Branding
Style Guide

(Last modified 9/14/22)

Clackamas
Community College

Retired logos

In spring of 2015, Clackamas Community College went through an intensive rebranding process. As a result, all logos on this page have been retired. Appropriate replacements are oulined in this manual.

Building the brand

Our Brand Identity

Value. We believe that providing affordable, quality education and effective training is an investment in our community.

Education. We provide an accessible pathway to learning opportunities or a starting place for a four-year degree for students of all ages and backgrounds.

Job Training. We train people seeking career advancement or lifetime opportunities, who contribute to building a skilled workforce for our region. We respond to the needs of business and industry.

Support. We create a welcoming environment, providing services to help our students achieve lifetime success.

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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
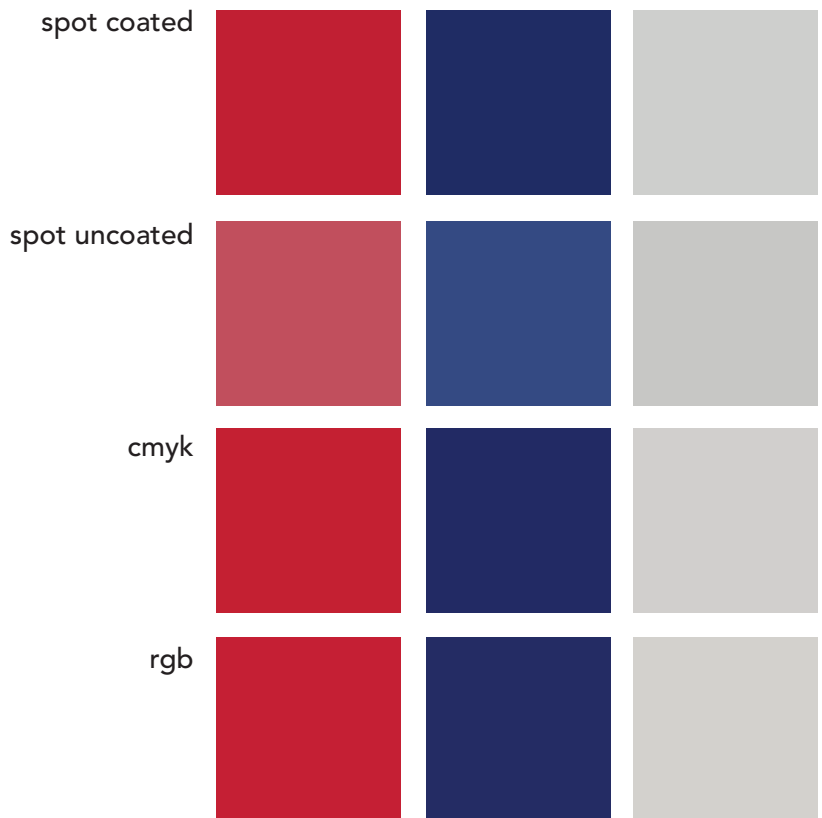
The logo

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. **Note:** Until our logo becomes recognizable with students and the community, the icon and wordmark <u>must always appear together</u>*.

The icon

Our icon is the heart of our branding efforts, it incorporates the best of our past with an eye toward the future. It builds upon decades of brand equity by incorporating a unique design featuring a stylized letter C. The "three Cs" of **C**lackamas, **C**ommunity and **C**ollege working together and our three 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 is friendly, inviting and enhances the meaning behind, and strength of, the icon.

*How the icon and wordmark should appear together

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 (stacked) format for flexibility.

Note: The horizontal logo is the standard and preferred logo to use. Reserve use of the stacked logo to times when limited width is available and the horizontal logo will not visually work as well in the space.

Horizontal

Vertical (stacked)

Logo usage

Logo assets are available in the Brand Toolbox via the staff portal or by visiting *www.clackamas.edu/brand-toolbox*. The following provides basic guidelines for implementation and usage of our logo and co-brand logos* to help maintain a consistent brand identity.

