PALOMAR COLLEGE

PALOMAR*POWERED*

BRAND **CONTENT GUIDE**

OVERVIEW

Palomar College needed a brand that stressed outcomes, while playing to the unique regional pride and the college's bilateral connection with the community. "**PALOMAR**POWERED" encompasses all of these things in a dynamic, alliterative phrase that's instantly clear and recognizable, but abstract enough to apply to virtually any audience, attribute or experience.

ALGORITHM

For the brand launch, we're focusing on delivering the concept in the simplest possible way, to establish a foundation of familiarity that we can build upon with future efforts. We start with a quote or phrase that demonstrates how the subject is powered by the college, which leads us to the wordmark "**PALOMAR**POWERED _____". We fill in the blank with the attribute most relevant to the subject's story.

The algorithm, then, would be as follows:

[Short, pithy phrase or quote]   +   ["**PALOMAR**POWERED"]   +   [Attribute, audience or outcome]

A short, pithy phrase that describes how the subject is "**PALOMAR**POWERED"

"I don't just instruct…
I inspire."

PALOMARPOWERED Faculty.

Palomar.edu
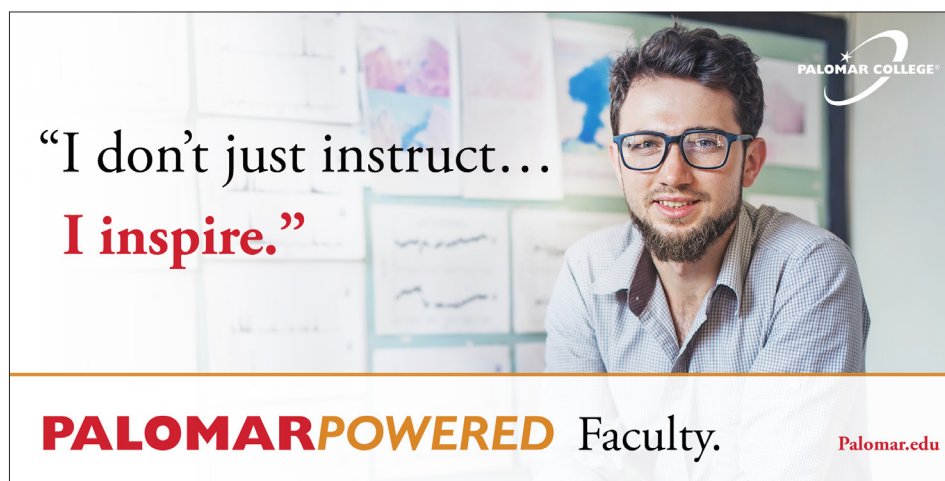
"**PALOMAR**POWERED" Brand

Attribute, audience, or outcome—in this instance, an audience

BRAND EVOLUTION

As far as messaging "legs," "**PALOMAR**POWERED" allows us to go in virtually any direction. On a more facile level, we have the alliteration, which can be adapted to virtually any intended message (PeoplePowered, ProfitPowered, ProgressPowered, ProsperityPowered… or the opposite word can be replaced, i.e. "Palomar Prepared," etc.).

Going deeper, we have the word "power" (quite literally a "power word"), which is part of countless idioms ("Knowledge is Power, Staying Power, More Power to You, Power Play, Powered by _____, Power of One/Two). Once the brand is established within the college community, we can tweak the messaging concept on a yearly (or semesterly) basis to keep things fresh, while retaining critical consistency.

BRAND **STYLE GUIDE**
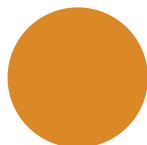
PALOMARPOWERED

COLORS

Palomar Red
PMS 186
CMYK 12-100-91-3
RGB 207-32-47

Gold
PMS 7569
CMYK12-53-100-1
RGB 218-135-39

TYPOGRAPHY

The brand wordmark shall be rendered as follows: All caps, Gill Sans Std Extra Bold (**PALOMAR**) and Gill Sans Std Bold Italic (*POWERED*). No substitutions are permitted.

Gill Sans Std Extra Bold

PALOMARPOWERED

Gill Sans Std Bold Italic

BRAND & COLLEGE LOGO

Emphasis should be on the brand wordmark "**PALOMAR**POWERED" when used in advertising or promotional material. Therefore, it should be placed larger than the Palomar logo. Adequate space should be given for the wordmark to breathe. Allow a minimum space equal to the height of the "P" in the wordmark.

It's recommended to use the brand wordmark and the Palomar logo as separate elements, and not together as one piece. However, in the event they should appear together as a matter of circumstance, the brand wordmark should be a space equal to the height of the 3 "P"s in the wordmark away from the Palomar logo.

Designer is to exercise best judgment when arranging and proportioning the brand wordmark with the Palomar logo.

