



**CENTRAL
CAROLINA**
COMMUNITY
COLLEGE

BRANDING GUIDE

Central Carolina Community
College's Graphic Standards
& Editorial Style

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Introduction

Central Carolina Community College’s brand is a reflection of who we are as an institution. The college’s logo, created of four stylized “C’s,” is a unique blend of images and words that capture people’s attention and delivers our message at a glance: Central Carolina Community College – moving forward with excellence.

The Marketing and Public Affairs Department has created branding standards with the following goals in mind:

- Support and strengthen the college’s presence
- Ensure consistency and clear communication across points of interactions between the college and various constituencies
- Provide guidelines and answers about how to appropriately apply the graphic and editorial standards

Marketing and Public Affairs is responsible for implementation of this manual and requests that the entire college community work within the parameters of the branding guide.

Please direct all questions to MPA by calling (919) 718-7491 or emailing marketing@cccc.edu.

Logos

Official CCCC Logo

The official logo of Central Carolina Community College is the primary visual/graphic identity for the college. This logo replaces any previously existing CCCC logos.

The logo consists of four stylized “C’s” and the college name as a word mark. The word mark should always be used in combination with the logo and the elements may not be used separately.



**CENTRAL
CAROLINA**
COMMUNITY
COLLEGE

Logo Configurations

The official Central Carolina Community College logo should appear in a prominent position on all marketing and communication documents, including print and electronic.

On this page, the vertical and horizontal configurations are shown. Across all configurations, logo elements should not be changed.

You may download accurately proportioned logos from the CCCC Intranet under the Marketing section.

vertical logo format



horizontal logo format



Full-Color Logos







Approved Color Palette

Logo reproduction must adhere to the approved CCCC color palette: blue, orange, green, and yellow. If possible, the full-color version is preferred. Otherwise, a one-color version should be used when necessary.

For correct reproduction, full-color logos must be converted to CMYK in a four-color process document, or RGB for web or tv purposes. Please consult the formulas listed below for specific conversion information.

Official Full-Color Formulas

	PANTONE	C	M	Y	K	R	G	B
	PMS 3005	100	35	0	10	0	120	185
	PMS 1665	0	75	80	0	242	101	57
	PMS 362	80	0	100	0	13	177	75
	PMS 117	0	20	100	10	231	184	0

One-Color Logos

This page includes the Central Carolina Community College logo as one-color applications.

vertical logo format



horizontal logo format



Black & White Logos

This page includes the official CCCC logo for black and white applications. The full-color version of the logo is preferable; however, the black and white version should be used when necessary.



Reversed Logos

One-color reverse logo applications are appropriate when a background of 50% or darker value exists.



Customized Logos

Any department or program wishing to create a customized logo must contact the Marketing and Public Affairs Department. If approved, the logo will follow a standard design: the CCCC official logo (vertical configuration) with a black line underneath. Under the line, the name of the department or program will appear in the official logo typeface.



**CENTRAL
CAROLINA**
COMMUNITY COLLEGE
FOUNDATION, INC



**CENTRAL
CAROLINA**
COMMUNITY COLLEGE
DEPARTMENT OF NURSING



**CENTRAL
CAROLINA**
COMMUNITY COLLEGE
CONTINUING EDUCATION



**CENTRAL
CAROLINA**
COMMUNITY COLLEGE
DISTANCE EDUCATION

Typefaces

Official Logo Typeface

Tschichold is the official Central Carolina Community College logo typeface (font). This typeface is used for “Central Carolina Community College” within the logo and should not be changed.



The Tschichold font family, including regular, bold, and italic, are the approved typeface for CCCC marketing and publication materials.

Tschichold Regular, Central Carolina Community College

Tschichold Bold, Central Carolina Community College

Tschichold Italic, Central Carolina Community College

Desktop Publishing Typefaces

This page includes samples of fonts that could be used as headlines, subheads, and text. These fonts should be available through standard desktop publishing programs.

