

50 YEARS OF
CO-EDUCATION
1976 • 2026

50 YEARS OF CO-EDUCATION **BRAND KIT**

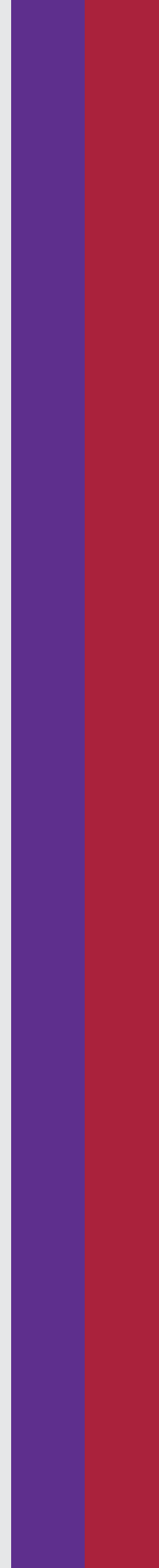


INTRODUCTION

As the 50 Years of Co-Education Celebration kicks off, we created this Brand Kit as your primary resource to ensure our commemorative identity shines across all platforms and channels. This kit is designed to empower our community to act as brand ambassadors. Inside, you have access to links, ready-to-use templates, high-quality assets, and guidelines to help you create with confidence. Please use these resources as provided to maintain a unified and cohesive visual story across all channels.

50

Logo Usage



LOGO USAGE

CO-EDUCATION LOGOS

Institutes and academic departments may co-brand with the 50 Years of Co-Education identity.

When paired with the Claremont McKenna College logo, the basic version of the Co-Education logo is acceptable.

If the Co-Education logo is used without the Claremont McKenna College logo, the version featuring “At CMC” must be used.

Download Logos

WITH THE CMC LOGO



Main Lock-Up

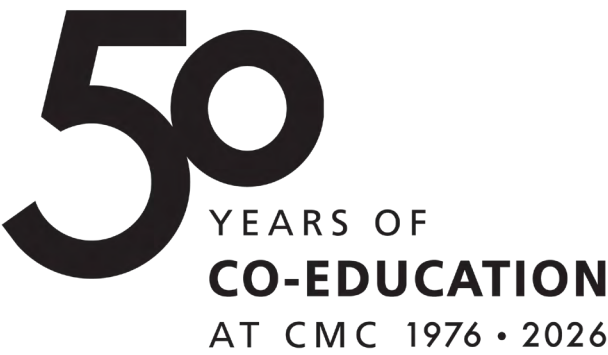


Vertical Lock-Up



Horizontal Lock-Up

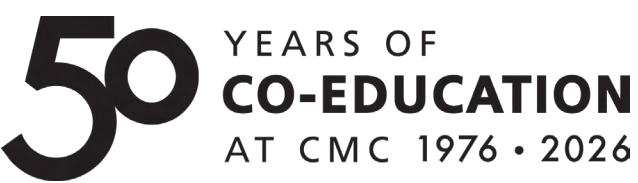
STANDALONE



Main Lock-Up



Vertical Lock-Up



Horizontal Lock-Up

LOGO USAGE

Institutes and academic departments may co-brand with the 50 Years of Co-Education identity.

CELEBRATION LOCK-UP

The Celebration Starburst signifies the co-brand connection and anchors the Celebration Lock-Up. The Co-Education Brand team provides official Celebration Lock-Ups upon request.

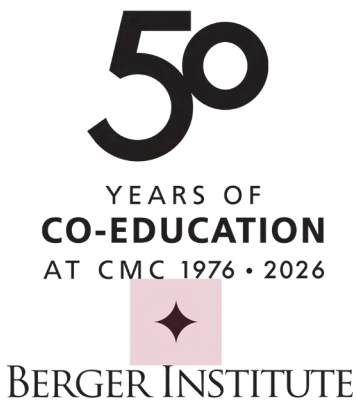
Use this Celebration Lock-Up for events directly sponsored by an academic entity.

- Clear Space: The clear space for co-branding is half of the standard measurement unit. Apply this spacing to both sides of the Starburst.
- Sizing: Size the Starburst to match the width of the inside of the “0” in the “50” graphic.

Example of a co-branded lockup



Half the width of 0



The starburst should be sized the width of the inside of the “0.”

CO - BRANDING

Institutes and academic departments may co-brand with the 50 Years of Co-Education identity.

PROXIMITY BRANDING

When promoting participation or spreading awareness, use the Celebration Logo alongside the institute or department name.

