



# COLORADO

COMMUNITY COLLEGE SYSTEM

## BRAND GUIDELINES

# WELCOME TO COLORADO COMMUNITY COLLEGE SYSTEM BRAND GUIDELINES

This document serves as a resource for understanding and applying the Colorado Community College System brand, identity and creative expression. It provides standards for the use of logos, artwork, color palette, typography and other key visual elements.

These guidelines are based on a discovery process that took place throughout 2017-18. Thorough and highly inclusive, this effort drew from a wide cross-section of Colorado Community College System constituents.

A living reference, this guide is intended to serve as a resource and a starting point for communications and creative professionals charged with articulating and representing the institution's brand. It is intended to be a developing body of work that will evolve moving forward.

For information or questions about these guidelines and usage permissions, please contact

**The Office of Public Affairs**





BRAND GUIDELINES

# DESIGN ASSETS



**COLORADO**  
COMMUNITY COLLEGE SYSTEM

## PRIMARY HORIZONTAL LOGO

This is the Colorado Community College System primary logo. To establish brand consistency, it should be used whenever possible to represent the system as a whole.

Its construction allows for maximum versatility and usage, either on its own or as a part of a larger system.

### Preferred Full-Color Logo

The Pantone, CMYK or RGB full-color logos are preferred. Use Pantone or CMYK for any print use such as collateral or business materials. Use RGB for electronic use such as PowerPoint presentations, digital or video.

### Reverse (Knockout) Logos

Use the reverse logos for applications on color or photographic backgrounds. Always ensure that the background you choose provides sufficient contrast for the logo.

## FULL-COLOR LOGO



## REVERSE LOGOS



## SECONDARY LOGO

This is the Colorado Community College System's secondary abbreviated logo. It should be used whenever using the primary logo is not possible due to spacing restrictions, etc.

### Preferred Full-Color Logo

The Pantone, CMYK or RGB full-color logos are preferred. Use Pantone or CMYK for any print use such as collateral or business materials. Use RGB for electronic use such as PowerPoint presentations, digital or video.

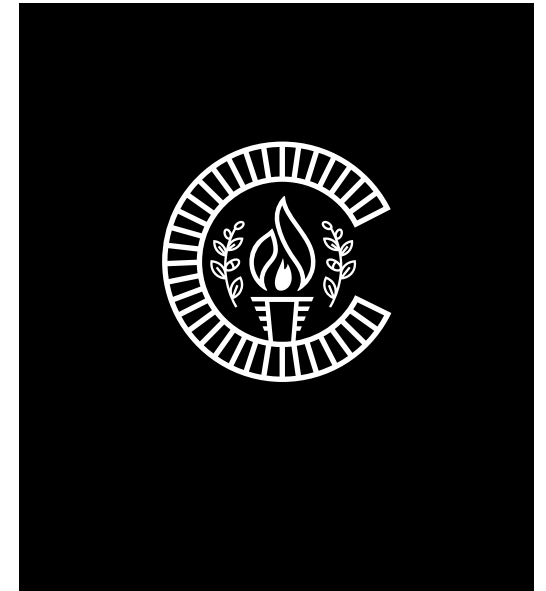
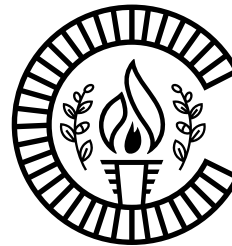
### Reverse (Knockout) Logos

Use the reverse logos for applications on color or photographic backgrounds. Always ensure that the background you choose provides sufficient contrast for the logo.

## FULL-COLOR LOGO



## REVERSE LOGOS



### TERTIARY LOGO

This is the Colorado Community College System's tertiary stacked logo. Its compact construction allows for maximum versatility and usage, either on its own or as a part of a larger system. Best use of this logo is when used along with centered layouts and text.

### Preferred Full-Color Logo

The Pantone, CMYK or RGB full-color logos are preferred. Use Pantone or CMYK for any print use such as collateral or business materials. Use RGB for electronic use such as PowerPoint presentations, digital or video.

