

CCGD
COLLEGE OF CAREER
GUIDANCE & DEVELOPMENT

Brand guidelines

Logo Concept

The task at hand was to develop a logo that reflects College of Career Guidance and Development as a relatable learning institution that offers training/teaching to teachers/ educators that in turn teach others (students in this case)

Elements



Learn
(Book)



Mouse Pointer
(Online)



Graduation Cap
(qualification)

Logo Mark Design

The final logo design is a combination of all elements and typography that represents the brand



Brand Guidelines

Typography

To make the College of Career Guidance and Development as relatable as possible it was important to shorten the name and use the initials CCGD as part of the logo.

The image shows the initials "CCGD" in a large, bold, dark blue sans-serif font, likely Gotham Bold.

The font is Gotham Bold

The logo features the text "COLLEGE OF CAREER" on top, "GUIDANCE & DEVELOPMENT" on the bottom, and the initials "CCGD" in a larger, bold font positioned between them. All text is in a dark blue sans-serif font.

The full name is placed under the initials
explaining the meaning.
Font is Source Sans Variable

Final Logo design



CCGD

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Logo Design Options



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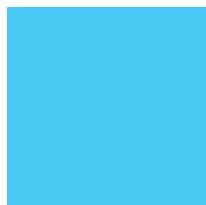
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Colors



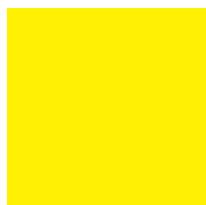
Blue

C 100	M 88	Y 21	K 4
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Sky Blue

C 58	M 0	Y 0	K 0
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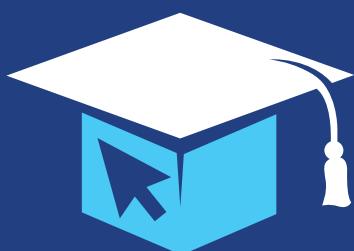


Yellow

C 0	M 0	Y 100	K 0
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Tagline

Towards Trained Career Guidance Professionals



CCGD

COLLEGE OF CAREER
GUIDANCE & DEVELOPMENT

Towards Trained Career Guidance Professionals

Pattern



Applications and Branding





al Offices,
romo Lane,
nairobi.

Maggie Waithaka
Chief Executive Officer

4th Floor, Royal Offices,
Mogotio Road, Off Chiromo Lane,
Westlands, Nairobi.

Towards Trained C...

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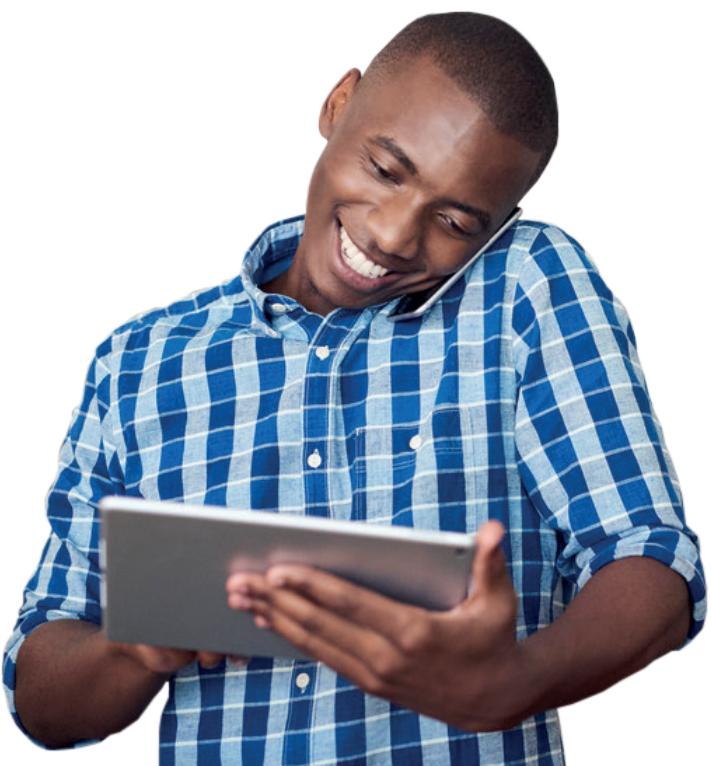
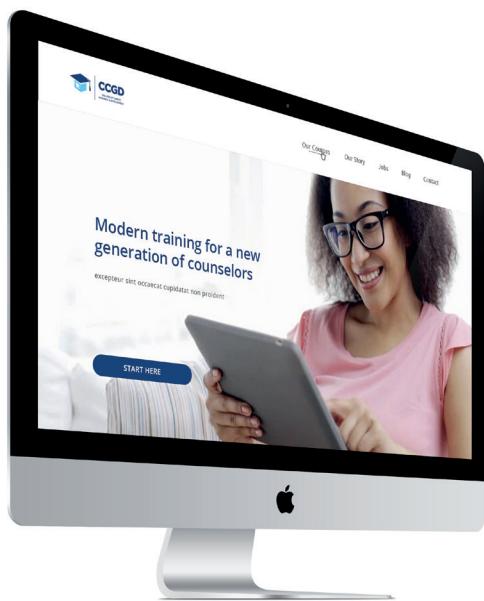
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