Serif Font

Georgia Regular Central Carolina Community College

Georgia Italic Central Carolina Community College

Georgia Bold Central Carolina Community College

Georgia Bold Italic Central Carolina Community College

Sans Serif Font

Helvetica Neue Regular Central Carolina Community College

Helvetica Neue Italic Central Carolina Community College

Helvetica Neue Bold Central Carolina Community College

Helvetica Neue Bold Italic Central Carolina Community College

Helvetica Regular Central Carolina Community College

Helvetica Oblique Central Carolina Community College

Helvetica Bold Central Carolina Community College

Helvetica Bold Oblique Central Carolina Community College

Alternate Typefaces

These typefaces represent basic fonts that can be used when the primary typefaces are unavailable.

The substitute for Georgia is Times New Roman.

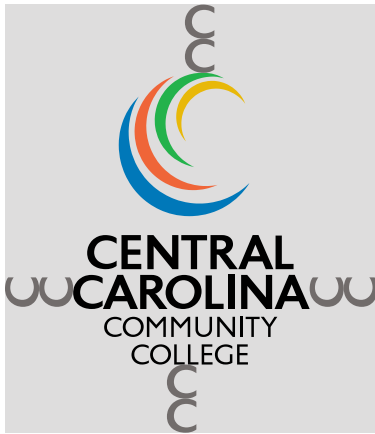
The substitute for Helvetica Neue and Helvetica is Arial.

Usage

Space & Size Requirements

Clear Space Requirements

The CCCC logo must always have a clear space around it without any other elements. The area surrounding the logo must be at least twice the height of the “C” in the word “Central.”



Additionally, distracting design elements near the logo should be avoided.



Minimum Reproduction

The minimum print reproduction size of the logo is .75 inch for the vertical format and 1.25 inch for the horizontal format.



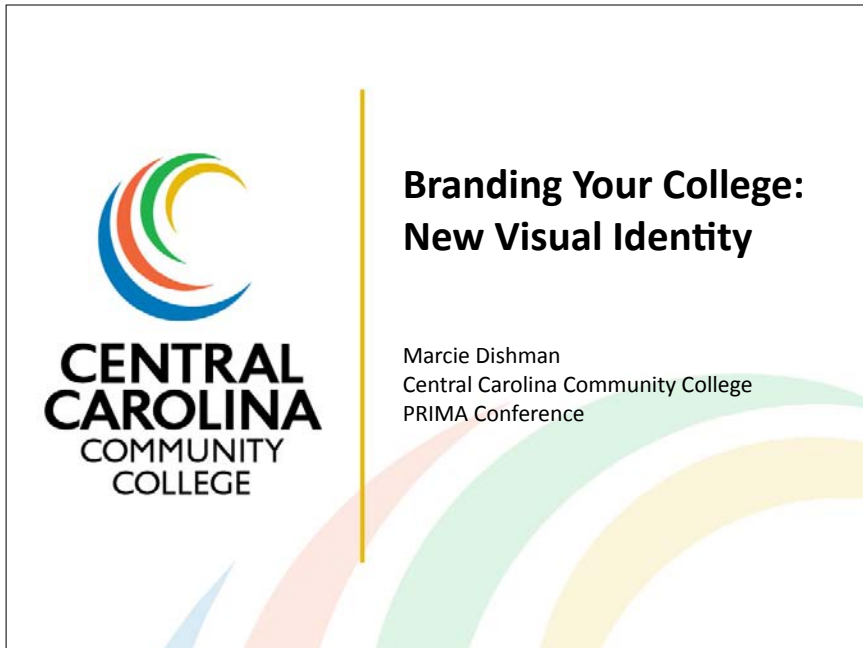
Proportion

The logo must always be resized in proportion. In Microsoft Word or PowerPoint, hold the shift key down when resizing. If the logo appears stretched, squeezed, or distorted, it is incorrect.



Watermark

If the stylized “C’s” appear as a background element, then no more than 30% of the overall shape may be used.

