BRAND GUIDELINES

OFFICE OF INSTITUTIONAL ADVANCEMENT | 2020

Clovis Community College™

TM

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OUR LOGO

Clovis Community College Logo

The Clovis Community College logo represents us, and is vitally important to our brand. It acts as our face and signature, a stamp of quality. It is our main tool to send a consistent and controlled visual message of who we are, and in order to maintain this consistency, a few simple guidelines should be followed.

The Clovis Community College logo is comprised of two distinct elements: the logomark and the logotype. Our logomark is formed by three stylized, intertwined C's (further referred to as the rings), and our logotype is the accompanying text.

These two elements are the essence of our brand and act as a singular entity, thus using each element individually is a practice reserved to the Marketing department.

The official logo files should be used in all communications and are available to download from **clovis.edu/ia/brand.aspx**. The CCC logo should never be recreated or typeset.

If you have any questions, please contact the Marketing department marketing@clovis.edu

Logo Lockups

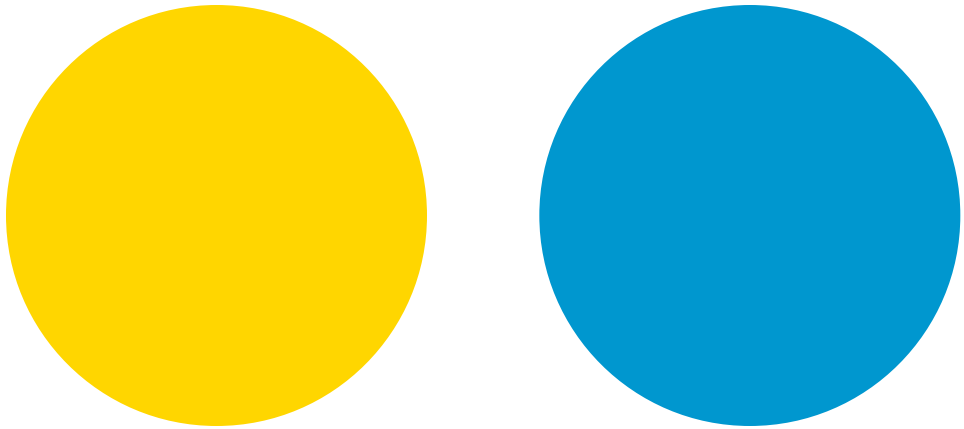
The Clovis Community College logo has two different versions: a vertical lockup and a horizontal lockup.

Color Designation and Variations

Primary Color Designation

The rings in our logo should always be CCC Yellow (for further color information please go to page 12). For the primary color designation, we use CCC Blue for the logotype.

This color designation is intended to be used on lighter backgrounds and images in order to maintain legibility.



Secondary Color Designation

Another acceptable color option is to reverse the logotype to white on darker backgrounds and images (see next page). As stated before, the rings should remain CCC Yellow.

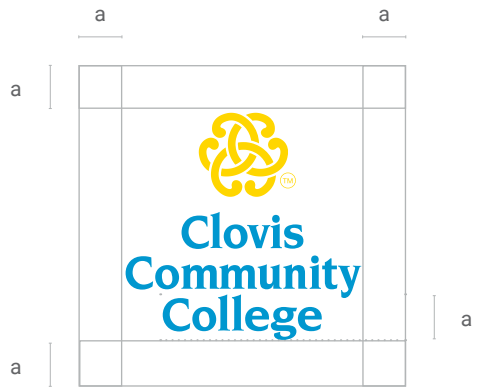
Clovis
Community
College

Size

To maintain full legibility and ensure our logo is reproduced correctly in smaller sizes, a minimum size has been carefully established. At minimum size, the logo is still clearly legible and provides a strong level of identification.

When using a lower-quality printing technique (i.e. screenprinting), it is recommended that the logo be used in a larger size. However, the logo should never be the most dominant element on the page, but instead should live comfortably and clearly as an identifying mark.

