COLBY

COMMUNITY COLLEGE

BRAND GUIDELINES

TABLE OF CONTENTS

OVERVIEW

These guidelines have been developed to ensure that our visual messaging is consistent throughout internal and external communication. It serves as an overall framework for design execution to create a clear and uniform presentation of the Colby Community College brand identity.

When referring to Colby Community College in copy/text, the full name should be used. When it is referenced frequently within a layout, it may be abbreviated to "CCC" after Colby Community College has already been used once.

By utilizing these guidelines, you help maintain the brand identity at CCC and strengthen our recognition as we share our mission to drive students to *Challenge, Create, and Connect.*

LOGO

Several versions of our logo are provided for different situations and layouts. The vertical logo is our preferred logo. When the design does not allow adequate space for the vertical version, use of the horizontal version is acceptable.

Only use supplied logo files. Do not change or manipulate logo proportions. Do not add any visual effects to the logo.

VERTICAL
Vertical logos should never be smaller than 1 inch tall.

HORIZONTAL
Horizontal logos should never be smaller than 0.3 inches tall.

MINIMUM SIZES:

1 inch tall

0.3 inches tall

VERTICAL LOGO
FULL COLOR

HORIZONTAL LOGO
ONE COLOR - COLBY BLUE

APPROVED VERSIONS

APPROVED VERSIONS

The logo should remain as full color when possible. Alternate options are shown below and should be used when production limitations prevent the use of the full color logo.

Always provide enough contrast between the background and logo.

VERTICAL LOGO
FULL COLOR

VERTICAL LOGO
ONE COLOR - COLBY BLUE

VERTICAL LOGO
REVERSED - FULL COLOR

VERTICAL LOGO
REVERSED - WHITE

VERTICAL LOGO
GRAYSCALE

VERTICAL LOGO
ONE COLOR - BLACK

HORIZONTAL LOGO
ONE COLOR - COLBY BLUE

HORIZONTAL LOGO
REVERSED - WHITE

HORIZONTAL LOGO
ONE COLOR - BLACK

MISUSE

It is very important that we use our logo accurately so that we maintain brand consistency.

The logo should under no circumstances be used in the examples described on this page.

DO NOT stretch, condense, or manipulate the logo

DO NOT change the color of the logo

DO NOT rotate the logo

DO NOT change the logo typeface
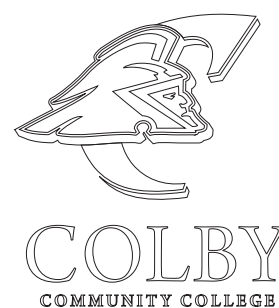

DO NOT use any effects such as drop shadows or glows

DO NOT use logo on a conflicting background

DO NOT warp or skew the logo

DO NOT change the opacity of the logo

DO NOT outline the logo

DO NOT rearrange or alter elements of the logo

CLEAR SPACE

Always provide clear space around the Colby Community College logo to protect it from distracting graphics or typography.

To measure sufficient clear space, use the height of the "C" from "COLBY" for a guide as shown below.

No obstructive graphics, distracting imagery, or typography should be within the white space provided.

LOGO WITH TAGLINE

The logo with tagline should be used when marketing Colby Community College to communicate the mission of the college.

This logo should be used when adequate space is available and should follow the logo clear space guidelines.

VERTICAL LOGO - TAGLINE
FULL COLOR

HORIZONTAL LOGO - TAGLINE
ONE COLOR - COLBY BLUE

HORIZONTAL LOGO - TAGLINE
ONE COLOR - BLACK

HORIZONTAL LOGO - TAGLINE
REVERSED - WHITE

VERTICAL LOGO - TAGLINE
ONE COLOR - BLACK

VERTICAL LOGO - TAGLINE
REVERSED - FULL COLOR

LOCKUP: SCHOOL

The collegiate lockups provided display how the various college entities fit properly into the Colby Community College logo.

One gray line divides the text logo from the specific academic division or department. The text should be left aligned to follow "COLBY" and should never exceed the width of the word mark, adding a second line as necessary.

As shown to the right, you can use the "C" from "COMMUNITY" as a guide for spacing when changing the school / department. The "C" will also be your guide for type height. Use the font Montserrat Caps Regular for the department.

Provided are spacing instructions and examples.

LOGO LOCKUP - SCHOOL
LAYOUT BREAKDOWN

LOGO LOCKUP - SCHOOL
ONE LINE

LOGO LOCKUP - SCHOOL
TWO LINES

LOGO LOCKUP - SCHOOL
REVERSED - FULL COLOR

LOCKUP: URL

In URL logo lockups, one gray line divides the text logo from the website.

The lockups should remain full color when possible. Alternate options are also provided to be used when necessary.