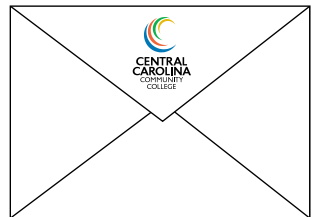
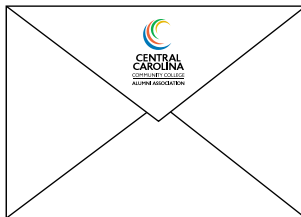
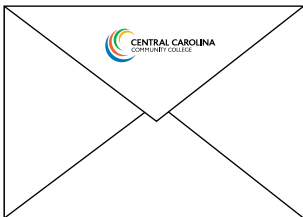
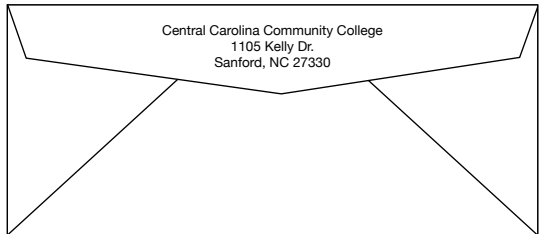
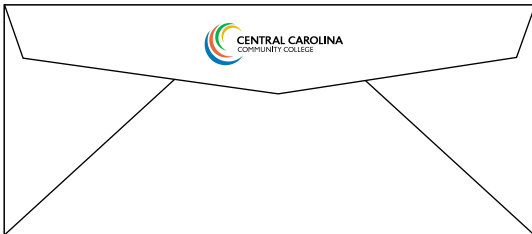
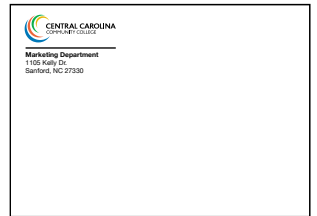
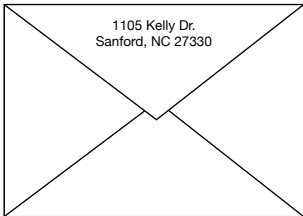
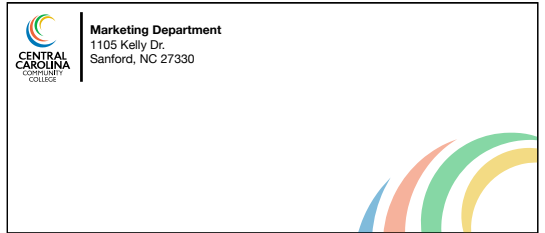
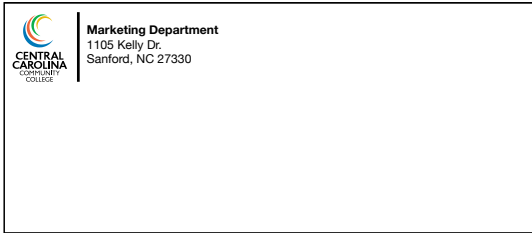


Logo Usage

All college communications should consistently represent the brand. Incorrect usage can result in unclear and mixed presentation of the college identity.

- ✔ Do use the logo when creating printed or electronic materials
- ✔ Do use the logo in its entirety
- ✔ Do check with the Marketing and Public Affairs Department if you have questions regarding logo usage and guidelines
- ✘ Do not tilt the logo
- ✘ Do not separate elements of the logo
- ✘ Do not substitute typefaces
- ✘ Do not remove words from the logo
- ✘ Do not distort or stretch the logo
- ✘ Do not change spacing
- ✘ Do not change existing colors
- ✘ Do not add drop shadows or other effects to the logo
- ✘ Do not place the logo over distracting patterns or backgrounds

Publishing



Business Cards

This page contains approved examples of business cards for college departments, divisions, and affiliates. Please contact the Business Services Department to place your business card order.