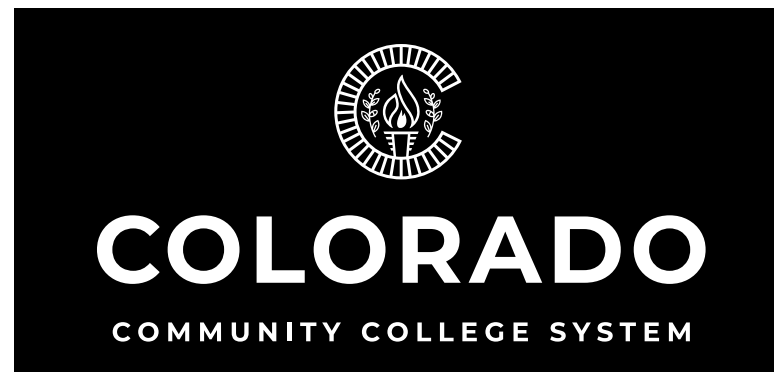
### Reverse (Knockout) Logos

Use the reverse logos for applications on color or photographic backgrounds. Always ensure that the background you choose provides sufficient contrast for the logo.

### FULL-COLOR LOGO



### REVERSE LOGOS





**MINIMUM SPACE — PRIMARY LOGO**

To ensure visibility and legibility, logos should never be presented in sizes smaller than the requirements shown on this page.

To maintain visual integrity, applications using alternative reproduction techniques such as embroidery and silkscreen may require presenting the logos at larger sizes than indicated here.

These are only minimum sizes. Logos should be sized appropriately for the piece being designed. Consult your print vendor for specifics on minimum sizes based on the piece you are creating.

**PRIMARY HORIZONTAL LOGO**

Print 2 in



Digital 250px



## MINIMUM SPACE — SECONDARY & TERTIARY LOGOS

To ensure visibility and legibility, logos should never be presented in sizes smaller than the requirements shown on this page.

To maintain visual integrity, applications using alternative reproduction techniques such as embroidery and silkscreen may require presenting the logos at larger sizes than indicated here.

These are only minimum sizes. Logos should be sized appropriately for the piece being designed. Consult your print vendor for specifics on minimum sizes based on the piece you are creating.

### SECONDARY LOGO

Print 1 in



Digital 100px



### TERTIARY STACKED LOGO

Print 1.25 in



Digital 150px





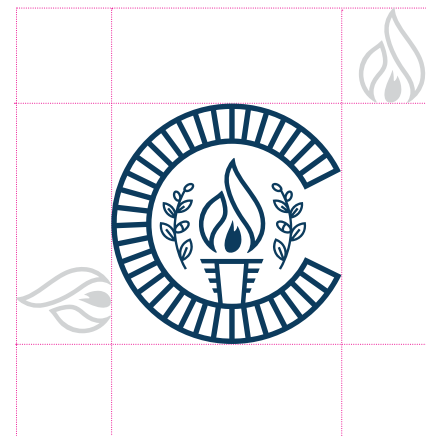
**CLEAR SPACE**

Whenever you use the logo, it should be surrounded with clear space to ensure its visibility and impact. No graphic elements of any kind should appear inside this zone.

Clear space in primary and tertiary stacked logos equals the height of "C" in "Colorado" (X).

Clear space in secondary logo equals the height of the flame in the middle C (in gray flame).