COLBY
COMMUNITY COLLEGE
www.ColbyCC.edu

HORIZONTAL LOGO - URL
FULL COLOR

COLBY
COMMUNITY COLLEGE
www.ColbyCC.edu

VERTICAL LOGO - URL
FULL COLOR

COLBY
COMMUNITY COLLEGE
www.ColbyCC.edu

HORIZONTAL LOGO - URL
ONE COLOR - COLBY BLUE

COLBY
COMMUNITY COLLEGE
www.ColbyCC.edu

HORIZONTAL LOGO - URL
ONE COLOR - BLACK

COLBY
COMMUNITY COLLEGE
www.ColbyCC.edu

HORIZONTAL LOGO - URL
REVERSED - FULL COLOR

COLBY
COMMUNITY COLLEGE
www.ColbyCC.edu

HORIZONTAL LOGO - URL
REVERSED - WHITE

COLBY
COMMUNITY COLLEGE
www.ColbyCC.edu

VERTICAL LOGO - URL
ONE COLOR - COLBY BLUE

COLBY
COMMUNITY COLLEGE
www.ColbyCC.edu

VERTICAL LOGO - URL
ONE COLOR - BLACK

COLBY
COMMUNITY COLLEGE
www.ColbyCC.edu

VERTICAL LOGO - URL
REVERSED - FULL COLOR

COLBY
COMMUNITY COLLEGE
www.ColbyCC.edu

VERTICAL LOGO - URL
REVERSED - WHITE

ICON

The athletic Trojan icon should be used when there is clear messaging from Colby Community College and for athletics.

The icon should also be used for social media profile images. When in place, it should always remain fully visible. The Trojan head should never be separated or manipulated from the "C" leaving the icon as a whole.

Icon may be used as a watermark at 10%.

MINIMUM SIZE:

0.5 inches tall

LOGO ICON
FULL COLOR

LOGO ICON
PMS COOL GRAY 3 C

LOGO ICON
COLBY BLUE

LOGO ICON
BLACK

LOGO ICON
REVERSED - FULL COLOR

TAG

The tag can be used as an additional graphic as needed. It should only be used when the full logo is visible or Colby Community College branding is clear.

It should always be placed in alignment with or bleed off the top of the page.

LOGO TAG
VECTOR FLAT

LOGO TAG
VECTOR WITH GRADIENTS

COLLEGIATE SEAL

Use of the collegiate seal is reserved for the Office of the President and Board of Trustees.

The seal should remain as a one color design as shown below.

MINIMUM SIZE:

0.75 inches tall

COLLEGIATE SEAL
PMS COOL GRAY 3 C

COLLEGIATE SEAL
COLBY BLUE

COLLEGIATE SEAL
BLACK

COLLEGIATE SEAL
REVERSED - WHITE

PRIMARY COLORS

Our primary color palette gives the Colby Community College logo a powerful statement. They should be the only two colors used when composing a full color logo.

CMYK
Printed on coated / uncoated mediums

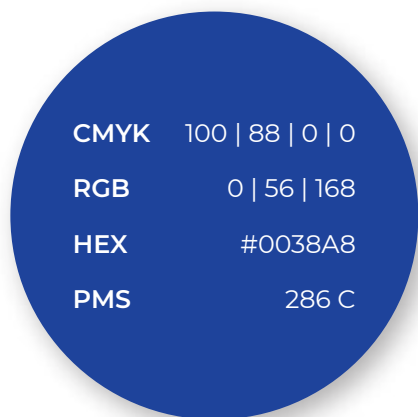## RGB / HEX
Web / digital mediums

PMS COATED
Printed on coated paper
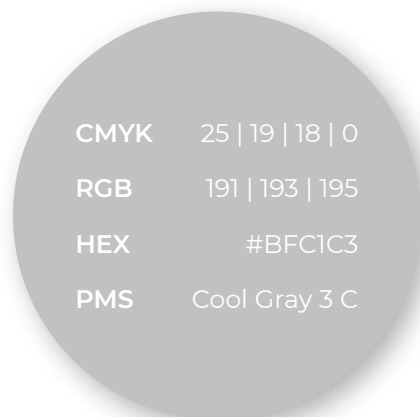when Pantone is needed

SECONDARY COLORS

Using our balanced color palette consistently provides cohesive and engaging communication.

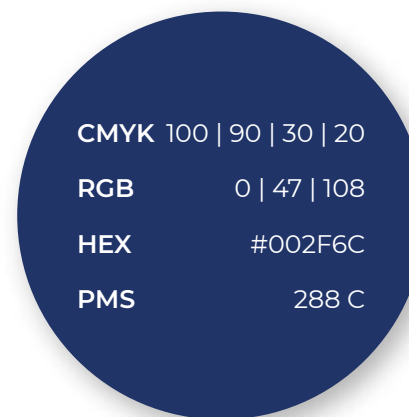The secondary colors are a necessary element in building our brand identity.

