

Brand Update

College Council • November 17, 2017

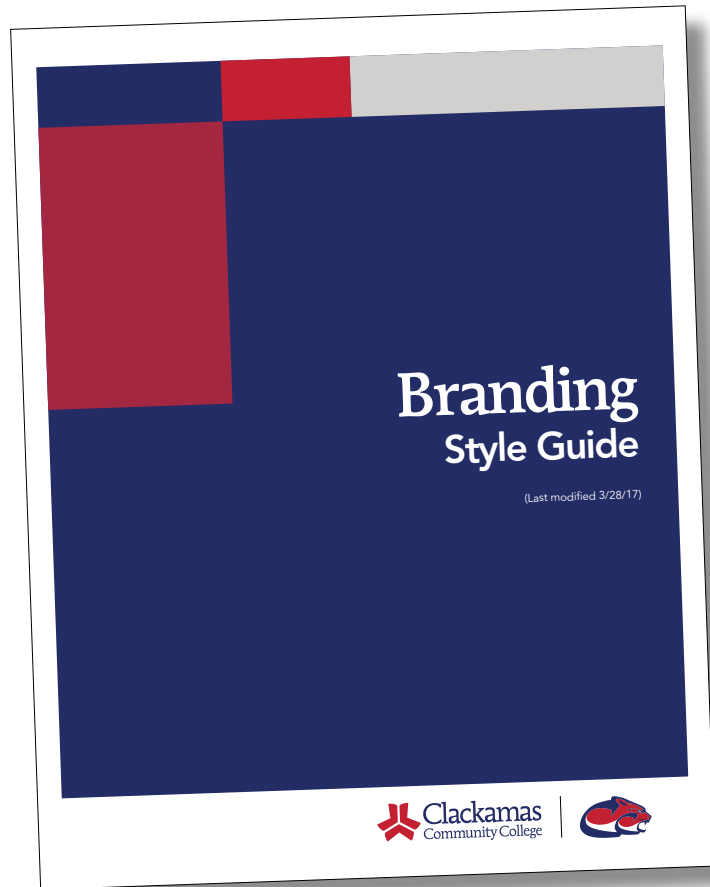


Education That Works



MONDAY'S BRAND UPDATE

Top 5 Fall / Winter updates



- 1** New assets and templates
- 2** Poster tips
- 3** Logo usage reminders
- 4** Bulletin Boards
- 5** Swagalog!

Education That Works



New assets in the Brand Toolbox



Thank you cards

Education That Works





Thank you cards

Education That Works





*Holiday cards and
matching wrapping paper!*

Play a leading role in CCC's XXXXX department

Apply now to be Clackamas Community College's next

Job title goes here up to three lines long

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Monthly Salary: \$0,000 - \$0,000
Annual Salary: \$00,000 - \$00,000

Job Type: Full-Time, Exempt, Non-Union
Location: Oregon City Campus, 19600 Molalla Ave, Oregon City, Oregon 97045
Division: XXXXX Office
Reports to: XXXXX XXXXXXXXX

For detailed information about this position or to apply, please see page 2 of this document.

Job opening template

Employees are our most important asset. We offer a complete benefit package for eligible employees and their families (including domestic partners) with a broad range of benefit options, including medical, dental, vision, prescription, life insurance, long-term disability insurance and PERS membership. *Please visit our Human Resources page to learn more about all the benefits CCC has to offer.* <http://depts.clackamas.edu/hr>.

CCC does not discriminate on the basis of race, color, religion, gender, sexual orientation, marital status, age, national origin/ancestry, disability, family relationship or any other protected status in accordance with applicable law. The college's commitment to nondiscrimination applies to curriculum activity and all aspects of operation of the college.

PURPOSE OF POSITION

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ESSENTIAL JOB FUNCTIONS

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QUALIFICATIONS

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QUESTIONS?

Email hr@clackamas.edu. For technical assistance with your application, call 855-524-5627.

For detailed information, visit www.clackamas.edu/jobs/opportunities or click the button below.

CLICK HERE TO APPLY TODAY!

MORE ABOUT CCC

For more than 50 years, Clackamas Community College has been pioneering with the finest and working to meet the needs of the community. CCC is known for being a great place for the money, being close to home, our state-of-the-art facilities and our robust student life programming.

Recognized by its excellent reputation for quality and service, CCC offers diverse and exciting life experiences for its students. CCC is located in the heart of the Willamette Valley, the heart of the Oregon City campus, the heart of the Clackamas Community Campus in Milwaukie and the Willamette campus.