**The clear space rule applies to all Colorado Community College System logos.**

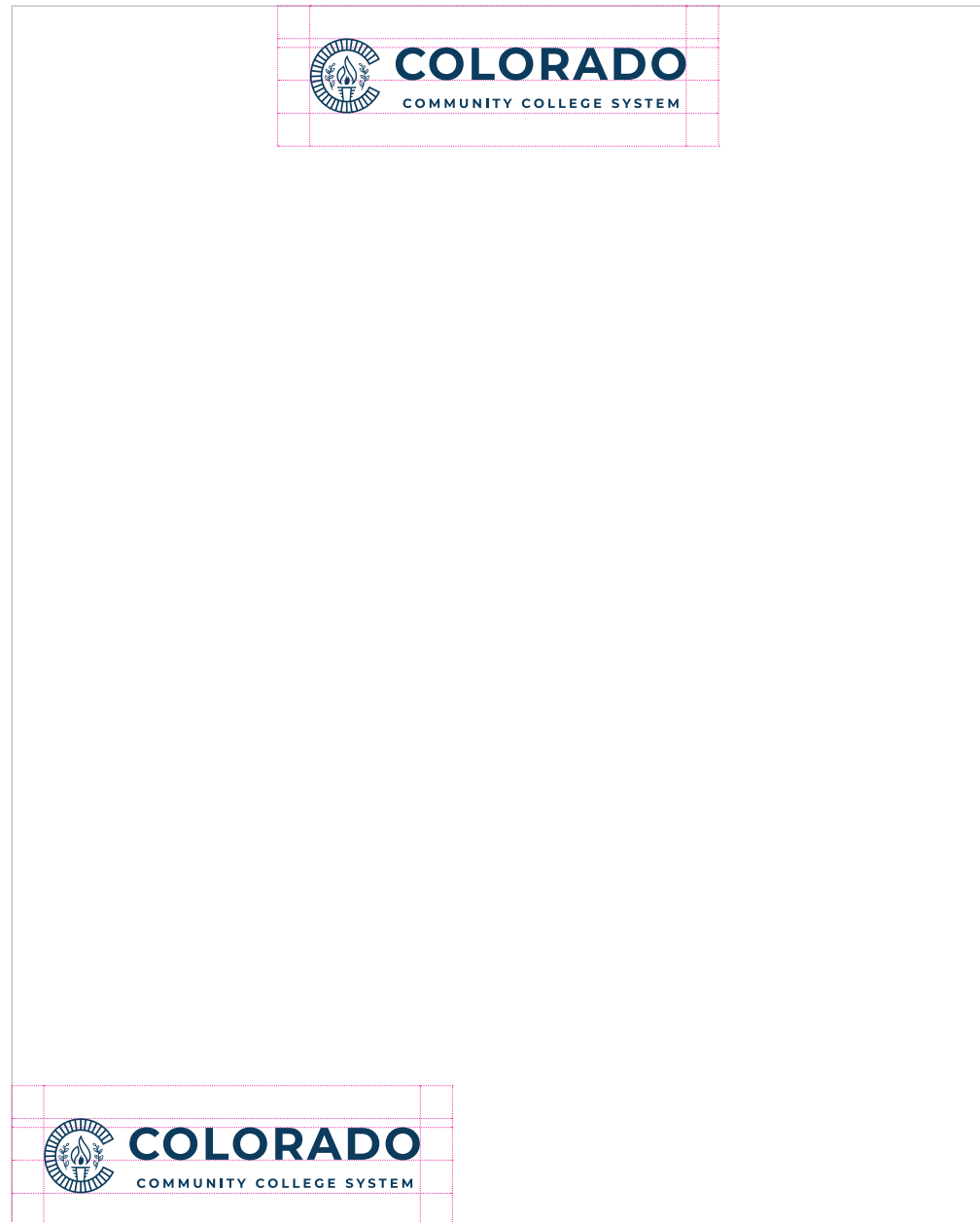


## HORIZONTAL LOGO PLACEMENT

The justified appearance of the horizontal logo allows it to be aligned to any edge of the paper or be placed at the center.

On printed materials the minimum distance from the edges of the logo to the edges of the piece should be equal to the height of the C in the word Colorado.

Placement of the logo on promotional pieces is more flexible based on the relationship to artwork and photos.

