Graphic Branding Standards Guide

Public Relations & Marketing Department
INTRODUCTION

While the CCAC Public Relations & Marketing Department is responsible for overseeing the CCAC brand, including establishing and maintaining the brand’s graphic standards, presenting a contemporary, consistent and recognizable brand identity remains an important responsibility of the entire college community. This *CCAC Graphics Branding Standards Guide* has been created to assist individuals 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 Public Relations & Marketing Department for assistance at 412.237.3100.
CCAC LOGO

The CCAC logo (pictured at right) is used as the main brand identity for the college and for all departments, programs and offices associated with CCAC.

The CCAC logo should appear on all college-wide communications, literature, advertising and promotional materials that represent the college including, but not limited to, course catalogs, student handbooks, newsletters, stationery, advertising, promotional items, the website, student portal and printed and electronic communications.

The logo comprises a rectangle containing the letters “CCAC.”

FULL COLLEGE NAME

“Community College of Allegheny County” should appear whenever space permits. The full college name may be displayed anywhere on the page or screen. Set the font in all caps and in the preferred Arial typeface.

CCAC SUBIDENTITY LOGOS

CCAC subidentity logos should be used only on program specific materials such as brochures and department fact sheets. In limited cases, subidentity logos may be used on letterhead. Subidentity logos are provided at the discretion of the Public Relations & Marketing Department.

Appropriate logos are made available upon request to the Public Relations & Marketing Department at 412.237.3100.
The CCAC logo consists of two graphic elements—the “CCAC” lettering and a rectangular box. The registered sign, ®, is required to appear within the rectangle. Always use approved digital artwork (available in EPS, PNG and JPG formats) when reproducing the CCAC logo. Do not attempt to recreate or redraw the logo.

The CCAC logo is a registered trademark of the Community College of Allegheny County and the registered trademark symbol signifies that it is protected from infringement. Therefore, copying or using this image in any format without written permission from the CCAC Public Relations & Marketing Department is prohibited.

When displaying the CCAC logo, it is important to maintain an ample clear area, void of typography, around the perimeter of the logo. This area is referred to as the “clear zone.” Measure the height of the rectangular box (X). The clear zone, represented by the gray field surrounding the logo on all sides, must be equal to or greater than 1/2 of X.

Please note that photography and color fields are permitted to touch the perimeter—on all four sides—of the rectangular box.

The height of the rectangular box of CCAC’s logo may be no smaller than 1/4” (.25”). Logos whose width measures less than 1” are not required to include the registered symbol.

For applications with limited space, a clear zone equal to or greater than one quarter (1/4 of X) the height of the rectangular box (X) is appropriate.
CCAC BRAND COLORS

CCAC Red (Pantone 187) should be the dominant color used in all forms of communication.

CCAC Purple (Pantone 7448) is the dominant color for use in CCAC Educational Foundation and Honors Program materials ONLY.

Secondary colors are to be used as accents to the primary CCAC colors. This extends the selection yet narrows the spectrum of color choices in order to reinforce the CCAC brand.

These neutral, grayed-out tones should be used as background or field colors only; their role is to serve as a foundation for the primary and secondary colors.

NOTE: Color combinations and assignments are developed at the sole discretion of the CCAC Public Relations & Marketing Department’s visual communications director or graphic designer.

Depending on the media, colors can be reproduced using these formulas:

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SAMPLE BACKGROUND COLORS: THE CCAC WHITE LOGO WITH THE BORDER MUST APPEAR ON ALL DARK, SOLID COLOR BACKGROUNDS.

PANTONE 419
0C 0M 17Y 84K
40R 40G 33B

PANTONE COOL GRAY 7
0C 1M 4Y 35K
165R 163G 158B

PANTONE COOL GRAY 3
0C 2M 7Y 17K
211R 206G 198B

SAMPLE BACKGROUND COLORS: RED 187 LOGO ON WHITE, GRAY OR PASTELS ONLY
The approved college tagline—“OUR GOAL IS YOUR SUCCESS.”—may appear on all communications with either the CCAC logo or a subidentity logo. Set it in CAPS with the sentence ending in a period. The preferred typeface is Arial—all caps.

In most instances, the logo and tagline should appear together with the tagline centered below the logo.

When arranged horizontally, the tagline should be located the same distance to the right of the full logo’s edge that the “CCAC” is from the logo’s edge.
The CCAC college seal was designed to be used on 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 may not be used without authorized permission from the Public Relations & Marketing Department.

Additionally, CCAC branded PowerPoint templates are available, including a version that contains important programming and statistical information for use in developing presentations.
Photography is essential in representing the character and vitality of our institution. Whenever possible, photographic images should feature CCAC faculty, staff and students. These individuals should not appear to be staged or posed but caught in a genuine moment displaying a positive emotion. With some exceptions, subjects should be looking into the camera to establish a personal, emotional connection. Generally, students should be represented as actively engaged in an activity or demonstrating a certain skill.