Each campus provides a unique learning experience and our students thrive in the friendly, personal atmosphere that CCC supports.

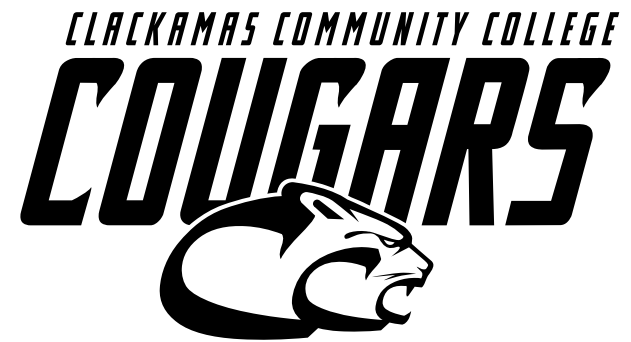
Our campuses by the number:

- 30 acres of studying and living in southwest Portland
- 300 acres in beautiful and scenic at the Oregon Coast
- 20 acres in living and working on the mountains
- 10 acres in the Clackamas Town Center and the WMA Green Line
- 100 acres across directly to all CCC campuses.

ABOUT THE AREA

CCC is located in Clackamas County and is one of the four counties that make up the Portland metropolitan area. The county offers something for everyone, from hiking to Mt. Hood, boating on the Willamette River to fishing the historic Willamette Valley farms. The county is also rich in arts, featuring an abundance of festivals and events.

Oregon City, home of Clackamas Community College, is a vibrant campus, marks the end of the Oregon Trail. At the confluence of the Willamette and Clackamas Rivers, the city is known for its history, innovation and a variety of historic and cultural attractions.



Great gift idea! The bookstore has gift cards available. They are refillable and redeemable for **anything** in the bookstore from TicTacs to textbooks, and everything in between!



Poster/flier tips

Less is more.

Keep messages short and use large images to draw the attention of your audience.

Logo placement

Place logo on **bottom** of posters/fliers (left, center, or right) near contact info.



Don't place logo on top of posters or fliers.



Why the bottom?

Viewers read left to right and down the page. Ending with the logo acts as a “seal of quality” and endorsement of the poster/flier message.

Let your elements breathe

Allow plenty
of clear space
around entire
page and logo.



Don't place
text and logo
too close to
the edges.



Logos on dark spaces

Use the solid white (reversed) logo on dark posters/fliers.



Don't place logo in a white box on solid or busy backgrounds.



Copyrighted images reminder:

We are implementing a new process to ensure proper use of copyrighted images:



All senders of brand review submissions must be able to provide documentation upon request **before** publication/distribution.

Logo usage and brand review reminders

When the CCC logo is required:

On all marketing or promotional materials (print, web, video) publicizing a CCC event, class, program or service. For athletics, the mascot logo is required in place of (or in addition to) the CCC logo.

Brand review.

Logo and mascot usage must be reviewed and approved **prior** to printing/publishing, embroidery, silkscreening or ASG stamping to confirm the logo is being used **correctly** and **effectively**.

Why? The brand review process is not just a quality control step. Upon approval of submitted materials, it's shared with our web and social media team where it is considered for additional promotion!

Send your pdf proof to
BrandReview@clackamas.edu

Campus bulletin boards color coding

ASG MANAGED BOARDS:
PROMOTING CCC EVENTS,
CLASSES, PROGRAMS,
SERVICES AND CLUBS

Red board, blue trim = ASG Managed

**COMMUNITY BOARDS:
COMMUNITY PROVIDED
POSTINGS, EVENTS AND
SERVICES**

Grey board, red trim = Community/Neighborhood

**DEPARTMENT MANAGED BOARDS:
Please contact Campus Services to schedule
your board for painting.**

There is no charge to your department!



Grey board, blue trim = Department owned

POSTING POLICIES

**This bulletin board is maintained by the
XXXXXXXXXX Department. Please contact
Firstname Lastname at 503-594-XXXX for
approval prior to posting.**

Additionally, items posted on campus bulletin boards must contain an approval stamp from the Associated Student Government office (Community Center 152) and follow established Poster Guidelines.

All postings featuring the CCC logo or mascot that have not been produced by the Creative Services team must be reviewed for brand compliance **prior to printing or ASG stamping.*

Send a pdf of your poster/flier to BrandReview@clackamas.edu or call 503-594-3455 for more information.



*Department
bulletin board
template
available in
Brand Toolbox*



Branded swag



Catalog of CCC branded swag ideas now available in the Brand Toolbox!

Available all year, department funded.

Multi-department opportunity this spring for reduced rates.