

COLLEGE OF MARIN

CENTENNIAL PLAYBOOK



Honoring Our Past
Defining Our Future



CONTENTS

Institutional Brand Refresh.....	1
Visual Identity Elements.....	2
Visual Identity Pairings.....	3
Centennial Overview.....	5
Centennial Visual Identity Guidelines.....	6
Centennial Logo Guidelines.....	7-13
Color Palette 1.....	14
Color Palette 2.....	15
Color Palette 3.....	16
Marketing & Promotional Strategies.....	17
Goals & Tactics.....	18-19

Centennial Committees.....	21
Core Events Timeline.....	22
Core Events	
Innovations In Action.....	23
Ideation Challenge.....	24
Innovations & Creations.....	25
Learning Landscape.....	26
Founder’s Day Gala.....	27
Event Planning Resources.....	28
Editorial Style Guide.....	29

INSTITUTIONAL BRAND REFRESH

BACKGROUND

During the development phase of creating the centennial visual identity, a question arose.

How would the existing institutional identity interact with a new set of design elements?

COLLEGE OF
MARIN

This version of COM's logo was created to change the perception of the College from seeking to be "all things to all people" to "an institution that offers centers of excellence." This resulted in a more serious group of identity elements.

Following the COVID-19 pandemic, COM's role expanded that notion of being "all things to all people." Our campus community now strives to meet people where they are at. The refreshed visual identity intentionally aligns with the College's mission, vision, and values. It is responsive and invites our community to look *to us* rather than *up to us*.

INSTITUTIONAL VISUAL IDENTITY ELEMENTS

MONOGRAM



WORDMARK

MARIN

LOGOTYPE

COLLEGE OF MARIN



INSTITUTIONAL VISUAL IDENTITY PAIRINGS



MARIN
COLLEGE OF MARIN



COLLEGE OF MARIN



COLLEGE OF MARIN



CENTENNIAL OVERVIEW

Since College of Marin opened its doors on April 6, 1926, faculty, classified professionals, and administrators have remained dedicated to teaching students how to think critically, conduct meaningful research, speak well, write effectively, synthesize complex ideas, work collaboratively, and creatively solve problems.

Those who have attended the College tell stories of transformation, of new beginnings, finding soul mates, finding callings, and lasting friendships. Our tens of thousands of alumni are everywhere, doing amazing work, strengthening their communities, and creating impressive legacies.

As we celebrate our centennial and the countless stories of alumni success and community impact, we also look to a future where every student can achieve their educational goals without barriers or interruption.

CENTENNIAL SLOGAN

**Honoring Our Past
Defining Our Future**

CENTENNIAL VISUAL IDENTITY GUIDELINES

ABOUT THE CENTENNIAL LOGO

COM's 100th Anniversary logo celebrates our rich history and sets the course for our future. The compass rose, an integral part of our Mariners brand, encapsulates the essence of our institution's mission in stewardship. It symbolizes guidance and the creation of pathways within our community as we approach this significant milestone.

The starburst design of the compass rose mirrors the enthusiasm surrounding our achievements and our journey toward the centennial celebration.

- Varying lengths of the strokes within the compass rose not only communicate the importance of embracing diversity but also underscore our commitment to inclusivity.
- Circle's form symbolizes our unity, making each member of our community feel valued and part of a larger whole.

Overall, the 100th Anniversary logo, with its compass rose symbol, represents our pride in the past, our aspirations for the future, and our unity as a community dedicated to COM's legacy and success.

USAGE TIMEFRAME

The centennial logo should only be used during the College's centennial celebration—fall 2025 through June 2027. The centennial logo should not be included on materials that will continue to be used after July 1, 2027.

COLORS

In honor of College of Marin's history and in the spirit of defining our future, the centennial logo may be presented in Mariners black and gold, as well as in three color palettes that convey visual communication tones for our audiences. These palettes stemmed from exploring attributes and characteristics of our campus community.

Audiences

- Students and Alumni
- Employees and Retirees
- Taxpayers, Donors, and Marin County Community

Color selection from these palettes helps ensure a more cohesive brand experience. Refer to the centennial logo color palettes on pages 13–15.



CENTENNIAL LOGO GUIDELINES

STARBURST

Do not reproduce at less than 1 1/2". Do not omit design elements. Starburst is to stay in tact as-is. For embroidery purposes, do not produce smaller than 3."

