOLOGY  
LABORATORY SCIENCES**  
BLINN COLLEGE DISTRICT

2 - COLOR LOGO (PMS 286 and PMS Cool Gray 6 C)



**ENGINEERING**  
BLINN COLLEGE DISTRICT

1-COLOR LOGO (PMS BLACK 6 C)



**ENGINEERING**  
BLINN COLLEGE DISTRICT

REVERSED 1-COLOR LOGO (WHITE)



**ENGINEERING**  
BLINN COLLEGE DISTRICT

1-COLOR LOGO (PMS 286)



**ENGINEERING**  
BLINN COLLEGE DISTRICT

UNIT WORDMARK

To allow divisions, departments, and other College units to emphasize their focus, an extreme horizontal unit signature has been developed. The mark may be used on banners, signage, displays, padfolios/ binders, apparel, promotion, and specialty items.

The unit wordmark may be used separately from the Blinn bell tower logo, but the bell tower may not be printed on its own without the consent of the Marketing and Communications Department. In cases where the unit wordmark is used separately from the bell tower, a Blinn College institutional mark (page 6) must be included on printed materials, apparel, and promotional items. To ensure the integrity of department unit logos, units should not attempt to create their own logo.

For questions about usage, or to obtain a customized extreme horizontal unit signature, please contact the Marketing and Communications Department.



# BLINN COLLEGE GENERAL USE MARKS

The Blinn College District general use marks are available for limited use, primarily for promotional items and apparel.

The general use marks are not to be used for identification of Blinn College divisions, departments, entities or initiatives, or as replacements for Blinn's institutional logos or unit logos. Promotional apparel that uses a general use mark should also feature an institutional mark.

Blinn's general use marks are registered trademarks and cannot be altered in any way. Always use the approved artwork to maintain consistency and retain the integrity of the Blinn brand.



3 - COLOR LOGO (PMS 286, PMS Black 6 C, and PMS Cool Gray 6 C)



1-COLOR LOGO (PMS BLACK 6 C)



1-COLOR LOGO (PMS 286)



REVERSED 1-COLOR LOGO (WHITE)



3 - COLOR LOGO (PMS 286, PMS Black 6 C, and PMS Cool Gray 6 C)



1-COLOR LOGO (PMS BLACK 6 C)



1-COLOR LOGO (PMS 286)



REVERSED 1-COLOR LOGO (WHITE)



2 - COLOR LOGO (PMS 286 and PMS Cool Gray 6 C)



1-COLOR LOGO (PMS 286)



1-COLOR LOGO (PMS 286) or (PMS BLACK 6 C)



1-COLOR LOGO (PMS BLACK 6 C)



REVERSED 1-COLOR LOGO (WHITE)



REVERSED 1-COLOR LOGO (WHITE)

\* A registered trademark symbol, TM, is to be used next to every Blinn College logo and wordmark. The symbol should appear near the bottom right of the trademarked logo.

# THE BLINN COLLEGE DISTRICT SEAL

The Blinn College District seal is the official, legally registered symbol of the College and should appear only in formal uses:

- Diplomas
- Certificates
- Chancellor's and the Board of Trustees, stationery
- Formal chancellor invitations and initiatives

The seal may not be used as a graphic or secondary element without special permission of the Marketing and Communications Department and the Chancellor's Office.

The College seal may be reproduced in blue (PMS 286), black, and white.

It is acceptable to emboss and/or foil stamp the seal in silver or gold only.



1-COLOR LOGO (PMS 286)



1-COLOR LOGO (PMS BLACK 6 C)



The Blinn College District seal should not be reproduced smaller than 1.5 inches in diameter (shown on left) or 150 pixels for electronic media.

# BLINN COLLEGE DISTRICT HEALTH SCIENCES PATCHES

## PATCHES

Program patches are available only for use by the Blinn College District Division of Health Sciences and some Technical and Community Programs. These patches are designed only for use on College uniforms, and are not to be used as a replacement for the programs' official marks listed under Institutional Logos.

The Blinn College District logo cannot be used in program or departmental patches.

The patch must include the words, "Blinn College District" and incorporate an icon representing the industry or profession.