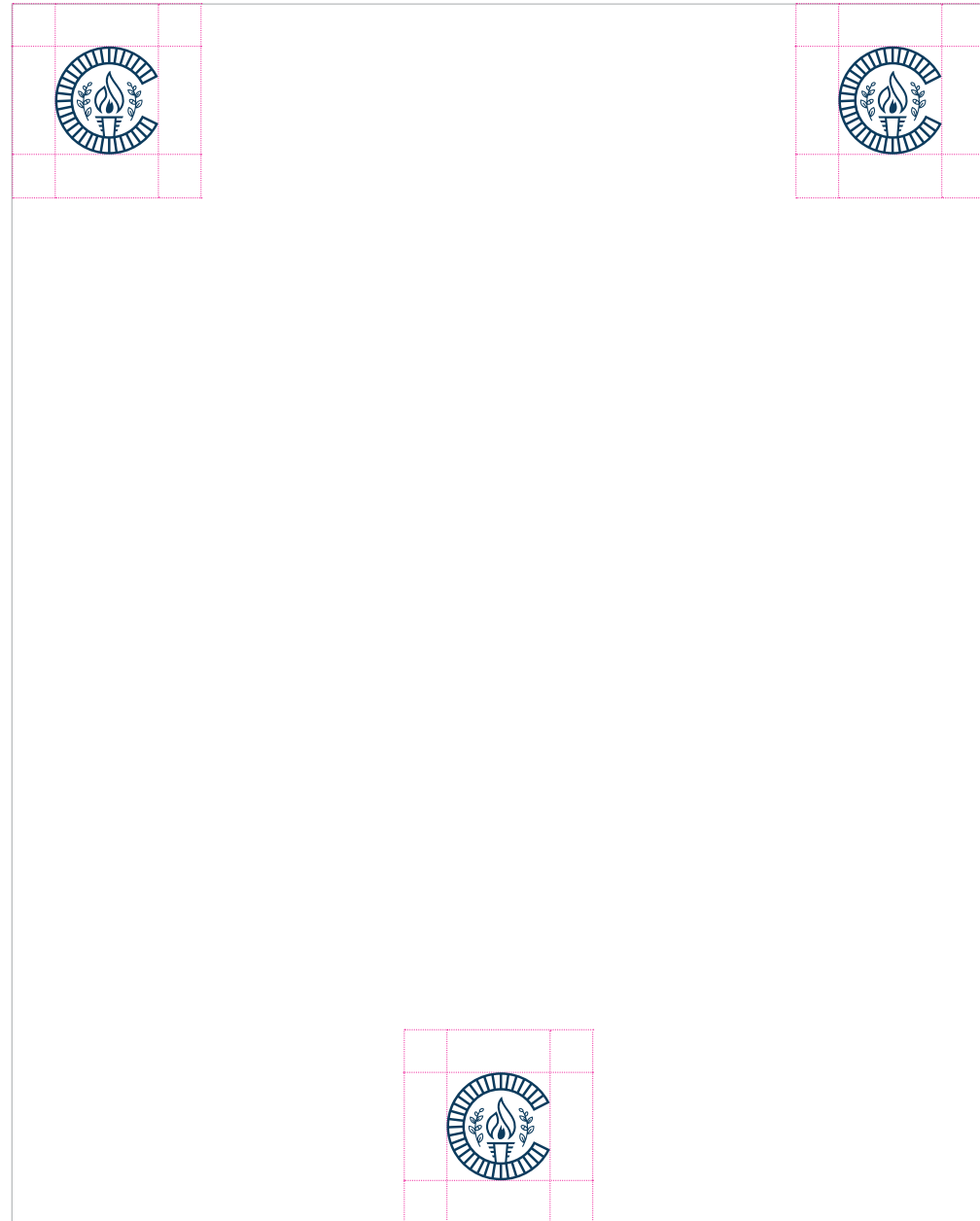


## SECONDARY LOGO PLACEMENT

The secondary logo should be mainly used whenever the primary logo is not possible due to spacing restrictions, or when using the full name becomes redundant. Its placement is versatile as it can be placed in the center, right or left justified.

On printed materials the minimum distance from the edges of the logo to the edges of the piece should be equal to the height of the flame.

Placement of the logo on promotional pieces is more flexible based on the relationship to artwork and photos.