A) To build brand recognition, the CCC logo is required on all materials (print, web, video) that publicize a CCC event, class, program or service. For athletics, the mascot logo is required in place of (or in addition to) the CCC logo. The preferred location of the logo is on the **bottom** of the page (left, center or right). *Clubs are not authorized to use the CCC logo or mascot.*

B) Logo and mascot usage by CCC staff, faculty and outside vendors/sponsors must be reviewed and approved prior to printing, publishing, posting, embroidery, silkscreening or ASG stamping to confirm the logos are being used correctly and effectively. It's a quick process done via email and is typically reviewed on the same day it's submitted,but may take up to two business days. Please build sufficient time into the project deadline to allow for any required edits.

In addition to correct logo usage, all materials produced by CCC staff/faculty will also be reviewed to confirm 1) class information/campus locations are accurate, 2) photos/illustrations are royalty-free, and 3) that an accommodations statement is used if promoting an on-campus or virtual event.

C) Send your pdf proof via email with the subject line BRAND REVIEW to **BrandReview@clackamas.edu** or **kevin.anspach@clackamas.edu.**

* For more information on co-branded logos, see page 10, or call Kevin Anspach @ ex. 3455.

Clear space

The height of the lowercase "c" in the word **Clackamas** defines the minimum clear space required around all four sides of our logo. The same clear space formula should be used with the vertically formatted logo.

Acceptable logo usage and size

The basic principle here is to be true to the brand, the colors, the fonts. **Navy Blue=** PMS 280C **Scarlet Red=** PMS 200C. Minimum width of the horizontal logo is 1.5 inches, minimum width for the vertical "stacked" logo is 1 inch.

A note on animation and video

*Animation of all CCC logos and mascot is limited to **fade in / fade out only** (no spinning or distorting).*

Additionally, do not separate the icon from the word mark in any videos, web pages, digital on-screen graphics, watermarks or animation.

4C/2C

Reversed out of Navy Blue, Scarlet Red or other dark colors

Grayscale

Black

1C/PMS 280

Logo usage (continued)

Placement
The bottom left, center or right position should be used when a advertisement, poster or flier is endorsed by CCC, here the logo acts as a seal of quality. Do not place the logo over a busy photograph, pattern or texture. **Note:** The horizontal logo is the standard and preferred logo to use. Reserve use of the stacked logo to times when limited width is available and the horizontal logo will not visually work as well in the space.
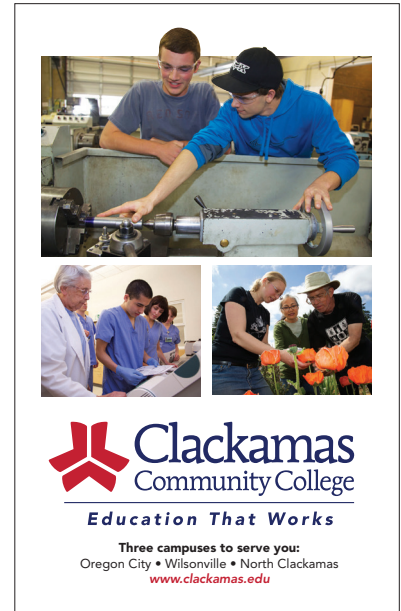
Don't

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

IMPORTANT: Never re-create the logo — only use approved logo files found in the Brand Toolbox or those provided by the brand manager or Creative Services team.

Don't screen logo

Don't use dropshadows

Don't alter established color

Don't distort

Don't surround in a box with a rule/border

Don't alter proportions between icon and type

Don't transpose color

Don't place the color logo on dark, busy backgrounds or photos or in a white box. Instead use the white logo as shown in the "reversed out" samples on the previous page (.eps or .png file formats have transparent backgrounds)

Don't use icon as a stand alone graphic, for bulleted lists or combined with other art to create a new icon or logo for your program or department.

Usage of the icon as a stand alone graphic without the wordmark or college name is at the discretion of the Brand Manager only.

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 Black

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.

Don't have the CCC brand fonts? *For font/typography questions, alternatives and guidance, please contact Kevin Anspach, Creative Lead / Brand Manager, at kevin.anspach@clackamas.edu.*

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 (slogan)

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.