Approved photography may be made available through the Public Relations & Marketing Department.
OFFICIAL CCAC WEBSITE
The CCAC website (ccac.edu) provides information for prospective students (both new and transfer), parents of students and prospective students, current students, alumni, employees, employers, community partners and other stakeholders. As ccac.edu is the primary web presence of the institution in an increasingly digital world, ccac.edu is often an individual’s first encounter with CCAC when researching colleges.

All CCAC graphic and brand standards contained in this guide also apply to files, photos, documents and web pages on ccac.edu. Additional web-specific conventions, guidelines and best practices can be found in the CCAC Web Style Guide.

Photos and Graphics
The use of photos and graphics can significantly improve your web pages. Images help to create a site that is more inviting and interesting to users. All photos of students must adhere to the same rules governing photo release forms and licensing requirements as print photos.

The web content management system has many built-in styling functions and templates which ensure that each page maintains the same general look and feel. However, it is important that all page owners follow the same guidelines.

OFFICIAL CCAC SOCIAL MEDIA GRAPHICS
The CCAC Public Relations & Marketing Department has created a variety of branded graphics templates sized for use on a variety of social media platforms. These graphics will be updated periodically to reflect existing CCAC branding campaigns and may be made available upon request to any CCAC-affiliated social media administrator or page manager.

These graphics are left intentionally blank to allow for flexibility of use. When choosing to use a CCAC-branded social media graphic, the following standards should be maintained:

• The approved fonts are Garamond and Arial. Do not use Times New Roman.
• The recommended font colors are black or dark gray. Do not use red as a font color.
• Drop shadows or other word effects designed to promote readability are acceptable.
• The use of word art, clipart or additional graphics is prohibited.
• Text should be kept brief and descriptive. All text must be proofread prior to posting.
• When adding text to a graphic in Adobe Photoshop, please select “Save for Web” from the File menu (it may be located in the “Export” submenu) and make sure that PNG-8 is selected from the drop-down menu at the top right of the screen to save your changes. This will optimize your image for use online and prevent loss of quality or pixelated image quality.

Do not stretch, compress or distort CCAC-branded social graphics or the CCAC logo in any way. The graphics were created in keeping with CCAC brand standards; alterations to the graphics that affect the proportions or clarity of the CCAC logo are in violation of CCAC brand standards and are prohibited. The CCAC Public Relations & Marketing Department reserves the right to remove inappropriately used social graphics from the CCAC website. If you require a CCAC-branded graphic, please contact the department at social@ccac.edu.
GRAPHICS ON CCAC-AFFILIATED SOCIAL MEDIA ACCOUNTS

Given the casual and conversational nature of social media interactions, CCAC-affiliated social media accounts are permitted to develop their own in-house graphics for use on their accounts.

When creating in-house social graphics, the following graphics standards are recommended:

- A “safe” size for use across a range of social media platforms is 800 x 800 pixels, with the focus of your graphic in the middle third of the image. For more specific use, search online for the current image size specifications for the social account in question.
- The use of clean, high quality images, photos or graphics is encouraged. If an image appears overly blurry or pixelated, it should not be used.
- The use of clipart is discouraged. Vector shapes, icons and images may be used if they are clean and appropriate to the graphic.
- Refrain from using copyrighted images or photos in your graphic without attribution.
- The use of the CCAC logo on in-house social media graphics is **prohibited**. If you require an officially branded CCAC social media graphic beyond the available templates, please contact the CCAC Public Relations & Marketing Department.

Even without the CCAC logo, in-house graphics on CCAC-affiliated pages are representative of CCAC as an institution. Take care to ensure that any in-house graphics are clean, visually interesting and supportive of a positive representation of CCAC on social media.

If you have any questions about these guidelines, contact the CCAC Public Relations & Marketing Department at social@ccac.edu.

Examples of social media platforms at 800 x 800 pixels.
About the Community College of Allegheny County (CCAC)
Since its founding in 1966, CCAC has flourished, becoming the educational powerhouse it is today—a nationally renowned two-year college dedicated to serving all members of the community. From groundbreaking student success initiatives to top-ranked academic and career-based programs, CCAC continues to be the college of choice for nearly one out of three adults in the Greater Pittsburgh metropolitan region.

Every year, more than 25,000 students enroll at CCAC, taking advantage of more than 150 degree, certificate, diploma and transfer programs while thousands more access noncredit and workforce development courses. Comprising four campuses and four neighborhood centers, as well as other offsite locations, CCAC is honored to have one of the largest veteran student populations in the state and takes pride in ranking among the nation’s top community colleges for the number of individuals graduating in nursing and other health-related professions.

CCAC graduates have transferred to the nation’s most prestigious colleges and universities, have obtained the most academically challenging and competitive degrees and can be found at leading companies, organizations and institutions throughout the country. CCAC alumni are actively engaged in every sector of society, providing leadership to scores of economic, scientific, civic and philanthropic entities both in the Pittsburgh region and around the world. Visit ccac.edu to learn more.

Notifications of nondiscrimination and contact information can be found at ccac.edu/nondiscrimination.