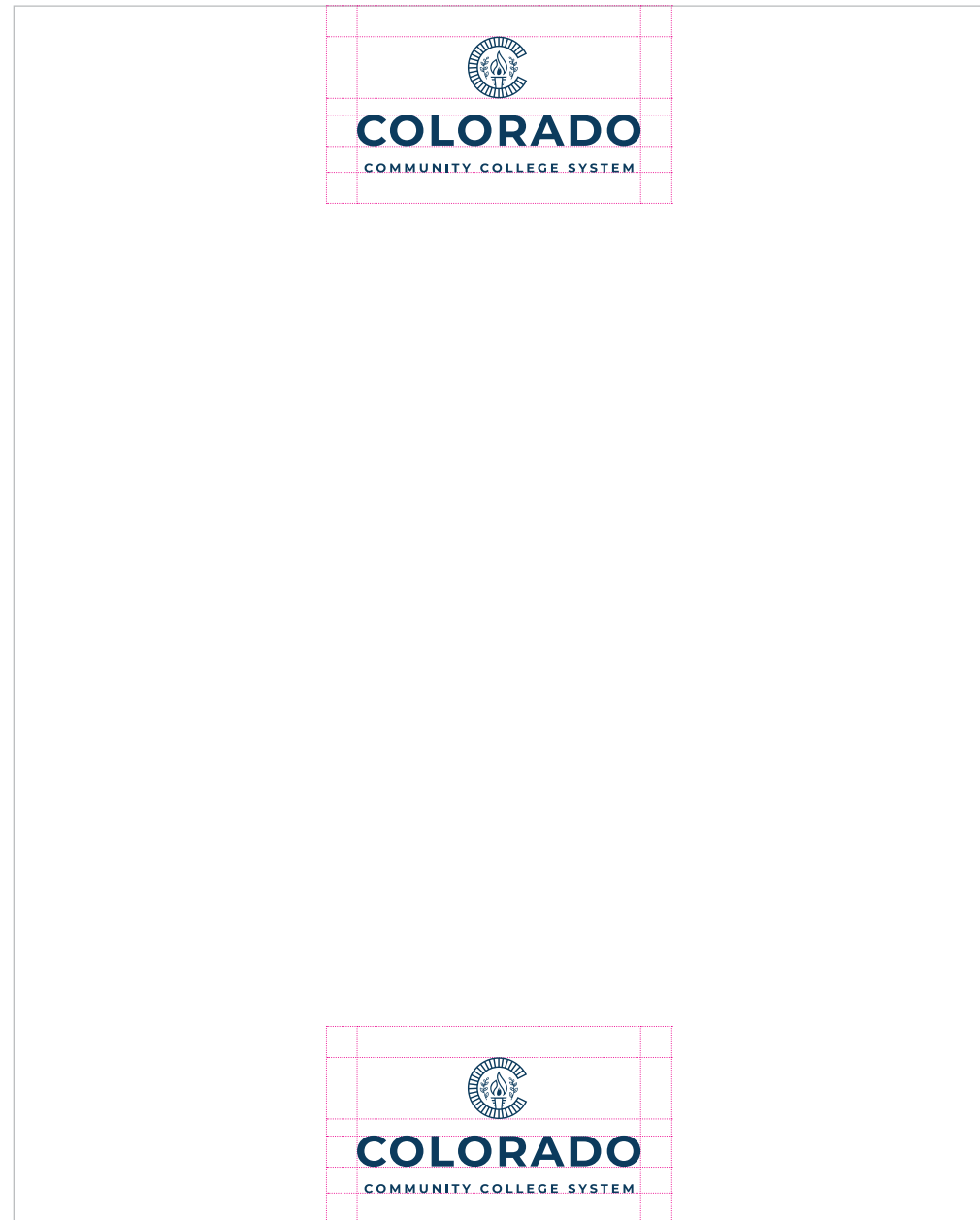


### TERTIARY LOGO PLACEMENT

To maintain a consistency in appearance, the logo should be mainly used centered on the page.

On printed materials the minimum distance from the edges of the logo to the edges of the piece should be equal to the height of the C in the word Colorado.