- Ideal for merchandising like apparel and promotional items with a limited print area or items best suited for a circular print area
- Use where College name recognition is **not** required
- All logos are to be reproduced without any deviation in size or proportions (stretching, condensing, etc.) to make them fit a space
- Do not overprint text or photos

Refer to color palettes on pages 14-16 and request design services for color matching.

For all questions about proportions, colors, and logo usage, contact the Marketing and Communications Office.



CENTENNIAL LOGO GUIDELINES

IA – VERTICAL

Do not reproduce at less than 1 1/2".
Do not omit design elements. Starburst is to stay in tact as-is. For embroidery purposes, do not produce smaller than 3."

- Ideal for merchandising like apparel and promotional items with a generous print area or items best suited for a vertical print area
- Use where College name recognition is **is** required
- All logos are to be reproduced without any deviation in size or proportions (stretching, condensing, etc.) to make them fit a space
- Do not overprint text or photos

Refer to color palettes on pages 14-16 and request design services for color matching.

For all questions about proportions, colors, and logo usage, contact the Marketing and Communications Office.



MARIN
COLLEGE OF MARIN



MARIN
COLLEGE OF MARIN



MARIN
COLLEGE OF MARIN



MARIN
COLLEGE OF MARIN



CENTENNIAL LOGO GUIDELINES

IB – HORIZONTAL

Do not reproduce at less than 1 1/2".
Do not omit design elements. Starburst is to stay in tact as-is. For embroidery purposes, do not produce smaller than 3."

- Ideal for merchandising like apparel and promotional items with a generous print area or items best suited for a horizontal print area
- Use where College name recognition **is** required
- All logos are to be reproduced without any deviation in size or proportions (stretching, condensing, etc.) to make them fit a space
- Do not overprint text or photos

Refer to color palettes on pages 14-16 and request design services for color matching.

For all questions about proportions, colors, and logo usage, contact the Marketing and Communications Office.



CENTENNIAL LOGO GUIDELINES

IIA – VERTICAL

Do not reproduce at less than 1 1/2".
Do not omit design elements. Starburst is to stay in tact as-is. For embroidery purposes, do not produce smaller than 3."

- Ideal for merchandising and promotional items with a generous print area or items best suited for a vertical print area
- Where College name recognition is **not** required, and 100 mark is desired
- All logos are to be reproduced without any deviation in size or proportions (stretching, condensing, etc.) to make them fit a space
- Do not overprint text or photos

Refer to color palettes on pages 14-16 and request design services for color matching.

For all questions about proportions, colors, and logo usage, contact the Marketing and Communications Office.



CENTENNIAL LOGO GUIDELINES

IIB – HORIZONTAL

Do not reproduce at less than 1 1/2".
Do not omit design elements. Starburst is to stay in tact as-is. For embroidery purposes, do not produce smaller than 3."

- Ideal for merchandising and promotional items with a generous print area or items best suited for a horizontal print area
- Where College name recognition is **not** required, and 100 mark is desired
- All logos are to be reproduced without any deviation in size or proportions (stretching, condensing, etc.) to make them fit a space
- Do not overprint text or photos

Refer to color palettes on pages 14-16 and request design services for color matching.

For all questions about proportions, colors, and logo usage, contact the Marketing and Communications Office.



CENTENNIAL LOGO GUIDELINES

IIIA – VERTICAL

Do not reproduce at less than 1/2". Do not omit design elements. Starburst is to stay in tact as-is.

- Ideal for small merchandising and promotional items with a limited print area
- Where College name recognition **is** required, and year of establishment is desired
- All logos are to be reproduced without any deviation in size or proportions (stretching, condensing, etc.) to make them fit a space
- Do not overprint text or photos

Refer to color palettes on pages 14-16 and request design services for color matching.

For all questions about proportions, colors, and logo usage, contact the Marketing and Communications Office.



COLLEGE OF MARIN
ESTABLISHED 1926



COLLEGE OF MARIN
ESTABLISHED 1926



COLLEGE OF MARIN
ESTABLISHED 1926



COLLEGE OF MARIN
ESTABLISHED 1926



CENTENNIAL LOGO GUIDELINES

IIIB – HORIZONTAL

Do not reproduce at less than 1/2" height. Do not omit design elements. Starburst is to stay in tact as-is.

- Ideal for small merchandising and promotional items with a limited print area and best suited for a horizontal print area
- Where College name recognition **is** required, and year of establishment is desired
- All logos are to be reproduced without any deviation in size or proportions (stretching, condensing, etc.) to make them fit a space
- Do not overprint text or photos

Refer to color palettes on pages 14-16 and request design services for color matching.