As a Stand Alone

Education That Works

Avenir - 85 Heavy

Education That Works

ITC Mendoza Roman - Book

Tagline (slogan) With Logo

The "slogo" (wide slogan with logo) color on white

The "slogo" (wide slogan with logo) reversed out of Scarlet Red, Navy Blue or Black.
Typically used as an anchor graphic for PowerPoint and Poster templates (coming soon).

Co-brands and customized logos

Customized logos for departments, programs, clubs, committees, groups or special teams are also available upon request. Please refer to page 11 "Criteria for standard logo vs

Note: All co-branded and customized logos must be created by the Creative Services team in the College Relations & Marketing Department and approved by CCC's brand manager. If your department or program needs a co-branded logo, please submit a ticket at *www.clackamas.edu/creative-services*.

Notes on usage and requests:

• Co-branded logos are not recommended for use on business cards or email signatures, please use the standard CCC logo instead.

• Co-branded logos follow the same usage and clear space guidelines as the standard CCC logo

• Co-branded logos follow the same usage and clear space guidelines as the standard CCC logo

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Department style samples:

Criteria for standard, co-branded and customized logo requests

Standard logo style Criteria: (for widespread use by staff/faculty. For specific departments, programs or clubs/groups, additional options are available below.)	![Clackamas Community College standard logo]
Co-branded logo Criteria: (limited to departments only. Department name all caps, separated by a thin rule*)	![Clackamas Community College Health Sciences co-branded logo]
Program logotype (Typically used in conjunction with a department co-brand logo, but the standard logo is also an option. Co-branded logo or standard logo separated by a thin vertical line, program name in upper and lower case*)	![Clackamas Community College Health Sciences Medical Assistant Program logotype]
Club or special group/team logos (For use when request for customized logo does not meet the criteria for one of the above options. Ideal for limited space imprinting/embroidery. Mascot version limited to staff/faculty, not clubs	CCC Group Name CCC Group Name CCC Group Name
Button/sticker style logo This versatile logo is deal for all forms of swag products including buttons, stickers, t-shirts and more. For use for all CCC programs, departments and committees, the bottom line of this style can be customized to suit your needs.	![Button/sticker style logo — Clackamas Community College, Your Team or Message Here]

Supplemental art requests

Co-branded and custom logos that don't fall into the criteria above are considered customized **supplemental art**. This type of art is typically custom art for swag such as t-shirts for fundraisers or for students in specific CCC programs. This type of art is available, but is **not considered a substitute for the standard CCC logo**. For marketing materials publicizing a CCC program, department, event or service (internally or externally), always us the standard CCC logo or official co-brand or logotype.

* All co-branded and customized logos must be created and archived for official use by the Brand Manager or Creative Services team. Standard logos are available in the brand toolbox, co-branded and customized logos are archived in Creative Services. All usage of CCC logo assets must be reviewed prior to production/distribution to confirm brand compliance.

www.clackamas.edu/brand-toolbox   (Last modified 9/14/22)

Email signatures (standard)

At the right is a guide for **the standard email signature** you can format until ITS and College Relations and Marketing develops a campus-wide implementation plan.

Part of the plan will include scripting/coding solutions that will allow locked-down formatting control on both the sender and receiving ends of email exchanges.

In the meantime, follow the sample as a guide to establish consistency.

If you are not currently using a signature, please ask a colleague who is familiar with the process, or contact Brand Manager Kevin Anspach (ex.3455). If using Outlook, it's located under preferences.

Note: Some email programs may have limited formatting capabilities or are not capable of displaying logos. In these cases, please follow the sample at right as close as possible.

Here are the steps to create your new email signature in Outlook with the new CCC logo.

• **Open Outlook**

• **Go to New Email**, then **Insert** and **New.**

• **Personalize your signature:** Type in all content needed for your new email signature: name, title, your personal pronoun* (optional), Clackamas Community College, address, phone, email, and hours. Please format the text using the specific style guidelines outlined in this document for font type, font size and colors.

• **Insert the logo:** To insert the new, official CCC logo below your phone number and email in the signature line, copy the URL and copy/save the logo.

• **A white background is required.** Please remove any background textures for outgoing mail.

• Unless otherwise noted, the text color is black.