<First Name> <Last Name>
<Position>

Tel: <Work Phone Number>
Fax: <Office Fax>
Email: <Work Email Address>
Address: 1105 Kelly Drive
Sanford, NC 27330

www.cccc.edu



Dennis A. Wicker
CIVIC CENTER

<First Name> <Last Name>
<Position>

Tel: <Work Phone Number>
Fax: <Office Fax>
Email: <Work Email Address>
Address: 1105 Kelly Drive
Sanford, NC 27330

Affiliated with:



www.dawcc.com



Triangle South Workforce Development Board

<First Name> <Last Name>
<Position>

Tel: <Work Phone Number>
Fax: <Office Fax>
Email: <Work Email Address>
Address: 1105 Kelly Drive
Sanford, NC 27330

Affiliated with:



www.trianglesouthworkforce.com

PowerPoint

An approved PowerPoint background with the logo design can be downloaded from the Marketing section of the Intranet.

CENTRAL CAROLINA COMMUNITY COLLEGE

Branding Your College: New Visual Identity

Marcie Dishman
Central Carolina Community College
PRIMA Conference

organized by a services.

- Dis
- Ho
- Wh
- How
- Brands are defined by individuals.
- Is there emotion for your college?
- Develo
- Brand routes
- Identify target audiences

Incorporating the Logo

The logo should be prominently displayed on all external marketing pieces, including, but not limited to the following: advertisement, banner, billboard, booklet, brochure, document, flyer, event program, invitation, magazine, newsletter, postcard, and poster. All external marketing, intended for audiences beyond internal faculty, staff, or current students, must be designed and/or approved by the Marketing and Public Affairs Department. For internal projects, please contact the Business Services Department.

Clip art, low-resolution photographs, and images taken from the Internet without proper permission are not permitted. Only high-resolution images should be used.

**CENTRAL CAROLINA
COMMUNITY COLLEGE**

Expand your potential
Empower your dreams
Transform your tomorrows

Quality Education

- In-demand workforce skills
- University preparation
- Top-ranked college
- Diverse student body
- Exciting educational environment

www.cccc.edu

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COMMUNITY COLLEGE**

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Apply NOW!

**DOG DAYS
of Summer
Dog Wash**

Sunday, April 27, 2014
1:00 PM - 4:00 PM
Lee County Campus, Siler

Please bring proof of rabies shot
Properly identify dog(s)
Animals will benefit the Veterinary
Medical Technology Program

Pricing:
Small Dogs \$10.00
Medium Dogs \$15.00
Large Dogs \$20.00

**CENTRAL CAROLINA
COMMUNITY COLLEGE**

WE WANT YOU BACK!

High School Equivalency Program (formerly GED) and
Adult High School Diploma (AHSD) classes are registering now!

**CENTRAL CAROLINA
COMMUNITY COLLEGE**

(919) 545-8681 • agree813@ccc.edu www.cccc.edu

Downloading Logos

Authorized logo configurations are available for download from the Intranet on the CCCC website. Once on the Intranet, refer to the Marketing section and download the “College Logo” zip file. Three file formats are provided:

- EPS files can be used with design software, such as Adobe Illustrator.
- JPG/JPEG and PNG files can be used with most applications and desktop publishing software.

Subsidiary Logos

CCCC Cougars

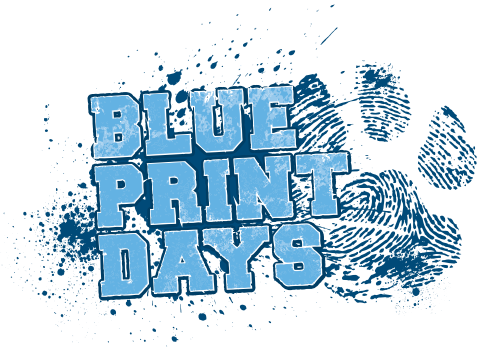
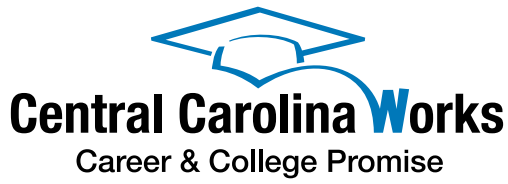
The CCCC Cougars logo can be used to represent sports teams, adding a personality element to the college identity.



Other Approved Subsidiary Logos







** Artwork was created and provided by outside source*

College Seal

The Central Carolina Community College seal should be used only for official college occasions and documents. For all other college purposes, use the college logo.