For all questions about proportions, colors, and logo usage, contact the Marketing and Communications Office.

COLLEGE OF MARIN
ESTABLISHED 1926



COLLEGE OF MARIN
ESTABLISHED 1926



COLLEGE OF MARIN
ESTABLISHED 1926

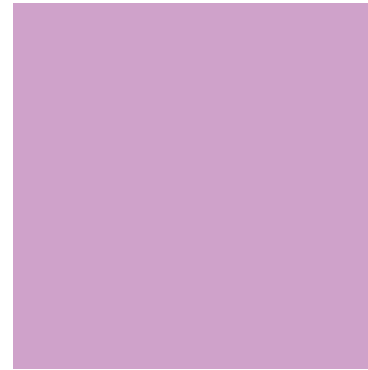


COLLEGE OF MARIN
ESTABLISHED 1926



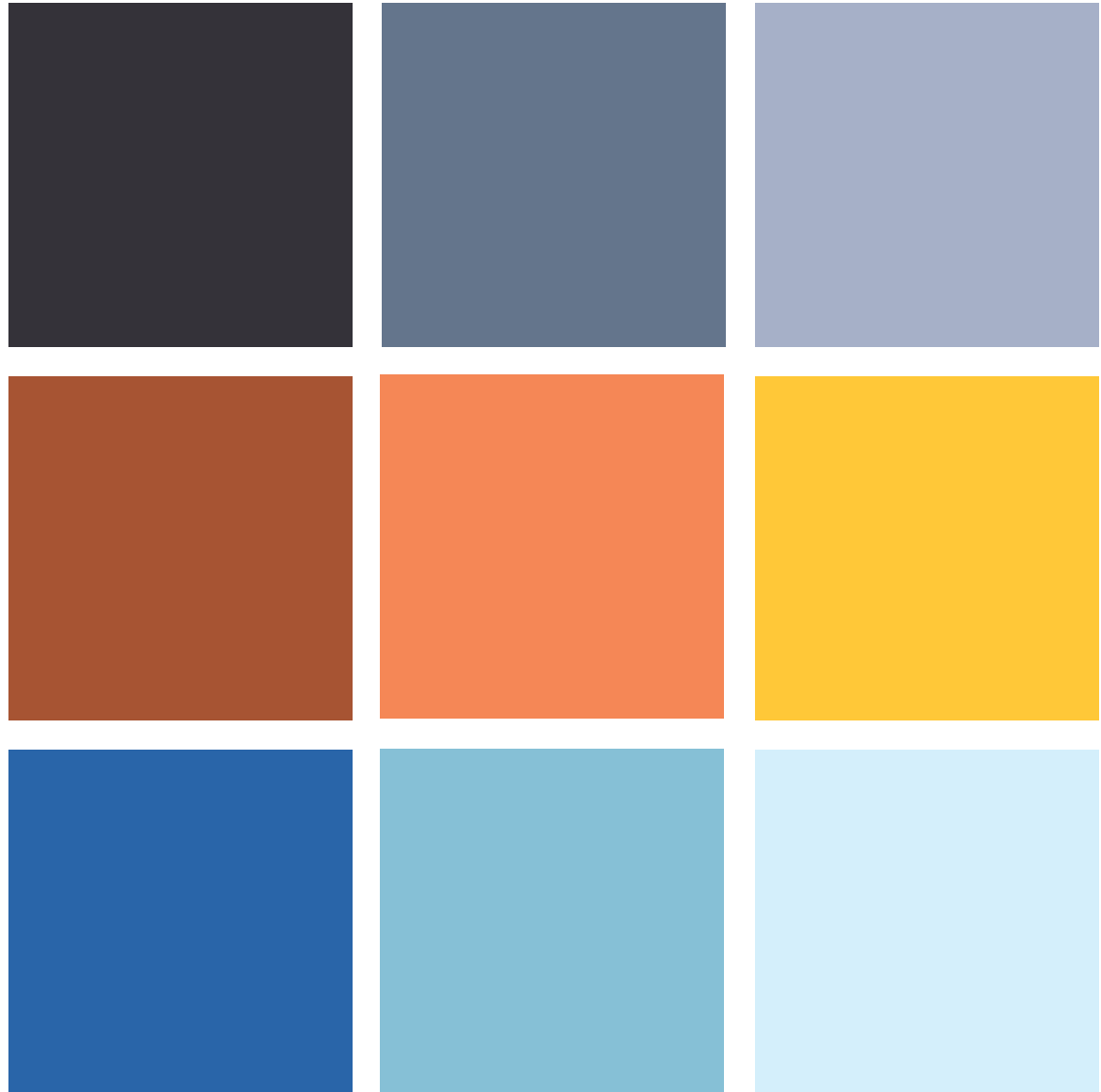
COLOR PALETTE 1

ambitious
bold/strong
determined
equitable
fun / lively / happy
hopeful
impactful
personable
proud
supportive
valued
vibrant