• All fonts are Verdana (*Verdana the recommended font for screen readers*).

• All text should be 10pt.

Your Firstname Lastname
Your Title Short or Long Goes Here
(XXXX/XXXX/XXXX pronouns)
Clackamas Community College
Department Namehere
19600 Molalla Ave, Oregon City, OR 97045
503-594-XXXX • xxxx@clackamas.edu

www.clackamas.edu

HOURS: 7:30 a.m.- 4:30 p.m.
MY ON-CAMPUS DAYS: Mon-Wed
MY REMOTE WORK DAYS: Thurs + Fridays

Personalizing your signature

• Line 1 name is **Verdana Bolded, 10 pt.**

• Line 2 Title is Verdana, 10 pt.

• Line 3 Pronoun* is Verdana, 10 pt. Replace XXXX's with your personal pronouns. Example: (he/him/his pronouns). Add hyperlink by highlighting the word **pronoun:** 1) go to the **Link** tab, 2) In the **Address** text box, enter or paste https://www.mypronouns.org, 3) select OK.

• Line 4 & 5 is Verdana **bolded dark red 10 pt**. *It may seem redundant to list the college name here if we are using the logo, but some email servers automatically exclude/hide images. Including this line will guarantee that the recipient knows it's from the college if the logo does not show up. List your department name on the next line in red as well.*

• Line 6 address line is Verdana 10 pt (use your campus address).

• Line 7 phone and email is Verdana 10 pt. Replace the XXXX with your extension, and change the first part of the email address email XXXX to your own name.

• Line 8 is our **standard** horizontal logo. Please **do not use any co-branded logos here**. List your department name on Line 4 instead. Go to the following URL and copy the standard logo: http://www.clackamas.edu/images/default-source/default-album/ccc-email-signature-logo.png?sfvrsn=52d48b68_4 **IMPORTANT NOTE:** Open logo, copy and then paste the image in the signature box. Do not resize the logo or alter it an any other way.

• Line 9 the website url is 10pt **Verdana bold dark red.**

• Line 10-12 all begin with 8pt **Verdana bold all caps,** followed by the info with Verdana.

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* *Personal pronouns: she/her/hers, he/him/ his, or they/them/theirs.*

Branded stationery, forms and templates

An official stationery package has been developed, printed and is available for use.

- **Business cards** and **name badges** with the new logo can be ordered by filling out an **online request form** at http://depts.clackamas.edu/pubs/pubsjob/index.aspx.

- The new logo and a variety of electronic branded Microsoft Word office templates **are available in the Brand Toolbox** on or off campus at www.clackamas.edu/brand-toolbox.

- For a supply of the **preprinted envelopes and letterheads**, please trade in your current supply for recycling by contacting Kathy Bergin in Printing & Duplication, 503-594-6788 or kathybe@clackamas.edu.

- **More templates are in the works**. If you have a form or template that you use on a regular basis, please fill an **online request form** for a customized version.

The Duplication Department has upgraded much of it's equipment offering new capabilities such as in-house envelope printing and mail-merge labeling. For more information, contact Kathy Bergin at 503-594-6788 or kathybe@clackamas.edu.

Cougar Proud: Athletics logos

The mascot

The new Mascot logo replaces the "interlocking three Cs" logo and is a mark for all sports teams. The clever use of descending sizes of the stylized "CCC" forms the foundation of the cougar's head. This logo is as fierce, bold and aggressive as our athletes.

Mascot (2 color version)

The wordmark

In the same way our mascot logo communicates who we are, our Cougars wordmark is also an essential element in forwarding the athletic brand identity. A customized version of the uppercase CCStandby4Action font, it borrows the "teeth" element from the stylized "C" of our mascot logo and helps to imply aggression, movement and strength. ***Note:*** *Never attempt to customize the CCCStandby4Action font with the "tooth". Specific criteria must be met for brand approval. Please contact BrandReview@clackamas.edu for more information.*

Cougars Wordmark (blue)

Mascot / wordmark combo,
2 color version
(MASCOText)

The mascot / wordmark combo (MASCOText)

Together, our mascot and our wordmark combine to create a compelling and powerful brand identifier.