PRINT	**0.8”**
WEB	**80 px**



Clear Space

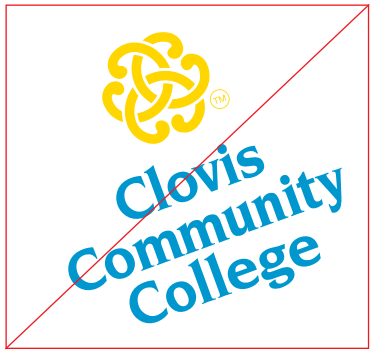
The clear space has been established to ensure logo visibility and impact. Maintaining the clear space zone between the logo and other graphic elements such as type, images, other logos, etc., ensures that CCC’s logo always appears unobstructed and distinctly separate from any other graphic elements.

Space around the logo must be no less than the height of the logotype (a) around the logo.

PRINT	**0.25”**
WEB	**30 px**

Improper usage

Here are a few examples of practices to avoid.



DON'T ROTATE THE LOGO

DON'T STRETCH OR CONDENSE THE LOGO

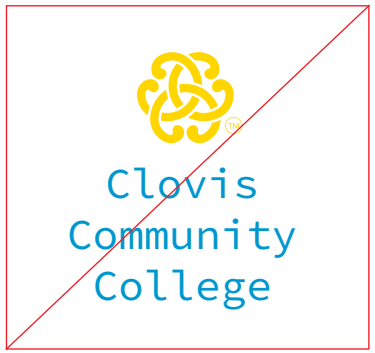
DON'T ALTER THE PLACEMENT OR SCALE OF THE ELEMENTS.

DON'T ADD DROP SHADOWS

DON'T ALTER THE COLORS

DON'T OUTLINE THE LOGO

DON'T PLACE THE LOGO ON BUSY BACKGROUNDS



DON'T ALTER OR REPLACE THE TYPEFACES OF THE IDENTITY.

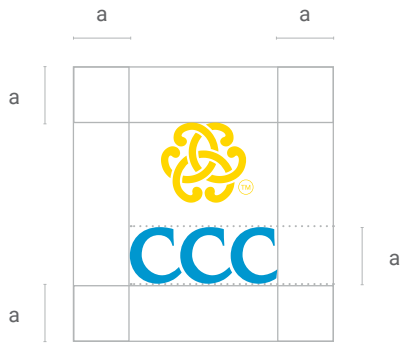
CCC Lettermark

In order to increase brand recognition, it is always preferred to use the CCC primary logo. However, in certain situations, it may be necessary to use one of the official CCC lettermarks. These marks are reserved for instances where space is limited and the CCC primary logo would be displayed smaller than the minimum standard.

The vertical lettermark should never be reproduced at widths smaller than 0.6 inches and the horizontal lettermark should never be reproduced at widths smaller than 0.25 inches. Examples of acceptable applications include promotional items or social media icons.

The CCC lettermark follows the same rules as the primary logo in terms of clear space and color designation.

PRINT **0.6”**
WEB **80 px**

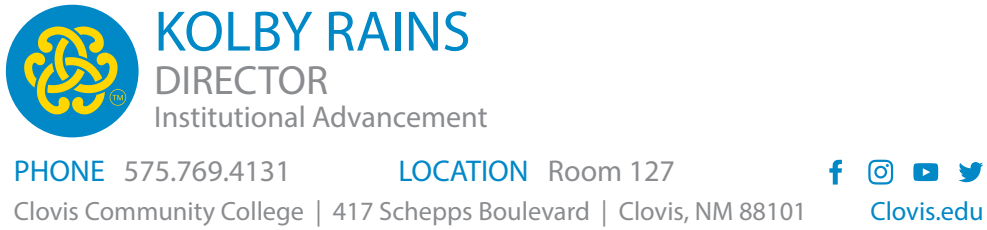


PRINT **0.25”**
WEB **30 px**

Email signature

CCC's official email signature supports the institutional identity while allowing individual unit recognition.

You can request your own email signature to the institutional advancement department through a help desk ticket.



This signatures should be used on emails and internal documents, if necessary. They are not to be used on official CCC stationery or on any marketing materials created with the intent to brand and/or market the overall College. Email signatures are also not to be used anywhere on **clovis.edu**.

COLOR

Our Color Palette

CCC's colors are a distinct and crucial part of our identity as they make our brand instantly recognizable. When applied consistently, our brand colors provide a strong visual link across various materials and communications and set our organization apart from the competitors.