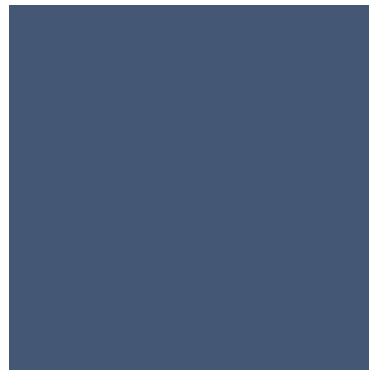
COLOR PALETTE 2

caring / kind
committed
competent
diligent
empathetic
engaged
enthusiastic
friendly
innovative
loyal
united
welcoming



COLOR PALETTE 3

collaborative
conscious
engaged
equitable
forward-thinking
indispensable
honest
reflective
reminiscent
responsive
trustworthy
visionary



MARKETING & PROMOTIONAL STRATEGIES

SUMMARY

COM's Centennial activities **shine a light on what COM means** to different stakeholders and the community.

They should position the College as an education leader in the region to increase student involvement, alumni engagement and community collaboration, and to gather input on our stakeholder's vision for the future.

Centennial planning launched formally in fall 2024. Centennial activities will take place beginning in fall 2025 and continue through our Commencement and Transfer Ceremony in May 2027, as this marks COM's 100th graduating class.

POSITION

There are many aspects that make COM the best place to learn and work.

- Affordability
- Support resources
- Small classes = more collaboration and relationship building
- Flexible class schedules
- Vibrant student life
- Guaranteed transfer
- Workforce training programs
- Financial aid, scholarships, grants, loan programs
- Highest UC transfer rate in Northern California and 3rd highest in the state
- Deep and meaningful community partnerships
- Value added to the experience of everyone who lives and works in our community

COM = a catalyst for positive change and equitable outcomes in Marin County

GOALS & TACTICS

GOAL 1

Goal: Increase centennial public relations activities

Measurement: Increased awareness, coverage, and engagement

Conduct micro-campaigns for target audiences to shine a light on what COM has to offer

- Students & Alumni
- Employees & Retirees
- Taxpayers, Donors, & Community

Create a 100 Years of Stories awareness campaign about the College, its programs and successes, and centennial events and activities

- Invite story sharing from target audiences
- Collect and edit stories

Use organic social media to push out centennial event and activity dates; tag high schools, employers and community agencies for greater reach and penetration

Promote degrees and certificates, student and employee success, transfer and employment

- Use paid advertising and no-cost methods, such as organic social posts and email marketing
- Use no-cost tactics first, such as COMmunity Hour sessions, organic social media posts with strategic tags, and email blasts
- Team up with chambers, real estate agents, local and regional visitors' bureaus, and other community organizations on opportunities to promote centennial awareness, activities, and events
- Use messaging and graphics that show where alumni have transferred and been hired
- Use employer testimonials for workforce training programs



GOALS & TACTICS

GOAL 2

Goal: Create centennial web presence

Measurement: Increased traffic to legacy.marin.edu

- Update history and highlights
- Add new stories and centennial events timeline
- Create centennial fast facts webpage
- Share snippets on social media as evergreen content in the regular rotation

GOAL 3

Goal: Promote COM as prime location for higher education and community engagement

Measurement: Increased engagement at centennial events and activities

- Conduct campus tours
- Promote the College through news releases sponsorship opportunities
- Create an awareness of the Bolinas Marine Laboratory



CENTENNIAL COMMITTEES

STEERING COMMITTEE

Starting as brainstormers in fall 2023, Steering Committee members met to come up with initial ideas for the centennial, once the Planning Committee was seated in fall 2024, the role of the Steering Committee transitioned to serving as community liaisons for sharing centennial plans and facilitating connections with partners and alumni.