Note: The mascot logo and wordmark were designed with flexibility in mind and can be used independently. However, refrain from manually combining the two, instead use the mascot /wordmark combo (MASCOText) files available in the Brand Toolbox. *Team-specific versions of the MASCOText logo are available to coaches upon submission of a Creative Services work order.*

The fonts (athletics)

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 1
HEADER 2

CCStandby4Action - Regular or Italic

Use this font for HEADLINES or MINIMAL amounts of words only. It is not intended for use as a substitute for standard body copy fonts.

Subhead 1&2

ITC Mendoza Roman - Medium

SAMPLE

Deselect the caps lock/shift key when using this CCStandby4action font.
Avoid unwanted serifs (see circled areas) by setting your text in LOWERCASE ONLY.

OUTLINED

For readability, reserve adding outlines to the wordmark or the CCStandby4action font for **uniform stitching only**, not print or silkscreening

Header 3

Avenir LT - 85 Black

Subhead 3

Avenir LT - 65 Medium

Body Copy
ITC Mendoza Roman - Book or Avenir - Book

ITC Mendoza Book or Avenir Book should be the primary body copy for most college communications, including CCC Athletics. Never use the headline font CCSTandby4Action for composing large amounts of text

Don't have the CCC brand fonts? *For font/ typography questions, alternatives and guidance, please email Kevin Anspach, Creative Lead / Brand Manager, at kevin.anspach@clackamas.edu or BrandReview@clackamas.edu*

Mascot usage

Mascot assets are available in the Brand Toolbox via the staff portal or by visiting *www.clackamas.edu/ brand-toolbox.* The following provides basic guidelines for implementation and usage of our Mascot, Cougar wordmark and "combo" logoto help maintain a consistent brand identity.

1) To build brand recognition, the Mascot or "combo" logo (mascot with wordmark) is required on all materials (print, web, video) that publicize a CCC athletic event, class, program or service. The preferred location of the logo is on the **bottom** of the page (left, center or right).

2) Mascot usage must be reviewed and approved prior to printing/ publishing, embroidery, silkscreening or ASG stamping to confirm the logos are being used correctly and effectively. It's a quick process done via email and is typically reviewed on the same day it's submitted,but may take up to two business days. Please build sufficient time into the project deadline to allow for any required edits.

3) Send your pdf proof via email with the subject line BRAND REVIEW to **BrandReview@clackamas.edu** or **kevin.anspach@clackamas.edu.**

Clear space

The height/width of the "c" in mouth of the mascot defines the minimum clear space required around all four sides.
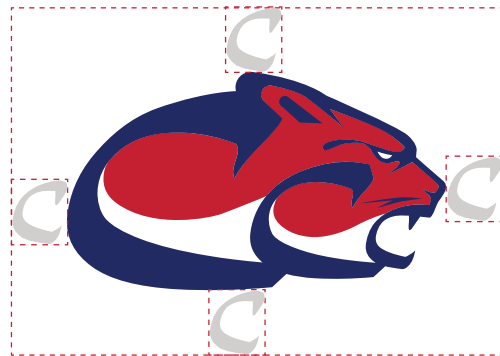
The same clear space formula should be used with the inside shape created within the "A" of the Cougars wordmark (shown red in example below).

Acceptable logo usage and size

The basic principle here is to be true to the brand, the colors, the fonts. **Navy Blue=** PMS 288C **Scarlet Red=** PMS 200C. Minimum width of the Mascot is 1.5 inches, minimum width for the wordmark is also 1.5 inches.

3 color

Black

2 color

1 color Blue/PMS 280

Important note on the reversed (white) option

Don't change the black logo to white in order to impose it on dark/busy backgrounds or photos (left).

A customized reversed/white version of the mascot has been created for best readability (right).

Reversed out of Navy Blue

1 color Red/PMS 200

Don't

In the same manner, there are things that should not be done to the mascot, wordmark or MASCOText logos.

IMPORTANT: Never re-create these assets or develop/use alternative art/illustrations of a cougar when promoting athletics or team spirit— only use brand approved logo files on marketing materials and wearables/uniforms.