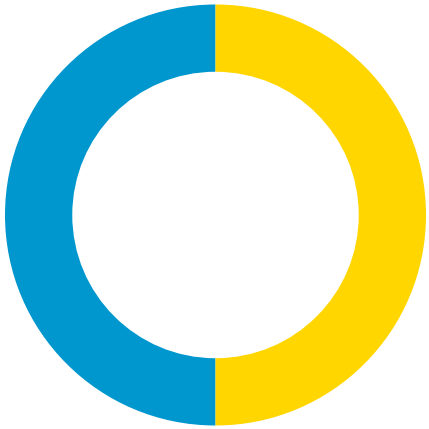
These colors have been designated to give you a wide array of hues to choose from while complimenting the official CCC branding.

Always use the color values listed here. They were adjusted for the best reproduction in print and on screen.

Pre-made swatches can be downloaded from **clovis.edu/ia/brand.aspx**.

Our color palette establishes a clear and powerful image, and used consistently, creates an additional layer of distinction.

These colors provide maximum flexibility while adhering to our brand. They may be used extensively both for large areas of color and as accent colors, and should maintain a sense of hierarchy, balance and harmony.



Primary Color Palette

CCC Blue and CCC Yellow are our primary colors. They represent Clovis Community College at the highest level and should be present in all communications. The primary brand colors are supported by white.

CCC YELLOW

PANTONE 116 C
PANTONE 115 U
CMYK 0 14 100 0
RGB 255 205 0
HEX #FFCD00

CCC BLUE

PANTONE 7460 C
PANTONE 7460 U
CMYK 100 6 2 10
RGB 0 134 191
HEX #0086BF

Secondary Color Palette

Our secondary color palette was created to expand the primary palette. These colors may be used to complement the primary palette but should never completely replace them as main representations of Clovis Community College.

DARK BLUE

PANTONE 7463 C
PANTONE 296 U
CMYK 100 63 12 67
RGB 0 43 73
HEX #002B49

ORANGE

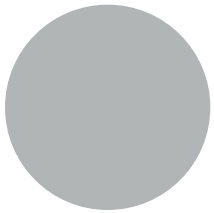
PANTONE 7625 C
PANTONE 7417 U
CMYK 0 82 80 0
RGB 225 82 61
HEX #E1523D

Tertiary Color Palette

Our tertiary color palette is intended to enhance or diferenciate a design and it must be used in conjuction with our primary color palette.

Neutral colors

The neutral palette adds balance to our brand. Note that in some applications, neutral colors may not be appropriate for text.

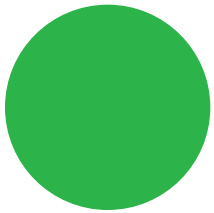


GRAY
PANTONE COOL GRAY 4 C
PANTONE COOL GRAY 4 U
CMYK 12 8 9 23
RGB 187 188 188
HEX #BBBCBC

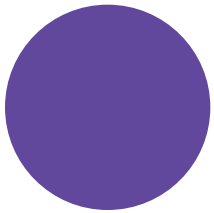
LIGHT GRAY
PANTONE COOL GRAY 2 C
PANTONE COOL GRAY 2 U
CMYK 5 3 5 11
RGB 208 208 206
HEX #D0D0CE

Bright colors

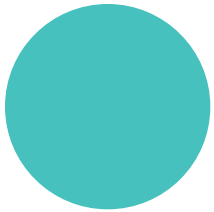
The bright palette brings intensity and youthfulness, adding energy to our communications. Use these colors sparingly. They should never be used for body text or small headlines.



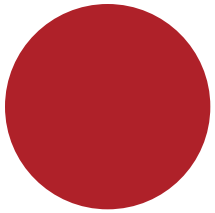
GREEN
PANTONE 361 C
PANTONE 361 U
CMYK 77 0 100 0
RGB 67 176 74
HEX #43B02A