Editorial Style

College & Campus Names

- Use “Central Carolina Community College,” “CCCC,” or “the college” when referring to the college.
- Do not capitalize “college” when used by itself: The college is open.
- Capitalize the word “campus” when speaking of an individual campus, but not with more than one campus: Lee County Campus; Lee, Chatham and Harnett campuses.

Degrees

- The term “associate degree” does not use an apostrophe, unlike bachelor’s degree or master’s degree.
- There is no apostrophe in a spelled-out title: Associate in Science, Bachelor of Arts, Master of Science
- The word “degree” is not needed after the full name of a degree: He earned an Associate in Arts or an Associate in Applied Science in Automotive Systems Technology.
- Place periods after the letters in academic abbreviations: A.A., A.S., A.A.S., M.A., Ph.D.
- Do not add an academic degree abbreviation after the name when you have used a title: Dean of Social Sciences Donald Smith

Titles

- Capitalize formal job titles such as president, vice president, dean, director, and chair when they precede a name; lower case after the name: President Bud Marchant OR Dr. Bud Marchant, president of CCCC
- The title “instructor” is not capitalized

Names

- Capitalize departments: Mathematics Department, English Department
- Capitalize the formal name of a program, but not individual courses unless they are proper names: Broadcasting Production Technology, Audio/Radio Production, broadcasting
- Capitalize “office” as part of a formal name, but not the word “office”: Business Services Office, the dean’s office
- Do not use Mr., Ms., or Mrs. except in direct quotes
- The term “Jr.” is not set off by a comma after a name: William Smith Jr.
- Do not use an acronym following the name of an organization. An acronym can be used on second reference: Central Carolina Community College, NOT Central Carolina Community College (CCCC)
- Hyphenate “African-American” and “Asian-American” both as nouns and adjectives. The noun “Native American” is usually not hyphenated.

Abbreviations

- Grade Point Average or GPA is capitalized, without periods
- Use a.m. and p.m., not A.M. and P.M.
- When used with dates, abbreviate Jan., Feb., Aug., Sept., Oct., Nov., and Dec., but spell out the other months. When there is no date, spell out the month.

Numbers

- Spell out fractions that are less than one: one-third.
- Spell out numbers one through nine. Use numerals for numbers 10 and higher.
- Ordinal number endings are used for geographic, military, or political designations: 2nd Ward, 1st Sgt., 7th Fleet
- Use parentheses to set off area codes: (919) 555-3638
- Use figures for percents: 5 percent

Spelling

- Spell out state names when they stand alone in the text. Use state abbreviations (not zip code abbreviations) when the state is mentioned in the text with a town, city, country, or military base.
- Spell out the word “percent” except in charts and graphs.
- Use lower case when referring to seasons.

Hyphenation

- Use hyphens to avoid ambiguity: He recovered his property. He re-covered the chair.
- Some words hyphenated as modifiers:

Modifier	vs.	Noun
four-year	vs.	four years
long-term	vs.	long term
problem-solving	vs.	problem solving
school-age	vs.	school age

Commonly Misspelled Words

childcare
computer-aided
computer-based
coursework
decision making
detail oriented
email
entry-level
full-time
fundraising
hair care
hands-on
help desk
highest-paying

high-tech
high-touch
in-between
in-depth
library-related
makeup
multi-craft
multi-format
multitask
nonprofit
off-campus
on-campus
part-time
preregistration

self-employed
self-interest
skin care
state-of-the-art
troubleshoot
two-year
up-to-date
website – but “the
Web,” “Web page”
well-equipped
well-paying
well-trained

Refer to the Associated Press Style Book for a full coverage of correct usage.

Exceptions

Procedures for Exceptions

Any exceptions to the guidelines presented within this branding guide must be approved by the Marketing and Public Affairs Department. The exception request must include the justification for the exception, including the proposed change, as well as contact name and information.

For additional information or questions about using the graphic standards and editorial style, contact the Marketing and Public Affairs Department at (919) 718-7491 or marketing@cccc.edu.