Placement of the logo on promotional pieces is more flexible based on the relationship to artwork and photos.



## COLORADO COMMUNITY COLLEGE SYSTEM SEAL

This is the Colorado Community College System's seal logo and its approved color variations.

### Preferred Full-Color Logo

The Pantone, CMYK or RGB full-color logos are preferred. Use Pantone or CMYK for any print use such as collateral or business materials. Use RGB for electronic use such as PowerPoint presentations, digital or video.

### CLEAR SPACE

Whenever you use the logo, it should be surrounded with clear space to ensure its visibility and impact. No graphic elements of any kind should appear inside this zone.

Clear space in seal logo equals the height of the flame in the middle C (in gray flame).

## APPROVED COLOR VARIATIONS



Pantone® PMS 302  
CMYK 100/43/12/56  
RGB 0/65/101  
HEX #004165



Pantone® PMS 1225  
CMYK 0/17/68/0  
RGB 255/203/79  
HEX #ffc44f



Pantone® PMS 7534  
CMYK 4/4/13/8  
RGB 215/211/199  
HEX #d7d3c7





## LOGO TREATMENT ON PHOTO BACKGROUNDS

If the logo needs to be placed on a photo, use a white or solid color logo to create contrast.

**This rule applies to all Colorado Community College System logos.**

One-color logo



One-color logo



## INCORRECT LOGO USE

Correct and consistent use of the primary logo is an essential part of building brand equity. While a great deal of flexibility has been built into the visual identity system, the correct use of each element has been carefully defined.

The examples shown here represent some—but not all—of the ways the Colorado Community College System logos might be used incorrectly. If you have questions about the correct or incorrect use of the school's logos, contact **The Office of Marketing and Public Relations**.

**Incorrect logo rules apply to all Colorado Community College System logos.**



**DO NOT** add a drop shadow or any other effects to the logo.



**DO NOT** place the primary logo in a container shape of any type.



**DO NOT** use unapproved colors for the logo.



**DO NOT** use unapproved color configurations of the logo.



FUNDRAISING EVENT

**DO NOT** add additional information to the primary logo.



**DO NOT** change the typeface of any part of the logo.



**DO NOT** place the logo on a color that does not provide sufficient contrast.



**DO NOT** place the logo on visually distracting backgrounds.

CO-BRANDING

Co-branding helps show unification between Colorado Community College System and our partners. When co-branding communications, it is critical to follow all the guidance in this manual.

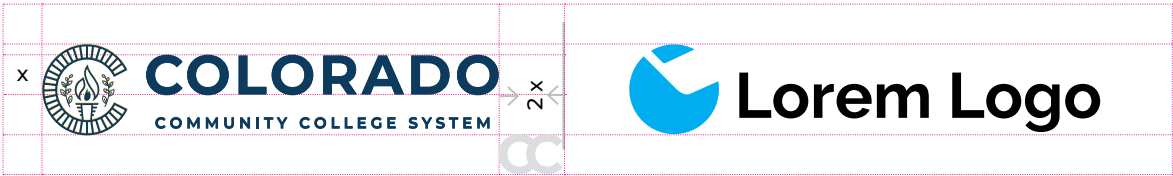
The Colorado Community College System logo should be placed on the left with a divider line separating partner logo(s) to the right.

**The divider line should be a stroke of 1 point and gray (30% black).**

It is important to ensure all partner logos are of visually equal weight and nothing has more prominence than the Colorado Community College System logo.

Colorado Community College System clear space for logos must be observed with increased space of 2x the width of two C's in Colorado (in gray).

**Co-branding rules apply to all Colorado Community College System logos.**



COLOR PALETTE

Primary Colors

The primary colors of Colorado Community College System are blue and yellow. There were different variations of these hues present in the past logo of the College. The current blue is bolder than the aqua once used, and the yellow was chosen to represent both a flame and the aspen leaf.

Secondary Colors

Colorado Community College System has several secondary colors to support the blue and yellow. While the secondary colors don't represent the school as a whole, they can be used to supplement marketing campaigns and various communications as needed.

