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Primary Mark

FOR USE IN:

• Stationery
• Signage
• Diplomas
• Official Communications
• Websites

The primary mark is CMASAS’s signature logo. It must be present on all official academic and administrative communications.

Primary Mark with Tagline

CMASAS
School of Arts and Sciences

Touch the Future
Spirit Mark

FOR USE IN:
- Electronic Marketing Documents
- Presentations
- Curriculum
- Websites
- Social Media
- Merchandise

The rocket embodies the spirit of CMASAS and the spirit mark may be used prominently in communications as listed above.

Spirit Mark Stacked
The stacked spirit mark is for use in social media, websites and merchandise (two-color).

Spirit Mark Circle
The spirit mark circle is for use in email signature, social media, and merchandise (two-color).
Colors

CMASAS’s primary colors are jewel tones of sapphire blue (#1d428a), ruby red (#9B111E) and emerald green (#046307). These colors should be the dominant colors on all communications, stationery, spirit wear, uniforms, official gear and apparel.

CMASAS Sapphire Blue

- #1d428a
- R29 G66 B138
- C100 M86 Y15 K3
- Pantone 7687

CMASAS Ruby Red

- #9B111E
- R155 G17 B30
- C24 M100 Y100 K22
- Pantone 7621

CMASAS Emerald Green

- #046307
- R4 G99 B7
- C88 M35 Y100 K29
- Pantone 363
Fonts

These font families are tools provided to help communicators leverage the masterbrand when appropriate. This does not mean you must use only the listed fonts. The goal should be an overall cohesiveness to all CMASAS communications.

To obtain CMASAS-approved fonts not already installed on your computer, contact our Marketing Communications department.

Logo Font
Copperplate Gothic Bold is the font used in CMASAS logos.

Digital Media
Raleway and Lato are preferred for use in social media graphics. Raleway is the font used in CMASAS’s email signatures.

Raleway
Raleway Black
Lato Thin
Lato Light
Lato Bold
Lato Heavy

Curriculum
Verdana is the preferred font for use in curriculum text. It is also the font used in this brand guide.

Verdana Regular
Verdana Italic
Verdana Bold
Verdana Bold Italic

Website
Oswald (headers) and Open Sans (body copy) are the Google fonts used on www.cmasas.org.

OSWALD
Open Sans
Email Signature

Each employee of CMASAS is asked to use this email signature to keep our branding consistent. Please do not add quotes or other things to the email signature. IT is available if you need assistance.

First and Last Name
Title
Office Number: XXX-XXX-XXXX
Email Address:
Pronouns (Optional)