Patches are custom designed and can be obtained through the Marketing and Communications Department.



Blinn College District patches must be printed or embroidered using PMS 286 on white only.

# LOGOS FOR CLUBS AND STUDENT ORGANIZATIONS

## LOGOS FOR CLUBS AND STUDENT ORGANIZATIONS

Officially registered student organizations are able to have their own logo under the following guidelines:

- The logo can utilize any of the following words in text: Blinn College District, Blinn College, or Blinn.
- These approved wordmarks should not be minimized in the logo.
- The student organization's name should be incorporated in the logo.
- The logo must be submitted to and approved by the Marketing and Communications department.
- The logo should not incorporate the College's institutional and athletic logos or elements of those logos.
- The College's institutional and athletic logos should not be used in conjunction with the student organization's logos. (Example: The student organization's logo should not be on the front of a shirt with a Buccaneer head on the back of the shirt.)
- The logo should not utilize "Buccaneers" in text because "Buccaneers" is associated with our athletic logos and should only be used with these logos.



1-COLOR LOGOS (PMS 286)

Logos or other visual identification for College-sponsored clubs and organizations may be designed by students or other individuals. If the organization does not have access to a designer, the Marketing and Communications Department offers a customized logo using the template above and incorporating an appropriate graphic symbol.

If you have any questions about these guidelines, please do not hesitate to contact the Marketing and Communications Department.

# DO'S AND DON'TS FOR USING BLINN COLLEGE'S MARKS AND TRADEMARKS

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- The Blinn College District name, logos, and wordmarks are not to be used in conjunction with alcohol, recreational drugs, gambling products, national flags, political symbols, and/or religious symbols.
- The Blinn College District name, logos, and wordmarks are not to be used in conjunction with other brands, names, or trademarks in a way that might appear as an endorsement by the College.
- Blinn College logo files may only be created by the Marketing and Communications Department.
- Designs using Blinn logos or marks must be approved prior to printing or manufacturing.
- A registered trademark symbol, TM, is to be used next to every Blinn College logo. The symbol should appear near the bottom right of the trademarked logo.
- Do refer to this manual when designing any communications materials or ordering promotional items.
- Use Blinn logos in Blinn Blue wherever possible (PMS 286). Do not make any color or outline changes to the logo.
- Don't use more than one Blinn institutional horizontal, vertical, or extreme horizontal unit logo in the same design space.
- Maintain clear space around all Blinn College logos and marks.
- Do not use any reversed logo on a low-contrast background.
- The letters B and C cannot appear side-by-side on products. They must be interlocking as on page 9.
- All Blinn College District logos and marks cannot be used in any color other than approved branding colors.
- Consult the Blinn College District Brand Guidelines manual when unsure of proper Blinn logo usage. The Blinn College Brand Guidelines manual can be found on the Marketing and Communications Department web page at [www.blinn.edu/marketing](http://www.blinn.edu/marketing).
- If you cannot find the answer to your question in this Blinn College District Brand Guidelines manual, contact the Marketing and Communications Department office at 979-830-4167.

# BLINN COLLEGE DISTRICT COLORS

## THE DOMINANT COLOR FOR ALL PRINTED JOBS IS PMS 286.

The official College visual identity colors are Blinn blue (PMS 286) and white. In addition to our primary palette, we use black and gray (PMS Cool Gray 6).

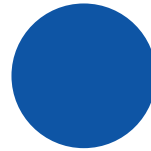
The secondary colors are navy (PMS 288), gold (PMS 1235), orange (PMS 158), green (PMS 360), purple (PMS 258), green (PMS 575), and turquoise (PMS 7710).

The secondary colors may be used in addition provided that they are used in small amounts (20% or less) as complimentary accent colors. Secondary colors may not be used as alternatives to the College's primary colors.

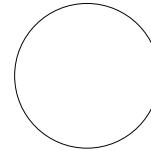
The secondary colors are complementary to our official primary colors, but are not recognizable identifiers for the Blinn College District. They should be used sparingly, that is, in less than 20 percent of the palette in one piece. The secondary colors should not be used as a background for the Blinn logo.