PALOMARPOWERED

PALOMAR COLLEGE **PALOMAR**POWERED

PALOMAR COLLEGE
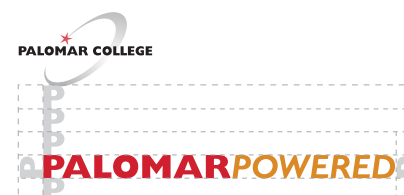
PALOMARPOWERED

BRAND USE

When a word or phrase follows
"**PALOMAR***POWERED*," it shall be presented
in Adobe Garamond Pro Regular, black.

PALOMAR*POWERED* Faculty.

BRAND USAGE VARIATIONS

There is both a horizontal and vertical brand wordmark
variation to accommodate varying layout scenarios—use as
needed/desired.

Horizontal Variation
Note: The space between the brand wordmark and the
following word or phrase is equal to the width of the "L"
in the wordmark.

Horizontal Variation

PALOMAR*POWERED* Faculty.

Vertical Variation
Note: The space between the bottom of the brand
wordmark and the x-height of the following word
or phrase is equal to the height of the "P" in the
wordmark. The clear space along the bottom of the
word or phrase following the wordmark is dictated by
the height of the "P" in the wordmark from the baseline
of the word or phrase (not the descender).

Vertical Variation

PALOMAR*POWERED*
Faculty.

AD LAYOUT EXAMPLE: HORIZONTAL LAYOUT

High-resolution image with correct white balancing, single focus (preferred)

Adobe Garamond Pro Regular, type size and leading were adjusted as needed/seen fit

Adobe Garamond Pro Bold

Horizontal wordmark variation

Don't just follow your dreams…

Lead the way.

PALOMAR COLLEGE®

PALOMARPOWERED Futures.

Palomar.edu

Background fades to maintain a strong focus on the subject and provide a greater contrast for readability

Adobe Garamond Pro Bold

AD LAYOUT EXAMPLE: VERTICAL LAYOUT

Adobe Garamond Pro Regular, type size and leading were adjusted as needed/seen fit
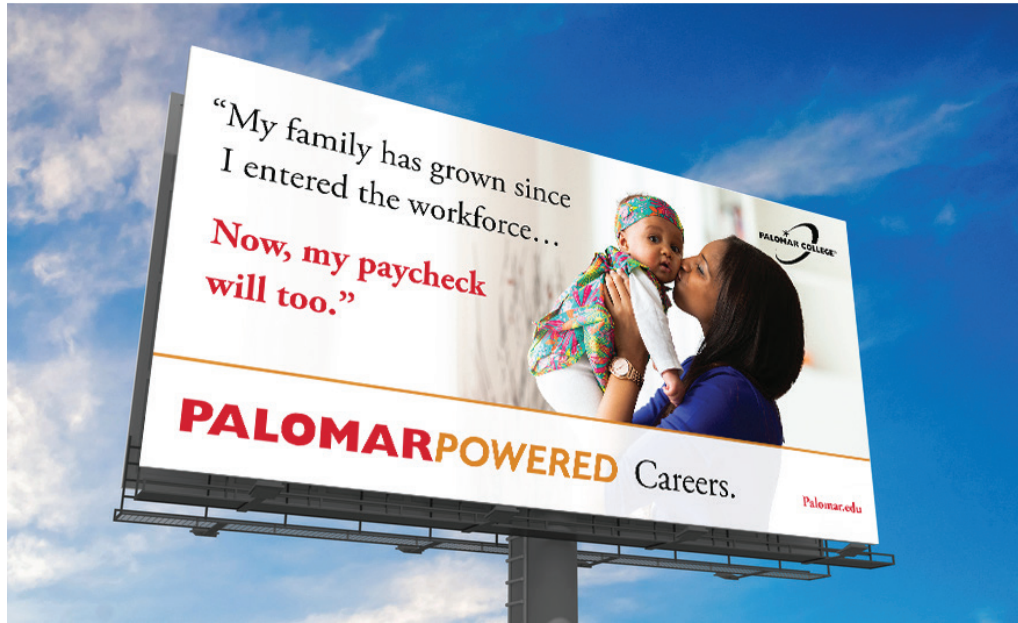
Adobe Garamond Pro Bold

Background fades to maintain a strong focus on the subject and provide a greater contrast for readability

High-resolution image with correct white balancing, single focus (preferred)

Vertical wordmark variation

PALOMAR COLLEGE

Not just a community college…

A college community.

PALOMARPOWERED
Students.

USAGE EXAMPLES

These examples (billboard, bus stop ad, brochure, and direct mail postcards) demonstrate how this guide may be utilized to build marketing pieces of varying layout and usage. It is important for the designer to exercise their best judgment when handling these brand elements. Aspects of the shown treatment that are not specifically described in this guide are merely suggestions.