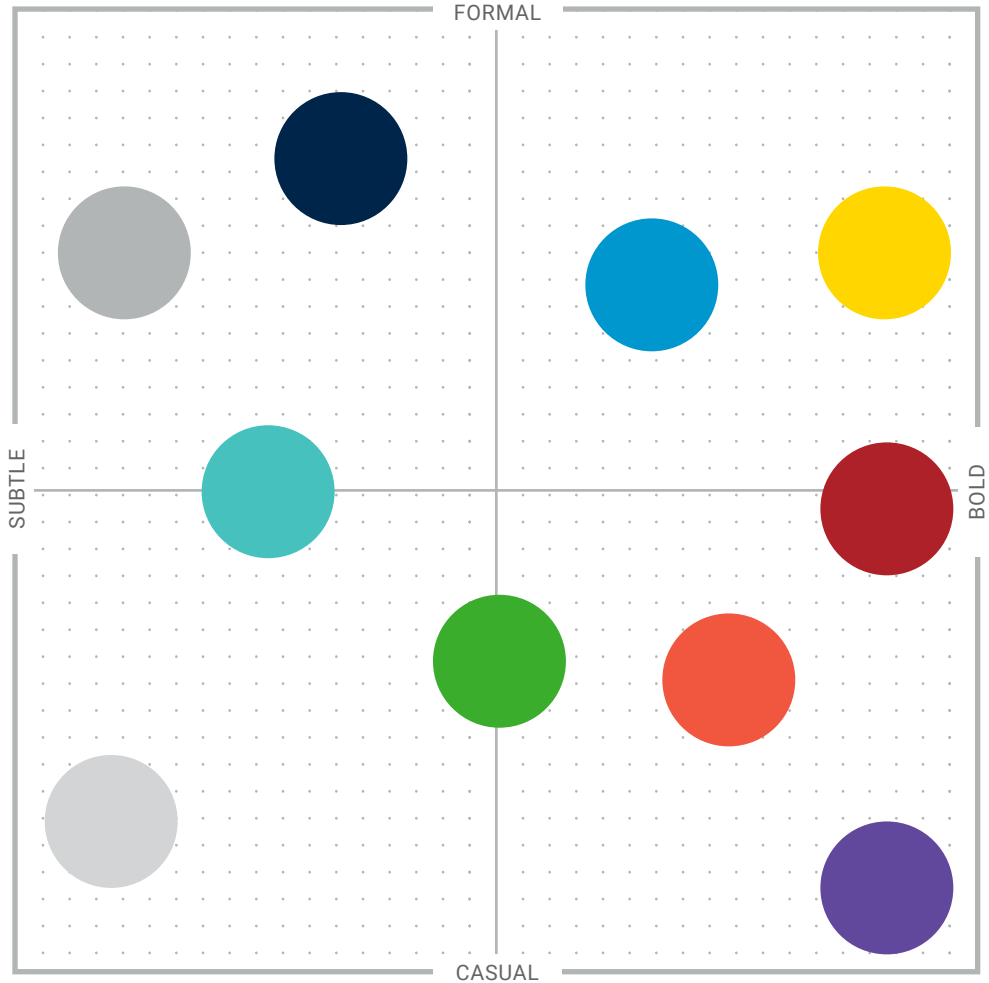
PURPLE
PANTONE 7678 C
PANTONE 7678 U
CMYK 74 85 0 0
RGB 104 71 141
HEX #68478D



TEAL
PANTONE 2398 C
PANTONE 2398 U
CMYK 71 0 36 0
RGB 0 186 179
HEX #00BAB3

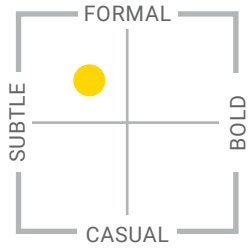


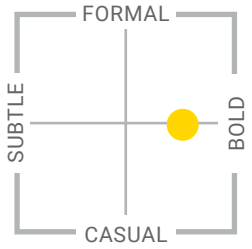
RED
PANTONE 7621 C
PANTONE 7621 U
CMYK 0 98 91 30
RGB 171 35 40
HEX #AB2328