Carl Cox, Librarian (ret.)
Focus: History and Alumni

Kathy Joyner, Executive Assistant to the President and Board of Trustees (ret.)
Focus: Retirees and Campus Community

Luanne Mullin, Past ESCOM President
Focus: Lifelong Learners and Service Organizations

Anna Pilloton, Director of Outreach and Community Partnerships (ret.)
Focus: Campus and Community Partnerships

Professional Event Planner **Mimi Cunningham** was hired to plan and execute core centennial events. As a seasoned, local professional with deep ties in Marin County, Mimi will also help the College expand our reach in the community.

Want to get involved? Contact Marketing & Communications Program Coordinator **Malaika Smith** masmith@marin.edu.

PLANNING COMMITTEE

The Planning Committee began meeting in fall 2024 to define roles and responsibilities. Their charge is reviewing ideas that come back from area leads and coordinating core centennial activities to ensure there is coherency throughout the timeline of events.

Lindsay Bacigalupi, Facility Rental Supervisor

Ryli Bowen, Associated Students of College of Marin (ASCOM) President

Ryan Byrne, Director of Kinesiology & Athletics

Emily Cardwell, Associated Students of College of Marin (ASCOM) Vice President

Nequeshe Dyer, Alumni Engagement Coordinator

Dana Emerson, Assistant Superintendent/Vice President of Student Learning & Success

Lori Friedman, Director of Community Programs

Carol Hernandez, Dean of Math, Sciences, & Business

Mary Kesler, Administrative Assistant III, Planning, Research, & Institutional Effectiveness

Lauren Servais, Dean of English & Humanities

Malaika Smith, Marketing & Communications Program Coordinator

Sadika Sulaiman Hara, Director of Student Activities & Advocacy

Alina Varona, Dean of Career Education & Workforce Development

Faculty Appointments made by Academic Senate President

Committees are co-chaired by:

Jonathan Eldridge, Superintendent/President

Keith Rosenthal, Director of Advancement

Nicole Cruz, Director of Marketing and Communications

CORE EVENTS TIMELINE

2025

SPRING

- **DONOR KICK-OFF EVENT**
- **Centennial Fundraising Campaign**

FALL

- **Ideation Challenge - Year 1**
- **Project/Symposium Work - Year 1**
- **Learning Landscape**
- **Light Pole Banner Campaign**
- **IVC Showcase**
• Open House and Car Show

2026

SPRING

- **Ribbon Cutting Ceremony**
Center for Student Success
- **MARCH 30**
TWO WEEK ARC OF EVENTS BEGINS
- **Ideation Challenge Showcase - Year 1**
- **Project/Symposium Showcase - Year 1**
- **Learning Landscape Dedication**
- **April 4, 2026**
Centennial Gala
• Impact Awards
- **April 6, 2026**
Founder's Day
• Spring Fling

FALL

- **Ideation Challenge - Year 2**
- **Project/Symposium Work - Year 2**

2027

SPRING

- **Founder's Day Gala**
• Impact Awards
- **Ideation Challenge Showcase - Year 2**
- **Project/Symposium Showcase - Year 2**
- **ALUMNI CONNECTION EVENT**
- **TBD**
- **ALUMNI CONNECTION EVENT**
- **Annual Commencement 100th Graduating Class**



CORE EVENTS

Innovations in Action

OBJECTIVES

Highlight **career, technical, and allied health** programs.

Showcase the **strong ties** between academic programs and local industries and partners.

Provide students the opportunity to **demonstrate skills** and **engage with the public and prospective employers**.

Celebrate program achievements, building a **sense of pride and connection** within the community.

By bringing together students, employees, industry partners, and the local community, the event will **shine a light on the College's vital role in workforce development** and demonstrate the **important contributions its students are making** to local industries.

CORE EVENTS

Ideation Challenge

OBJECTIVES

Empower students to take an active role in shaping COM's future.

Encourage innovation by providing a platform for students to **think creatively and propose solutions**.

Promote community engagement by involving alumni and community members in the evaluation process.

Recognize student contributions by awarding the winning submission and implementing the idea.

By encouraging **innovative thinking** and **community involvement**, the challenge will help the College become an even better place for students to learn, grow, and thrive.



CORE EVENTS

Innovations & Creations

OBJECTIVES

Provide a platform for students and employees to **share projects, research, and artwork.**

Facilitate **open discussion and collaboration** between students, employees, and the public.

Highlight work being done across disciplines and fields, **showcasing the interdisciplinary spirit of the College.**

Encourage public engagement with the academic and creative environment of the institution.

