Branding
Style Guide

Clackamas
Community College

Building the brand

Our
Brand Manifesto

Approved manifesto to come.

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The colors

Our branding begins with our color palette, and as set forth in our founding constitution, our school colors are Scarlet Red and Navy Blue...but not just any Scarlet Red and Navy Blue. The following palette defines our PMS spot colors (coated and uncoated), their conversion values for printing in full color (CMYK), web (RGB and HTML), and their corresponding device independent color space (LAB). It is essential that all efforts are made to match these specific values to keep our branding consistent.

Primary color palette

These three colors our the core of our color palette and should be the primary colors used in all branding materials.

CCC Scarlet Red
PMS 200C
PMS 200U
CMYK 16 / 100 / 87 / 6
RGB 197 / 32 / 51
HTML #C52033
LAB 42 / 66 / 34

CCC Navy Blue
PMS 280C
PMS 280U
CMYK 100 / 94 / 28 / 23
RGB 33 / 44 / 101
HTML #212c65
LAB 15 / 15 / -46

CCC Cool Gray
PMS Cool Gray 2 C
PMS Cool Gray 2 U
CMYK 17 / 14 / 15 / 0
RGB 211 / 208 / 206
HTML #D3D0CE
LAB 84 / 0 / 1

spot coated

spot uncoated

cmyk

rgb

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The logo

To promote the College and to serve as an anchor for all sub-branded parts of the organization, we need to have a quality logo used with consistency. Our logo is composed of two core elements: our icon and our wordmark.

The icon

Our icon is the heart of our branding efforts, it incorporates the best of our past with an eye towards the future. It draws from our current Native American "arrow fletching" icon and builds upon decades of brand equity by incorporating a unique design featuring the "3 Cs" of Clackamas, Community and College working together and our 3 campuses.

The wordmark

In the same way our icon communicates who we are, our wordmark is also an essential element in forwarding our brand identity. An upper/lowercase font that is friendly, inviting and enhances the meaning behind, and strength of, the icon

Clackamas Community College

Horizontal

Vertical

The logo

Together, our icon and our wordmark, combine to create a compelling and powerful brand identifier. The logo is designed with both a horizontal and vertical format for flexibility.

Logo usage

As we implement our brand identity across many marketing materials, there will be occasions for alternative logo usage. The following provides basic guidelines for implementation and usage of our logo to help maintain a consistent brand identity.

Clearspace

The unit of minimum clearspace, shown as 1x, is measured from the baseline of "Clackamas" to the top of the lowercase letters (x-height). Preserve this unit of clearspace on all four sides of our logo. The same clearspace formula should be used with the vertically formatted logo.

Acceptable logo usage

The basic principle here is to be true to the brand, the colors, the fonts.

4C/2C

Grayscale

B&W

1C/PMS 280

Logo usage cont.

Reversed out of Navy Blue

Reversed out of Scarlet Red

Don't

In the same manner, there are things that should not be done to the icon or logo.

Don't alter established color

Don't screen logo

Don't use dropshadows

Don't transpose color

Don't alter proportions between icon and type

Don't distort

Don't alter the font case. Use only upper/lowercase.

Don't Use icon as a stand alone graphic

IMPORTANT: Never "re-create" the logo — only use approved logo files in all logo applications.

The fonts

Much of what we communicate is said with words. A distinctive, consistent use of our type fonts will enhance our brand and help us communicate with clarity. We have adapted two font families to act as our primary typography palette. These fonts provide a wide range of typographic expression, allowing us to construct clear hierarchies while allowing flexibility to adjust the "feel" of individual communications to serve particular goals.

Header
ITC Mendoza Roman - Medium

Subhead
ITC Mendoza Roman - Medium Italic

Header 2
Avenir LT - 85 Heavy

Subhead 2
Avenir LT - 65 Medium

Body Copy
ITC Mendoza Roman - Book

ITC Mendoza Book should be the primary body copy for most college communications. Please check with CCC Publications Department for guidance.

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The extension

The following is a small sampling of how the brand execution can be extended into a vast array of communication and marketing materials. These are meant to provide a flavor and foundation for how to maintain a consistent brand identity moving forward.

The tagline

Education That Works

It's simple, it's powerful, and it gets to the heart of the matter. This institution knows what it does best. We educate and train.

With Logo

As a Stand Alone

Education That Works

Avenir - 85 Heavy

Education That Works

ITC Mendoza Roman - Book

Co-branding

There will be many co-branding opportunities as we move forward. Here is an example of how we treat the icon in promotion of our Foundation.

The cougar logo

The following is our new Clackamas Community College sports cougar icon.

4C/3C

Grayscale

The paw print graphic

There will be opportunities to use our paw print in certain graphic applications. The following is the approved graphic for our paw print. In the same manner as our other icons and logos, only use this graphic when incorporating a cougar print into any graphic application.

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