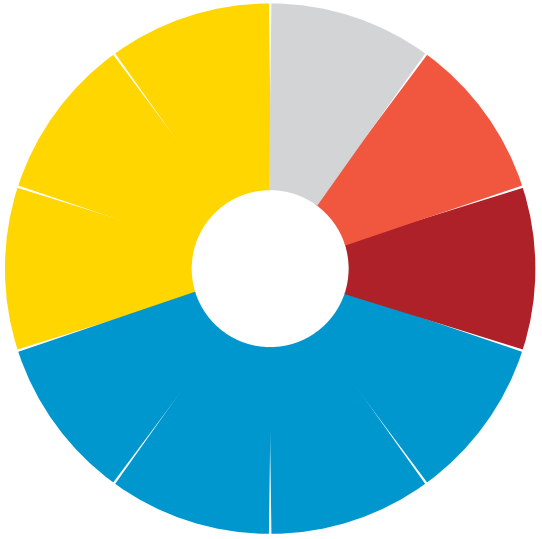

FORMAL
SUBTLE
BOLD
CASUAL

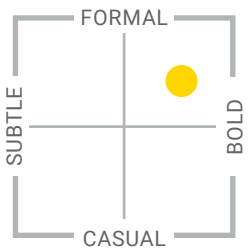
Color Ratio

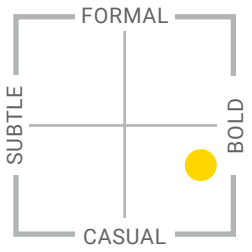
If our color palettes are combined, we use a color ratio of 70:30 (of primary to secondary and terciary colors) to keep an optimal balance, ensuring that the secondary and tertiary colors never overpower the primary colors.

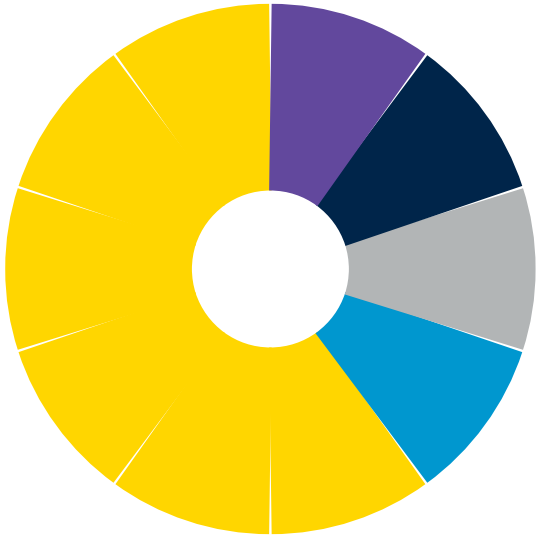


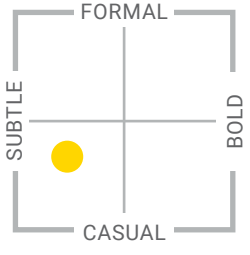


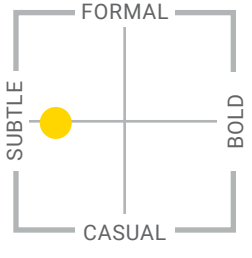



FORMAL
SUBTLE
BOLD
CASUAL


FORMAL
SUBTLE
BOLD
CASUAL




FORMAL
SUBTLE
BOLD
CASUAL


FORMAL
SUBTLE
BOLD
CASUAL

TYPOGRAPHY

Our Typographic Palette

When used thoughtfully, typography becomes a fundamental brand tool that helps achieve a unique and consistent look across our materials, adding visual meaning and communicating our message quickly and clearly.

Roboto is our type family of choice—it contains all necessary styles to create different moods and hierarchy, giving us flexibility in a wide range of situations. These typefaces must be used on all printed materials and communications, as well as on the website and online communications.

The Roboto family is available to download for free from Google Fonts. Please contact the IT department if you have any trouble installing the fonts in your computer.

The Roboto Family

Roboto features friendly and open curves with a natural reading rhythm. The Roboto family is comprised of Roboto, Roboto Slab, and Roboto Condensed

ROBOTO

Rr

ABCČĆDĐEFGHIJKLMNOPQRSŠTUVWXYZŽ
abcčćdđefghijklmnopqrsštuvwxyzž
1234567890‘?’“!”(%)[#]{@}/&\<-
+÷×=>®©$€£¥¢:;,.*

Thin	**Medium**
Thin Italic	***Medium Italic***
Light	**Bold**
Light Italic	***Bold Italic***
Regular	**Black**
Regular Italic	***Black Italic***