- Placement: The Celebration Logo should always fall on the right, either directly next to or on opposite corners of the co-branded logo
- Clear Space: Follow standard logo guidelines for the clear space around the Celebration Logo. Maintain a minimum space equivalent to the width of the “0” graphic.

Standard clear space rules apply

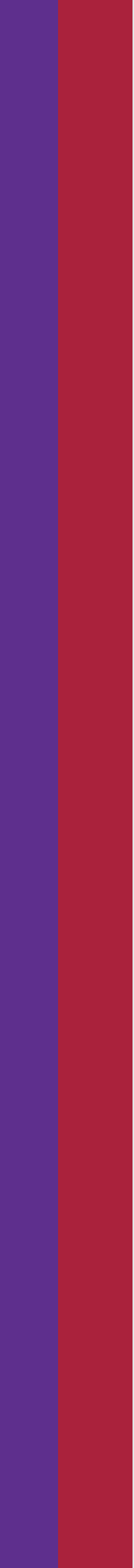


Title Header

Em volor alia porestium niatem natur sin cum quam et magnatenduci nihicab int omnis est, quos molutat laut faccum hil ius. Dus alibus, cus. Occus nobis voluptis dolorem qui odis quidi coribere etur? Ur mos molupie nisimil impe sit por maxim reperna metur, ut doluptam eum quo blatate mporupta volorent molum quae vit, et magnihit, que et aut aut dendanda nate provit omnia sapiend eligent et voluptat aut maionse quiaiment inum iur anis volut utaspel estrum ex est atiis unt.

50

Branded Assets



BRANDED ASSETS

EMAIL SIGNATURE

1. Open your email client (Outlook or Gmail)
2. Copy and paste the templates linked below, or download the Co-Education Signature Badge image from the shared Box folder.
3. Insert the image at the bottom of your existing signature block.
4. Hyperlink the image to the [Co-Education event site](#).
5. Save—done! Every email you send now promotes the upcoming 50 Years of Co-Education Celebration.

Download Signatures

From:

Terrell, Isa (Isa.Terrell@ClaremontMcKenna.edu) ▾

To:

Bcc



Cc:



Subject:

Importance ▾

 ▾  | Aptos 12   ▾  ▾ **B** *I* U |  ▾  ▾ ...



First Name Last Name

Role

Department

Claremont McKenna College

Address

Claremont, California 91711

Email

From:

Terrell, Isa (Isa.Terrell@ClaremontMcKenna.edu) ▾

To:

Cc:

Subject:

 ▾  | Arial 12 

From:

Terrell, Isa (Isa.Terrell@ClaremontMcKenna.edu) ▾

To:

Bcc



Cc:



Subject:

Importance ▾

 ▾ 

Arial

12





















From:

Terrell, Isa (Isa.Terrell@ClaremontMcKenna.edu)

To:

Cc:

Subject:

 ▾ 

Arial

12







First Name Last Name

Role

Department

Claremont McKenna College

Address

Claremont, California 91711

Email



50 YEARS OF
CO-EDUCATION
AT CMC 1976 • 2026



50 YEARS OF
CO-EDUCATION
AT CMC 1976 • 2026

First Name Last Name

Role

Department

From:

Terrell, Isa (Isa.Terrell@ClaremontMcKenna.edu) ▾

To:

Bcc



Cc:



Subject:

Importance ▾

 ▾ 

Arial

12

 ▾  ▾  ▾ **B** *I* U |  ▾  ▾ ...

|



First Name Last Name

Role

Department

Claremont McKenna College

Address

Claremont, California 91711

Email

Draft saved just now

BRANDED ASSETS

BACKGROUNDS AND
SOCIAL MEDIA BANNERS

The following banners and backgrounds are designed to infuse energy, joy, and celebratory pride across our channels.

Banners are sized and ready for use on LinkedIn and Facebook.

Download Banners

Download Zoom Backgrounds

Download Mobile Backgrounds

Download Desktop Backgrounds



Facebook Banner



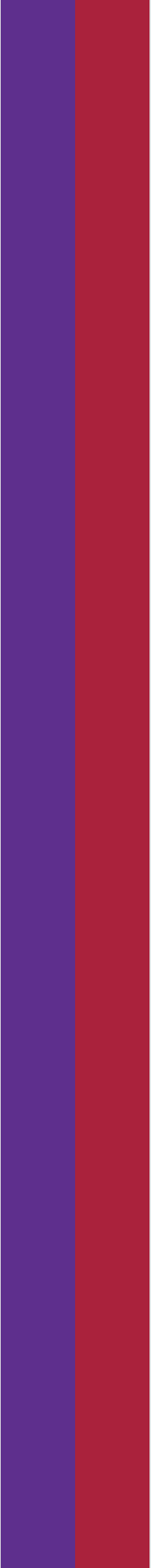
Phone Background



Zoom/Desktop Banner

50

Graphic Elements

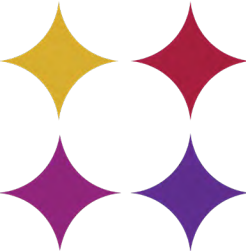
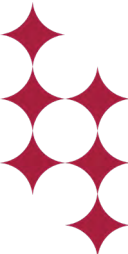