By showcasing diverse work, we **celebrate the accomplishments of our campus community** and encourage continued **collaboration, innovation, and excellence across disciplines.**

CORE EVENTS

Learning Landscape

OBJECTIVES

Provide a **rich, immersive educational experience** for students, employees, and visitors.

Highlight the **intersection of nature, Coast Miwok culture, and art** on our campus.

Feature sensory and informational experiences along the route to **engage and inform participants**.

Foster greater understanding of the College's **historical connections and unique role** in the community.

By creating guideposts in key spaces throughout our campuses, the tour will **foster a deeper understanding of the interconnectedness and intersections of education, culture, and sustainability.**



CORE EVENTS

Founder's Day Gala

OBJECTIVES

Mark **100 years of individual transformation and economic impact** on local and regional communities.

Fundraise to ensure no student has to choose between food or housing or transportation and their education

Recognize exceptional alumni, community leaders, and College employees with **Impact Awards**.

Foster continued partnerships with the local community, businesses, donors, and alumni.

By showcasing the College's achievements, **raising critical funds**, and **honoring outstanding individuals**, this event will lay the foundation for the College's next century.

EVENT PLANNING RESOURCES

TIPS FOR SUCCESSFUL EVENTS

Follow these 5 steps for a successful campus event.

1. **Plan ahead!** Check the Campus Events Calendar for what's already scheduled
2. For **classroom and computer lab requests**, email James Kuromiya (jkuromiya@marin.edu) and cc: Lindsay Bacigalupi
3. **Conference room and other facility requests** are to be made through Facilitron. (Contact Lindsay Bacigalupi (lbacigalupi@marin.edu) if you need Facilitron access)
4. **Submit necessary requests for setup/breakdown, clean up, locking and unlocking, IT/Media needs, etc.** through SchoolDude (Maintenance & Operations) <https://tinyurl.com/2b2md293> or a Service Desk ticket (IT) <https://mycom.marin.edu>
5. For **print/digital collateral or other materials**, complete the appropriate request through the Marketing and Communications Storefront <https://tinyurl.com/ejp9fjvj>

AT THE READY

Have the following information ready:

- Title, Date, Time (start/end), Location
- Presenter, Contact Information
- Description and details (answer this in 3-5 sentences: Why would people be interested in attending?)
- Keep content brief and easy to scan
- Use bold to emphasize words—only links should be underlined
- Include if the event is open to students, faculty, staff, the public, etc.



EDITORIAL STYLE GUIDE

COM will mark its centennial through a variety of events, activities, exhibits and more. This style guide is intended to assist those preparing centennial communications and help keep the campus community on the same page.

Reference COM's Editorial Style Guide Online

<https://marinedu.sharepoint.com/sites/MarketingandCommunications/SitePages/COM-Editorial-Style-Guide.aspx>

As it is not a grammar manual or dictionary, please refer to the College's accepted reference guides—The *Chicago Manual of Style* (17th edition) and *Associated Press Stylebook* (55th edition 2020-2022)—for additional information.

Tone and Audiences

The tone of centennial outreach and engagement is celebratory, informative, and invites engagement with various audiences. Centennial activities are not merely a commemoration of the past, but a celebration of the present and a chance to envision the future educational landscape.

Students and Alumni

COM recognizes the invaluable contributions made by students and alumni. Beginning in fall 2025, opportunities for research and project work will be announced. Alumni reconnections will be strengthened through the sharing of stories and updates, platforms for mentorship and networking, and more.

Employees and Retirees

As the driving force behind the work done over the past century, current employees and retirees can engage by sharing their stories, planning events and activities, and participating in research and project work.

Taxpayers, Donors, and Community Members

As an integral part of the Marin County community, the centennial is a once-every-hundred-years chance to shine a light on the great work done on our campuses. Through active collaboration, events and activities will foster a sense of shared pride, strengthen existing partnerships, and create new opportunities for the future.



Equal Opportunity Statement

MCCD is committed by law and policy not to discriminate on the basis of, or the perception of, race, ethnic group identification, ancestry, color, religion, age, gender, national origin, sexual orientation or expression, disability (mental or physical), marital status, medical condition, and status as a veteran, in any of its educational and employment programs and activities, its policies, practices, and procedures. The lack of English skills and/or hearing/visual impairment will not be a barrier to admission or participation in educational programs.

ADA Accessibility

Individuals seeking access support or reasonable accommodations to attend campus activities and events may contact the Student Activities & Advocacy Office, sas@marin.edu or (415) 485-9376.