ROBOTO SLAB

ABCČĆDĐEFGHIJKLMNOPQRSŠTUVWXYZŽ
abcčćdđefghijklmnopqrsštuvwxyzž
1234567890‘?’“!”(%)[#]{@}/&\<-
+÷×=>®©$€£¥¢:;,.*

Thin

Light

Regular

Bold

ROBOTO CONDENSED

ABCČĆDĐEFGHIJKLMNOPQRSŠTUVWXYZŽ
abcčćdđefghijklmnopqrsštuvwxyzž
1234567890‘?’“!”(%)[#]{@}/&\<-
+÷×=>®©$€£¥¢:;,.*

Light

Light Italic

Regular

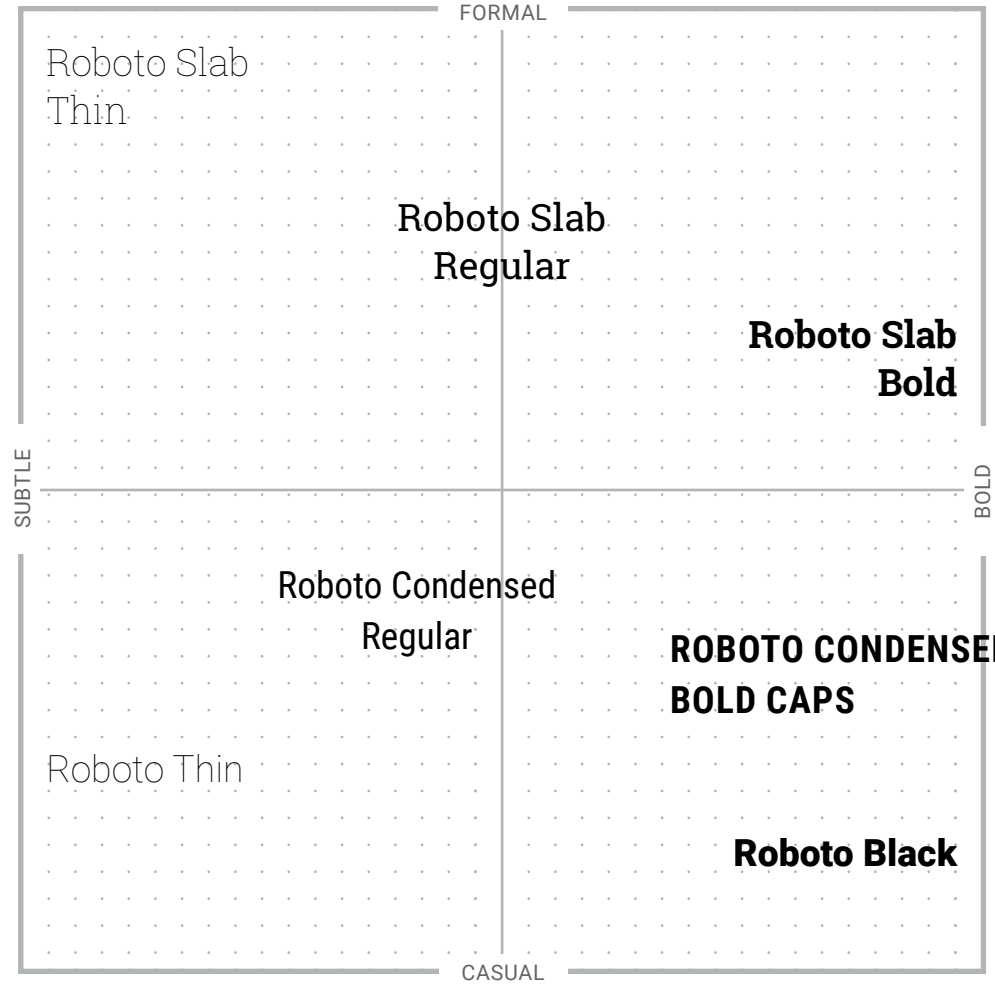
Regular Italic

Bold

Bold Italic

Type Spectrum

The Roboto Family offers us flexibility and adapts to a wide range of situations depending on the intended usage and audience. Use the grid on the right to guide you on your communications.



