



COMMUNITY COLLEGE OF ALLEGHENY COUNTY

BRAND STANDARDS GUIDE



West Hall, Allegheny Campus

By putting into practice this simple set of guidelines, you will be enhancing communications for the entire college.

While the CCAC Marketing & Public Relations Department is responsible for overseeing the CCAC brand—including establishing and maintaining the brand's standards—presenting a contemporary, consistent and recognizable brand identity remains an important responsibility of the entire college community. This CCAC Branding Standards Guide has been created to assist you in the proper use of the CCAC logo and CCAC-branded fonts, colors and images. Specifically, it includes detailed instructions regarding the application of the college name, seal, logo and subidentities; it also contains many illustrated examples.

Pursuant to Board Policy I.04, the CCAC name, logo and likeness constitute the exclusive property of the Community College of Allegheny County, and may not be used by any person or entity without the expressed written permission of the college. If you have any questions concerning the proper use of the CCAC brand and/or have questions pertaining to a specific application not outlined in this guide, please contact the CCAC Marketing & Public Relations Department for assistance by emailing skelley@ccac.edu.

The CCAC Public Relations & Marketing Department maintains the CCAC identity, the CCAC logo and CCAC college seal. Appropriate logos are made available upon request by contacting the CCAC Marketing & Public Relations Department or through the Project Request form.

CONSISTENCY IS KEY.



The **CCAC red logo** is the college's unique identity. It should be used on CCAC-sanctioned materials wherever possible, and the registration symbol (®) should always appear (*except when the logo appears smaller than 1.25 inches wide and/or the ® is so small it is not legible*).

Variations of the logo are acceptable, such as having it appear within a black horizontal box, or a reversed outline box on a solid background, but the CCAC letters must always be within the rectangular box.



The only time a white border is used is to represent the rectangle of the logo on a completely solid background.



The logo should never appear as the "simple letters" of the logo font without the rectangle surrounding it.



LOGO continued

Please take note that the logo should never be stretched or altered in any way.



Breathability requires leaving ample space around the logo. The gray area shown around the logo below identifies the empty space where nothing should be touching or bumping up next to the logo.



THE CCAC TAGLINE

OUR GOAL IS YOUR SUCCESS.

The CCAC tagline often accompanies the logo, and it should always appear in CAPS with a period at the end. This tagline should accompany the CCAC logo whenever possible – it communicates the essence of who we are as an institution.

LOCK-UP

A lock-up is the final form of a logo with all of its elements locked in their relative positions. For the sake of maintaining consistency in all media, the lock-up should not be taken apart or altered in any way. This lock-up can create a sense of cohesiveness among communications. Below are some examples of the CCAC logo with the college name locked together in one design in their relative positions.



COMMUNITY COLLEGE OF
ALLEGHENY COUNTY



COMMUNITY COLLEGE OF ALLEGHENY COUNTY



COMMUNITY COLLEGE OF
ALLEGHENY COUNTY

CCAC PRIMARY COLORS

Pantone 187
CMYK: 0, 100, 74, 26
HEX/HTML: A6192E
RGB: 166, 25, 64

Pantone 188
CMYK: 0, 100, 74, 26
HEX/HTML: 76232F
RGB: 166, 25, 64

Pantone Cool Gray 10
CMYK: 40, 30, 20, 66
HEX/HTML: 63666A
RGB: 99, 102, 106

CCAC SECONDARY COLORS



Pantone 7701 C
CMYK: 100, 61, 35, 15
HEX/HTML: #005778
RGB: 0, 87, 120



Pantone 7711 C
CMYK: 93, 2, 25, 4
HEX/HTML: #0097A9
RGB: 0, 151, 169



Pantone 386 C
CMYK: 2, 0, 68, 0
HEX/HTML: #EFF178
RGB: 239, 241, 120



Pantone 7686 C
CMYK: 97, 70, 0, 2
HEX/HTML: #1d4f91
RGB: 29, 79, 145



Pantone 657 C
CMYK: 15, 8, 0, 8
HEX/HTML: #c8d8eb
RGB: 200, 216, 235



Pantone 7404 C
CMYK: 0, 11, 74, 4
HEX/HTML: #f4da40
RGB: 244, 218, 64



Pantone 518 C
CMYK: 60, 84, 22, 54
HEX/HTML: #4B3048
RGB: 75, 48, 72



Pantone 7734 C
CMYK: 78, 13, 77, 50
HEX/HTML: #286140
RGB: 40, 97, 64



Pantone 7549 C
CMYK: 0, 22, 100, 0
HEX/HTML: #FFB600
RGB: 255, 182, 0



Pantone Warm Gray 11 C
CMYK: 46, 47, 50, 30
HEX/HTML: #6E6259
RGB: 110, 98, 89



Pantone 7766
CMYK: 0, 7, 82, 29
HEX/HTML: #B5A920
RGB: 181, 169, 32



Pantone 7506
CMYK: 0, 7, 26, 0
HEX/HTML: #EFDBB2
RGB: 239, 219, 178

COLOR IS FUNDAMENTAL.

CCAC's primary red is very much a part of the brand. The color originates from the Pantone Matching System, and the college's main red is PMS 187. The secondary Red PMS 188 and Pantone Cool Gray 10 often accent the primary Red 187.

Everyone likes options, so some additional secondary colors have been added to accent CCAC's primarily used colors, such as for use with backgrounds, borders or smaller type.



FONTS PUNCTUATE.