In Print

Use the Pantone Coated (C) and CMYK Coated formulas when printing on coated paper stock. Use Pantone Uncoated (U) and CMYK Uncoated formulas when printing on uncoated stock.

PRIMARY COLORS



BLUE

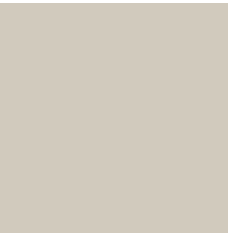
Pantone® PMS 302  
CMYK 100/43/12/56  
RGB 0/65/101  
HEX #004165



YELLOW

Pantone® PMS 1225  
CMYK 0/17/68/0  
RGB 255/203/79  
HEX #ffcb4f

SECONDARY COLORS



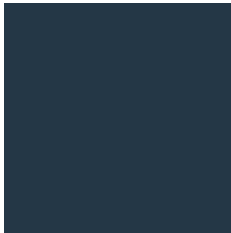
Pantone® PMS 7534  
CMYK 4/4/13/8  
RGB 215/211/199  
HEX #d7d3c7



Pantone® PMS 1215  
CMYK 0/8/48/0  
RGB 250/221/128  
HEX #fadd80



Pantone® PMS 5395  
CMYK 100/70/36/86  
RGB 3/32/47  
HEX #03202f



Pantone® PMS 7546  
CMYK 70/43/23/63  
RGB 57/74/88  
HEX #394a58

## TYPEFACES

### Montserrat

Montserrat is a simple and versatile sans serif font with a modern feel. This family of fonts is the most flexible system available for use in the Colorado Community College System brand. All weights and faces are available for use, but should be used with discretion where appropriate. Montserrat is the primary typeface for both headlines and body in marketing materials in print and on web.

### Playfair Display

Playfair Display is a secondary font in the Colorado Community College System brand. It is a sophisticated serif font and is used as a supporting typeface, although it can be a nice switch up from the primary typeface. It can also be used for headlines and unique call outs such as displaying quotations and numbers in both print and web.

### MONTERRAT

Thin

*Thin Italic*

ExtraLight

*ExtraLight Italic*

Light

*Light Italic*

Regular

*Italic*

Medium

*Medium Italic*

SemiBold

*SemiBold Italic*

Bold

*Bold Italic*

ExtraBold

*ExtraBold Italic*

Black

*Black Italic*

### PLAYFAIR DISPLAY

Regular

*Italic*

Bold

*Bold Italic*

Black

*Black Italic*



## Graphics

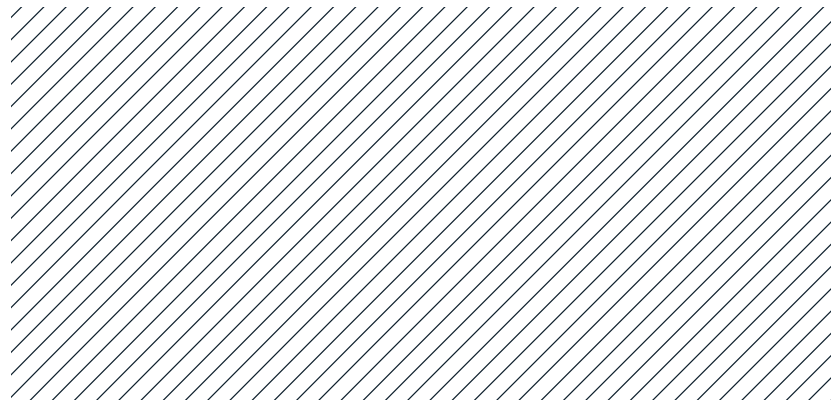
### Aspen Leaf

These 3 vector illustrations of the aspen leaf are graphics that can be used to enhance branding in print and digital applications. Different uses for these graphics includes being a placeholder for text or the Colorado Community College System logos, placing it on top of photos in a subtle, clean manner, etc.