The College logo may also print in process colors that match PMS equivalents. See chart at right for appropriate percentages of cyan, magenta, yellow and black.

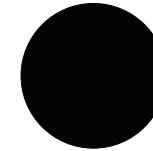
## PRIMARY COLOR PALETTE



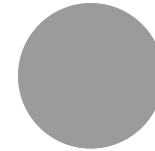
**PMS 286 C**  
C100 M75 Y0 K0  
RGB 0 51 160  
# 0033A0



**WHITE**  
C0 M0 Y0 K0  
RGB 255 255 255  
# FFFFFFFF



**PMS BLACK 6 C**  
C75 M68 Y67 K100  
RGB 0 0 0  
# 000000



**PMS COOL GRAY 6 C**  
C16 M11 Y11 K27  
RGB 167 168 169  
# A7A8A9

## SECONDARY COLOR PALETTE



**PMS 288 C**  
C100 M80 Y6 K32  
RGB 0 45 114  
# 002D72



**PMS 1235 C**  
C0 M31 Y98 K0  
RGB 255 184 28  
# FFB81C



**PMS 158 C**  
C2 M66 Y98 K0  
RGB 238 118 36  
# ee7624



**PMS 360 C**  
C61 M0 Y95 K0  
RGB 107 192 75  
# 6bc04b



**PMS 258 C**  
C50 M85 Y1 K0  
RGB 143 72 154  
# 8f489a



**PMS 7710 C**  
C81 M12 Y28 K0  
RGB 0 166 182  
# 00a6b6

# CLEAR SPACE AND MINIMUM SIZE



## LOGO CLEAR SPACE

For the logo to communicate effectively and distinctively, clear space surrounding them should always be maintained. No elements such as typography, other logos or graphics may intrude upon this safe area.

This minimum clear space is equal to the height of the letter B in the institutional logo and the height of the divider line in the extreme horizontal logo.



## MINIMUM SIZE

In general, the logo must be prominently displayed, and sized appropriately for each particular purpose. To retain sufficient visibility, readability, and reproduction quality, the logos should never be reproduced below the recommended minimum sizes shown above.

# THE BLINN COLLEGE DISTRICT LOGO: UNACCEPTABLE USES

## INCORRECT USAGE

In order to maintain brand integrity, the approved logos should not be altered in any way, including color, proportion, translation, font, or composition.

- It should never be tweaked, stretched, or otherwise manipulated.
- It should never be interpreted in a playful manner, shown at an angle or filled with pattern, texture or photographic imagery.
- The institutional logo may be in ONLY solid PMS 286 (blue), white, or black.
- Another element such as copy or imagery should never be placed over the wordmark.
- The institutional logo should not be set in alternate typefaces.

Examples on this page demonstrate some incorrect uses of the logos. There are special circumstances that serve as an exception to this rule. If the logo is to be altered for any reason, artwork must go through the Marketing and Communications Department and approval will be given on a case-by-case basis.



ALTERNATE TYPEFACE



INSUFFICIENT CLEAR SPACE  
APPROVED UNIT LOGOS ARE  
AVAILABLE (SEE PAGE 6)



STRETCHED, DISTORTED, OR  
ALTERED PROPORTIONS



DROP SHADOW OR OTHER EFFECTS  
THAT AFFECT LEGIBILITY



PLACEMENT ON BACKGROUNDS  
THAT INTERFERE WITH VISIBILITY



DO NOT USE A COLOR VERSION  
OF THE LOGO ON TOP OF A COLOR  
BACKGROUND. THE LOGO SHOULD  
ALWAYS REVERSE TO WHITE.



INCORRECT COLOR USAGE



ANGLED



UNAPPROVED MODIFIERS



# BLINN COLLEGE TYPOGRAPHY

## COLLEGE-APPROVED TYPEFACES

The preferred typefaces for text are Roboto, Oswald, and Georgia. These typefaces were chosen for their strength, modern design and readability.

**Roboto** is the voice of our brand. It is modern, yet approachable. Roboto is used primarily for headlines. It may also be used for concise pieces of secondary text.