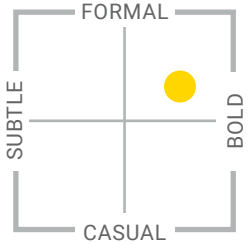
Creating Hierarchy

The following examples show different ways of creating mood and hierarchy within the given typeface.

As a rule of thumb, leading should be a 33% more than the type size.

Examples:

Size 9 pt - Leading 12 pt
Size 12 pt - Leading 16 pt
Size 24 pt - Leading 32 pt



An institution of dedicated educators, professionals, and students.

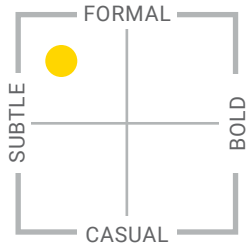
Our mission is to provide high quality education and training that improves the live of all students and ignites economic vitality in the communities we serve.

Uptam ipsam repudi ommoles sincimi, secepta cor autaeribus destrum asped quam, ut vel ipieniment moditat aut volor reici teexpedi antia sequi sanihil luptati rae mos ad quiati doles nobis. Ectinimil ist iumquati odicae et audantium vellorum fuga. Sed modipsunt aut latiumquae. Itate vendis que eaquam quidene sendictus si to quis sit voluptiur? doles nobis. Ectinimil ist iumquati odicae et audantium vellorum fuga. Sed modipsunt aut latiumquae. Itate vendis que eaquam quidene sendictus si to quis sit voluptiur?.

YOUR HOMETOWN COMMUNITY COLLEGE

An institution of dedicated educators, professionals, and students.

Our mission is to provide high quality education and training that improves the live of all students and ignites economic vitality in the communities we serve.

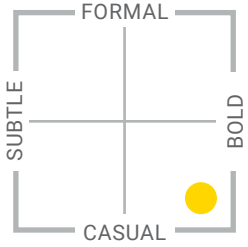


Uptam ipsam repudi ommoles sincimi, secepta cor autaeribus destrum asped quam, ut vel ipieniment moditat aut volor reici teexpedi antia sequi sanihil luptati rae mos ad quiati doles nobis. Ectinimil ist iumquati odicae et audantium vellorum fuga. Sed modipsunt aut latiumquae. Itate vendis que eaquam quidene sendictus si to quis sit voluptiur? doles nobis. Ectinimil ist iumquati odicae et audantium vellorum fuga. Sed modipsunt aut latiumquae. Itate vendis que eaquam quidene sendictus si to quis sit voluptiur?.

YOUR HOMETOWN COMMUNITY COLLEGE

An institution of dedicated educators, professionals, and students.

OUR MISSION IS TO PROVIDE HIGH QUALITY EDUCATION AND TRAINING THAT IMPROVES THE LIVE OF ALL STUDENTS AND IGNITES ECONOMIC VITALITY IN THE COMMUNITIES WE SERVE.



Uptam ipsam repudi ommoles sincimi, secepta cor autaeribus destrum asped quam, ut vel ipieniment moditat aut volor reici teexpedi antia sequi sanihil luptati rae mos ad quiati doles nobis. Ectinimil ist iumquati odicae et audantium vellorum fuga. Sed modipsunt aut latiumquae. Itate vendis que eaquam quidene sendictus si to quis sit voluptiur? doles nobis. Ectinimil ist iumquati odicae et audantium vellorum fuga. Sed modipsunt aut latiumquae. Itate vendis que eaquam quidene sendictus si to quis sit voluptiur?.

YOUR HOMETOWN COMMUNITY COLLEGE

GRAPHIC ELEMENTS

Brand Graphic Elements

Our graphic resources are not limited to color or typography. We provide a variety of graphic tools that enhance our brand and add visual interest.Use these elements to emphasize a specific part of an image or to add color to an image that may not be completely engaging on its own.