Choosing a typeface that works for your project can sometimes be tricky. However, the CCAC font selections below provide a variety of type options for your use. A rule of thumb is to use a maximum of two or three fonts on a project. Communications become much more difficult to read when littered with many fonts. A reader's eye will not know where to look first when multiple fonts are incorporated.

Adobe Suite fonts:

Adobe Garamond family: OUR GOAL IS YOUR SUCCESS. (PRIMARY USE)

Fruitger family : OUR GOAL IS YOUR SUCCESS. (PRIMARY USE)

Roboto Family: OUR GOAL IS YOUR SUCCESS.

Roboto Slab Family: OUR GOAL IS YOUR SUCCESS.

Microsoft fonts:

Arial family: OUR GOAL IS YOUR SUCCESS. (PRIMARY USE)

Garamond font series: OUR GOAL IS YOUR SUCCESS. (PRIMARY USE)

Bookman Antiqua font: OUR GOAL IS YOUR SUCCESS.

Franklin Gothic Family: OUR GOAL IS YOUR SUCCESS.

COLLEGE SEAL

This is the official Community College of Allegheny County seal.

The CCAC college seal is reserved.

The designated CCAC college seal is for official college diplomas, documents and for other formal purposes. The seal is customarily reserved for use by the Office of the College President.

The college seal requires authorization from the CCAC Marketing & Public Relations Department for its use.

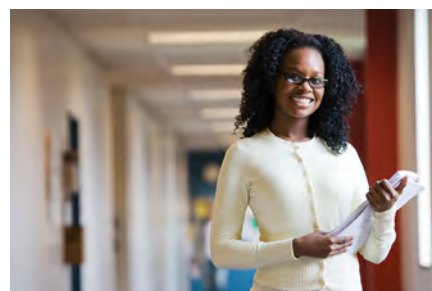


PHOTOGRAPHY—PICTURE IT.

Photography and videography have become essential avenues of representing the character and vitality of the college. Whenever possible, photographic images should feature CCAC faculty, staff and students. These individuals should not appear to be staged, but rather caught in a genuine moment and displaying a positive emotion. With some exceptions, subjects should be looking into the camera to establish a personal, emotional connection. Generally, students should be actively engaged in an activity or demonstrating a particular skill.

When doing your own photography/ videography, please use the Marketing & Public Relations Department's *Photo/Video Release form* available on CCAC's website to obtain permission to use the likeness of individuals in photos or videos.

Approved photography can be made available through the official CCAC [Project Request form](#).





*Milton Rotunda
Allegheny Campus*

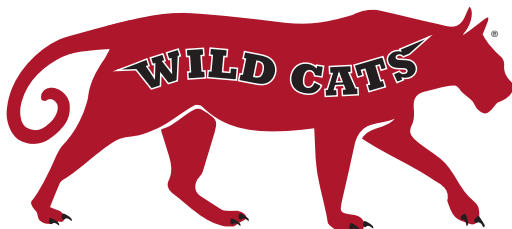
COLLEGE MASCOT

IN 2019, CCAC ADOPTED A MASCOT,
A WILD CAT NAMED ACE.



Along with new mascot costumes, three new graphic logos have been created for use across the college.

The three CCAC Wild Cat logos:



Under no circumstances should the three Wild Cat logos be changed or altered in any way.

They should appear as pictured, using the CCAC red (PMS 187). However, they may appear as black, white or gray, if necessary.

The proportions of the Wild Cat images must remain intact. The images may not be distorted or stretched in any manner.

Additionally, each CCAC campus has an Ace mascot costume. Ace appears at many college events throughout the year.





*Ace's debut at the 2019 CCAC
Commencement Ceremony*

WILD CAT LOGOS



FITS INSIDE A 3-INCH WIDTH



FITS INSIDE A 0.5-INCH WIDTH



FITS INSIDE A 1-INCH WIDTH



FITS INSIDE A 1.25-INCH WIDTH



FITS INSIDE A 2-INCH WIDTH



FITS INSIDE A 3-INCH WIDTH



FITS INSIDE A 0.5-INCH WIDTH



FITS INSIDE A 1-INCH WIDTH



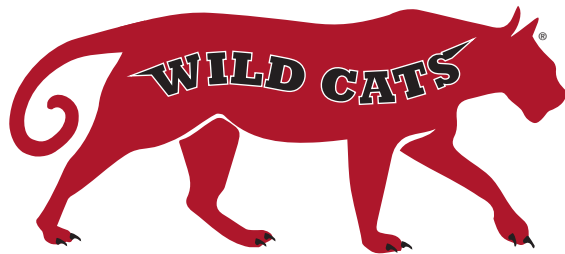
FITS INSIDE A 1.25-INCH WIDTH



FITS INSIDE A 2-INCH WIDTH

WILD CAT LOGOS

Adhering to the requested appearance of this sophisticated set of Wild Cat logos will help to build a strong visual identity for the college and athletics. These images are sized for various uses.



FITS INSIDE A 3-INCH WIDTH



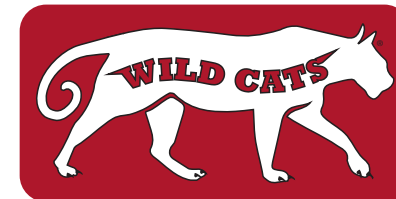
FITS INSIDE A 0.5-INCH WIDTH



FITS INSIDE A 1-INCH WIDTH



FITS INSIDE A 1.25-INCH WIDTH



FITS INSIDE A 2-INCH WIDTH