**Oswald** is used exclusively for headlines.

**Georgia** is a serif typeface intended to balance the boldness of Roboto and Oswald. It was designed for clarity on computer monitors even at small sizes. Consider it your workhorse for deliverables such as Word documents, emails and PowerPoint presentations. It is also to be used for extensive amounts of text, charts, and tables.

When using the Blinn, Blinn College, or Blinn College District name on apparel, these fonts are recommended. Any other font should be approved in advance by the Marketing and Communications Department.

Routine business communications need not adhere to font guidelines. Examples of such documents include grant applications, internal reports, and memos.

## ROBOTO

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789~!@#\$%^&\*()

## OSWALD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789~!@#\$%^&\*()

## GEORGIA

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789~!@#\$%^&\*()

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BLINN COLLEGE DISTRICT

# ATHLETIC BRANDING



# BLINN COLLEGE ATHLETICS BRANDING

- The Buccaneer Head, the Blinn Crossed Swords, and the Buccaneers wordmarks are exclusively for the use of the Blinn College athletics department. The entire collection of approved Blinn College athletic marks may be found online on the Marketing and Communications web page under [Logo Style Sheet](#).
- The Blinn athletics marks may only be used in solid white, PMS 286 (blue) and black (PMS 286, white, and PMS Cool Gray 6 C permitted only on white material or paper).
- Alterations to the athletics branding marks of any kind are not permissible. They may not be scaled, stretched, reversed in orientation, or manipulated in any way.
- High-quality, sport-specific team lockups are available from the Marketing and Communications Department (see page 20). Alterations to the team logos of any kind are not permissible.

BUCCANEER HEAD



BLINN CROSSED SWORDS



BLINN INTERLOCKING BC



BLINN B

## BLINN COLLEGE ATHLETIC WORKMARKS

BLINN™

BUCCANEERS™

BUCCANEERS™

BLINN COLLEGE  
BUCCANEERS™

BUCCANEERS™  
BLINN COLLEGE™

# BLINN COLLEGE ATHLETICS TEAM NAMES AND TEAM LOCKUPS

## BLINN ATHLETICS TEAM LOCKUPS

Team lockups are available for all Blinn College athletics teams for use in web and print as well as apparel. All high quality files are available through our licensing partner, CLC. Individual team lockups are to be created by the Marketing and Communications Department only. Do not attempt to recreate lockups. Alterations from the options shown here are not permissible.

Team lockups on white or light gray apparel must use PMS 286 or black lettering. Team logos on black, blue or dark gray apparel should use white lettering. Adhering to specified color combinations will increase visibility and optimize readability.



## BLINN ATHLETICS TEAM NAMES

Official athletics team names must be used and may not be altered or abbreviated. Gender classification may be excluded.

- BASEBALL
- BASKETBALL
  - Men's Basketball
  - Women's Basketball
- BUCCANEER BAND
- CHEER AND DANCE
  - Cheer
  - Dance
- FOOTBALL
- GOLF
  - Men's Golf
  - Women's Golf
- SOCCER
  - Men's Soccer
  - Women's Soccer
- SOFTBALL
- SPORTS MEDICINE
- VOLLEYBALL

## CUSTOM ARTWORK

Several Blinn College District departments and programs request special artwork to use in marketing special events and initiatives. The Marketing and Communications Department is happy to assist with artwork for these events and initiatives; however, this artwork should not be used as a logo or in place of the Blinn College District logo.

Before creating artwork for a special event or initiative, please contact the Marketing and Communications Department for permission and assistance. As with the Blinn logo, special artwork and other graphics should reinforce the Blinn College District's brand identity and reflect the quality of the institution. The creation of custom artwork for special events will be considered on a case-by-case basis.

**Note:** Apparel and promotional items created to promote athletic events that are sponsored by Blinn must include the words "Blinn College" in a sans serif (block) font on the item.



# BLINN COLLEGE RETIRED BRANDING

These are examples of Blinn College District logos that have been retired. Please refrain from using them.

If you find any of these logos still in use, please contact the Marketing and Communications Department.



**BLINN COLLEGE.**  
*Proven.*







For more information on the Brand Guidelines, contact the Marketing and Communications Department at (979) 830-4167.

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[www.blinn.edu](http://www.blinn.edu)