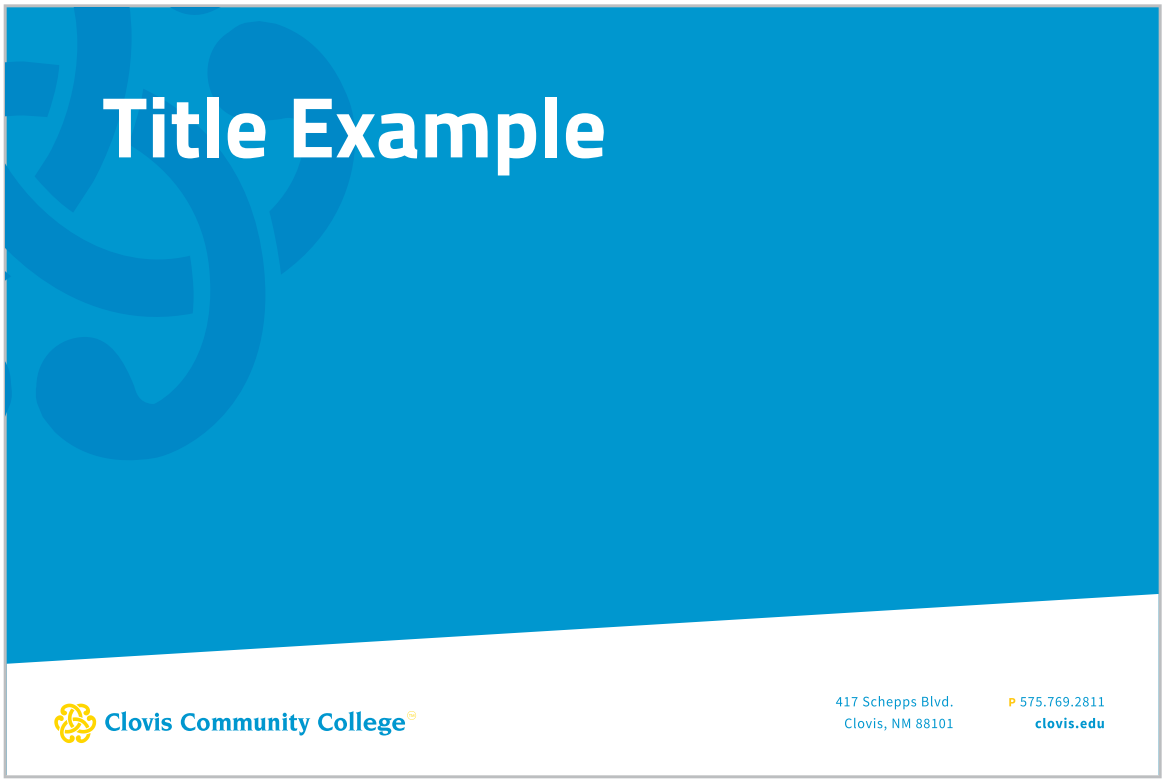
Our current array of graphic elements include the use of elements of the logo as single entities, color overlays, and structure elements.

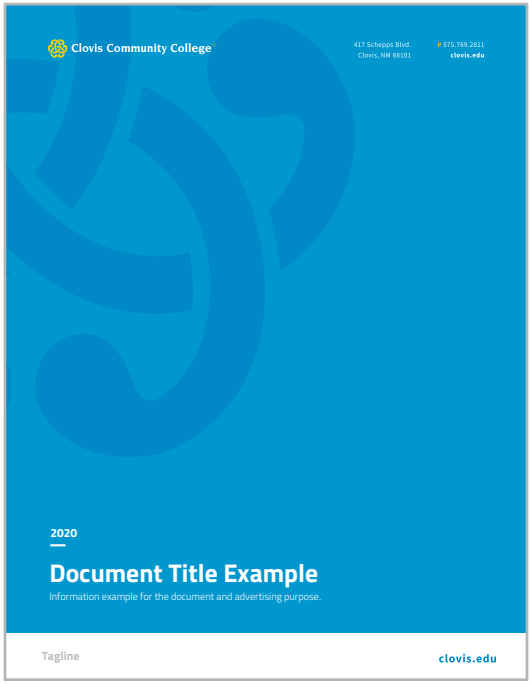
Find digital assets for our graphic elements and templates at **clovis.edu/ia/brand.aspx.**

Structural Elements

The stuctural elements are used to mantain layout consistency and as an aid to display information and logos within complex pages.

Structural elements in use





Ring Elements

Using single elements of CCC rings adds visual interest to our design and help mantain consistency and increases brand recognition.

When resizing these elements, make sure that they mantain their original proportions.

Clovis Community College™

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Clovis, NM 88101

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