### Pattern

This diagonal line pattern is set at a 45 degree angle with a stroke size of 1 point. The diagonal lines can be placed on top of photos, behind text, and overlapping with other blocks of color and images.



### Icons

These icons contain elements of the Colorado Community College System brand and can be used as a graphic to give ordinary content greater substance.

**All graphics must be used in a clean and sophisticated manner, making sure text is readable at all times.**



## AUTHENTIC, DIVERSE, PASSIONATE AND CONFIDENT

Utilizing the following photography principles is essential in consistently presenting the Colorado Community College System brand. All photo choices should aim to make an emotional connection with the viewer, while still feeling genuine and authentic. Shots of individuals should show them working to achieve a goal or in the immediate moment after, or celebrating their accomplishment. Group photos should show individuals interaction with one another in a fun and relevant setting.

### Have a Natural Light Source:

Both indoor and outdoor shots should use a natural light source with an easily identifiable direction.

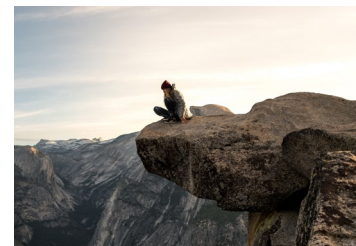
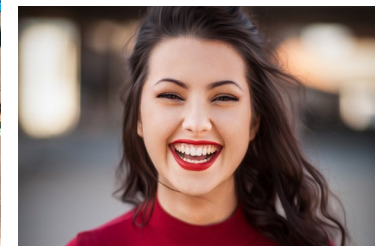
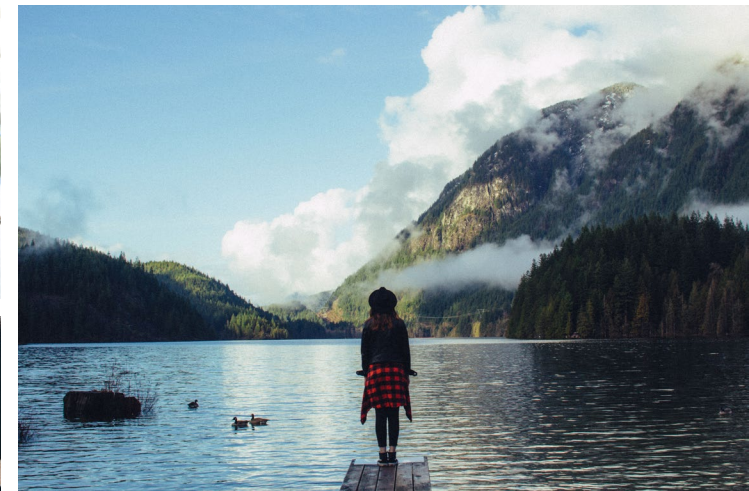
### Use a Slightly Indirect Camera Angle:

Unusual or unexpected indirect camera angles that imply aspiration or accomplishment add a uniquely energetic quality to the composition.

### Use Shallow Depth of Field:

Whenever possible, photographs should show dimension, a sense of space and environment using a shallow depth of field.

**All photography here is for positioning only.**





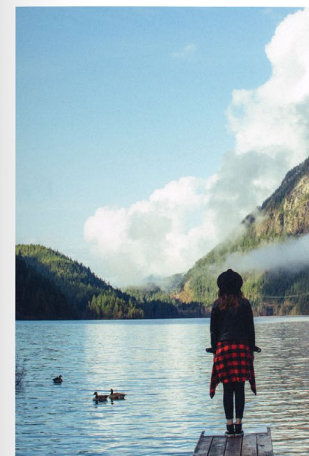
## Acceptable Usage of Graphics and Photography

These are all acceptable ways of applying the graphics, colors, photography, and typography to the Colorado Community College System brand.

**\*NOTE\*** alternate color variations are OK to use as long as they are approved by The Office of Marketing and Public Relations.



5. ASPIRE TO EN  
YOUR LIFE



# QUESTIONS?

For information or questions about these guidelines and usage permissions, please contact  
**The Office of Public Affairs**