GRAPHIC ELEMENTS

These graphic elements infuse energy, joy, and celebratory pride into designs. Use with discretion and follow suggested guidelines.

STARBURST

The Starburst is a fun and versatile element, signaling connection and community. Available in a variety of formations and colorways, the Starburst and its family can be used as a framing device or embellishment to draw attention to key areas.

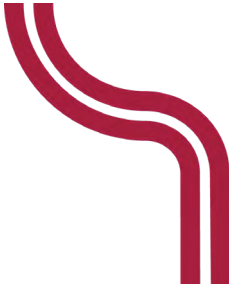
ELEMENT	RECOMMENDED USE
	Starburst Highlight text or add as a ‘north star’ element. Apply as a single repeating element, with either full color or with dropped opacity (10% or 20%).
	Star Galaxy Use as background fill or overlay at a dropped opacity (10%).
	Starburst Pillars Frame vertical or horizontal margins.
	Starburst Corner Frame vertical or horizontal margins.
	Supernova Use as a cutout overlay or in conjunction with the vertical Celebration logo.

GRAPHIC ELEMENTS

These graphic elements infuse energy, joy, and celebratory pride into designs. Use with discretion and follow suggested guidelines.

LINE GRAPHICS

This thematic set of line graphics represents the journey toward Co-Education and beyond. Several custom assets are ready for use, and a dedicated selection is available in the “Canva Elements” folder of the 50 Years of Co-Education Brand Kit.

ELEMENT	RECOMMENDED USE
	Anniversary Stripe Use as endcap to show brand colors. Bright maroon must be used in the color combination, except when using monochrome white lines. Versions available: 2-color, 3-color, 4-color. • 2-color: Bright Maroon (BM) + Cool Purple (CP) or Yellow • 3-color: BM, CP + Yellow, or Bright Purple • 4-color: BM, CP + Yellow, Bright Purple, Gray, or repeat colors
	Anniversary Dots Use as endcap or sidebar graphic. Bright maroon must be used in the color combination, except when using monochrome white lines. Versions available: single-color, two-color, and multi-color. • Single-color: The lines and dots are all the same color • Two-color: The dots are a uniform color that is different than the lines. • Multi-color: The individual dots and lines are different colors.
	Horizon Wave Use as a framing element for the edges of an image, graphic, or text block. Apply as a background element, especially on designs without images. Available variations: solid and dotted.
	Dividers Use for dividing sections of text or accents around images and other graphic elements.

50

Using the Templates

USING THE TEMPLATES

TEMPLATES

The templates provided throughout this kit allow you to create customized designs within Canva. You can easily swap text and images while keeping the core layout intact.

Note: These templates are designed as inspiring starting points and are not exhaustive of all design possibilities.



USING THE TEMPLATES

SOCIAL MEDIA

1. Each style includes a Canva file featuring optimized sizes for various social platforms (Instagram posts, Reels, Facebook posts, etc.)
2. Templates are fully customizable, allowing you to easily swap out images and edit text.
3. Make your edits and download your selected pages using the “Share” button in Canva.

Some tips:

- Be mindful of text volume—minimal text is ideal for social posting.
- Keep important information within the margin bounds to prevent clipping and being obscured by app interface.

Multi-Platform Social Templates



USING THE TEMPLATES

PRINT TEMPLATES

The link below includes a selection of flyer, document, and postcard templates. These designs use modular **components**—blocks of image and text content that let you easily build layouts without breaking the design structure.

How to use components:

- 1. Open your chosen template design.
- 2. Navigate to the left-hand panel and select the “Components” tab (located under “Apps”).
- 3. Drag and drop any available component directly into your layout.
- 4. Customize by double-clicking text boxes to edit content, changing text colors, or dragging new images directly into the image boxes.

Note: The “Doc” design type features a wide variety of premade components.

Print Templates



Questions?

For questions regarding this document or to request for materials, please contact isaterrell@cmc.edu.