These four colors together are the core colors to be used with branded materials and should always be the dominant colors.
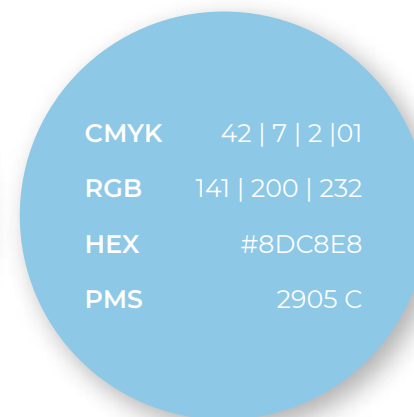
	COLBY BLUE	COOL GRAY
CMYK	100	88	0	0	25	19	18	0
RGB	0	56	168	191	193	195
HEX	#0038A8	#BFC1C3
PMS	286 C	Cool Gray 3 C

	MIDNIGHT BLUE	SKY BLUE
CMYK	100	90	30	20	42	7	2	01
RGB	0	47	108	141	200	232
HEX	#002F6C	#8DC8E8
PMS	288 C	2905 C

COLBY BLUE   COOL GRAY
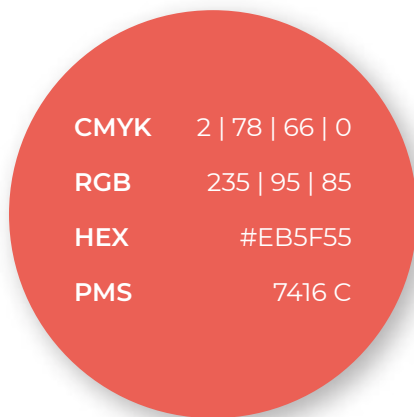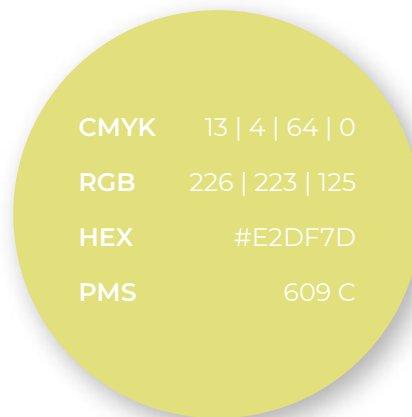
MIDNIGHT BLUE   SKY BLUE

TERTIARY COLORS

These colors are provided to accent our primary and secondary color palettes. They should be used sparingly and only for small graphic elements.
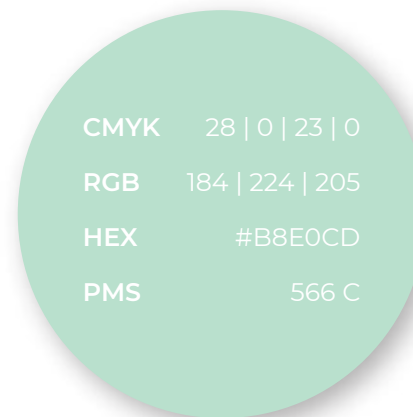
The primary and secondary colors should be the focal colors on all communication materials. Tertiary colors should be used to peak interest within marketing collateral.

CMYK	2 | 78 | 66 | 0
RGB	235 | 95 | 85
HEX	#EB5F55
PMS	7416 C

CMYK	13 | 4 | 64 | 0
RGB	226 | 223 | 125
HEX	#E2DF7D
PMS	609 C

CMYK	28 | 0 | 23 | 0
RGB	184 | 224 | 205
HEX	#B8E0CD
PMS	566 C

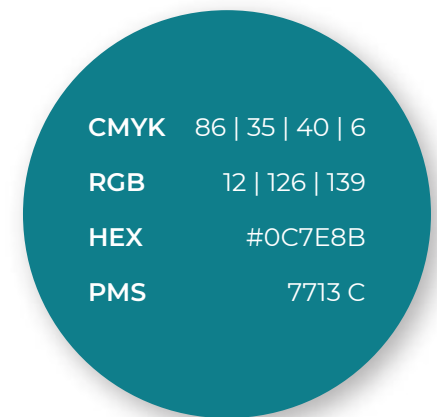|	
CMYK	86 | 35 | 40 | 6
RGB	12 | 126 | 139
HEX	#0C7E8B
PMS	7713 C

SALMON

KHAKI YELLOW

SEA-FOAM GREEN

TEAL

PRIMARY TYPEFACE

For professionally produced materials
please use one of the two typefaces
provided by Colby Community College.

Arno Pro Display is a classic serif font with varying
weights and corresponding italics that speaks
to the tradition and history of the college.

It should be used primarily for
headlines, subheads, or highlights.

Arno Pro Display requires the use of
Adobe Type-kit. When Arno Pro Display is
not available, Times may be used in its place.

Arno Pro Display Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()

Arno Pro Display Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&()*

Arno Pro Display Bold Display
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()

Arno Pro Display Light Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&()*

Arno Pro Display Semi Bold Display
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()

Arno Pro Display Bold Display Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()

Arno Pro Display
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()

Arno Pro Display Semi Bold Display Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()

SECONDARY TYPEFACE

Montserrat typeface compliments Arno Pro Display with a clean and contemporary appeal.

This font family offers a wide variety of weights for any application. It can be used for headlines, subheads, body copy, and captions.

Montserrat is an open source font and can be downloaded from Google Fonts. When Montserrat is not available, Open Sans may be used in its place.

Montserrat Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()

Montserrat Light Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&()*

Montserrat Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()

Montserrat Regular Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&()*

Montserrat Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()

Montserrat Medium Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&()*

Montserrat Semi Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()

Montserrat Semi Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()

Montserrat Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()

Montserrat Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()

Montserrat Black
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()

Montserrat Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()