Don't alter established color

Don't distort

Don't shorten name or recreate a new "three c's" logo

Don't surround in a box with a rule/border

Don't add outlines

Don't transpose color

Don't place the color logo in a white box in order to impose it on dark/busy backgrounds or photos.

Don't change the black logo of the mascot or MASCOText to white in order to impose it on dark/busy backgrounds or photos (left).

A customized reversed/white version of the mascot has been created for best readability (right).

Mascot usage (fabrics)

The most common usage of the mascot will be with specialty items such as clothing, hats and signage. The basic principle here is to be true to the brand by sticking to the established school colors whenever possible for fabrics, inks (screen printing) and threads (embroidery).

Note: The "for fabrics" files in the Brand Toolbox for are optimized for screen printing and embroidery vendors only, and are not meant for use in print or online materials.

Navy Blue= PMS 280C, **Scarlet Red**= PMS 200C, **white** and **light/dark gray**.

There are numerous combinations available while still sticking to our brand. For tips on which file to provide to your vendor, contact Kevin Anspach at ext. 3455.

However, in cases where the background color is not a brand color, the following guidelines must be followed:
• For 1-color on **black fabrics**, always use white ink/thread.
• For 2-color on **black fabrics**, only use **white and red inks/threads**.
• **For any other color backgrounds, always use 1-color ink/thread only.**
  Use white ink/thread on **dark** fabrics*, and use black ink/thread on **light** color fabrics.

Reminder: *Creative Services can prepare files for your vendor quickly and accurately, free of charge. All specialty items and clothing featuring the Mascot, cougar wordmark, or CCC logo that have not been produced by the Creative Services team in the College Relations & Marketing Department must be reviewed for brand compliance **prior** to being produced or distributed to confirm. The approval process typically happens during the same day, but may take up to two business days, so please build sufficient time into the project deadline to allow for any required edits.*

*Send your pdf proof from your vendor via email with the subject line **BRAND REVIEW REQUEST** to BrandReview@clackamas.edu or kevin.anspach@clackamas.edu.*

WHITE BACKGROUND	LIGHT GRAY BACKGROUND	DARK GRAY BACKGROUND	NAVY BLUE BACKGROUND	SCARLET RED BACKGROUND	BLACK BACKGROUND	OTHER BACKGROUNDS
			For navy blue backgrounds, use one of the above options only.	For scarlet red backgrounds, use one of the above options only.	For black backgrounds, use one of the above options only.	It's OK to change the background color to a non-brand compliant color, but always use **1-color ink/thread only**. Use white ink/thread on dark fabrics, and use black ink/thread on light color fabrics.

* **Don't change the black logo to white in order to impose it on dark/busy backgrounds or photos. A customized reversed/white version of the mascot has been created for best readability.**

Email signatures (athletics)

At the right is a guide for **the athletics email signature** you can format until ITS and College Relations and Marketing develops a campus-wide implementation plan.

Part of the plan will include scripting/coding solutions that will allow locked-down formatting control on both the sender and receiving ends of email exchanges.

In the meantime, follow the sample as a guide to establish consistency.

If you are not currently using a signature, please ask a colleague who is familiar with the process, or contact Brand Manager Kevin Anspach (ex.3455). If using Outlook, it's located under preferences.

Note: Some email programs may have limited formatting capabilities or are not capable of displaying logos. In these cases, please follow the sample at right as close as possible.

Here are the steps to create your new email signature in Outlook with the new CCC / mascot logo.

- **Open Outlook**

- **Go to New Email**, then **Insert** and **New.**

- **Personalize your signature:** Type in all content needed for your new email signature: name, title, your personal pronoun* (optional), Clackamas Community College, address, phone, email, and hours. Please format the text using the specific style guidelines outlined in this document for font type, font size and colors.

- **Insert the logo:** To insert the new, official CCC logo below your phone number and email in the signature line, copy the URL and copy/save the logo.

- **A white background is required.** Please remove any background textures for outgoing mail.

- Unless otherwise noted, the text color is black.

- All fonts are Verdana (*Verdana the recommended font for screen readers*).

- All text should be 10pt.

Your Firstname Lastname
Sport name Coach/ Assistant Coach
(XXXX/XXXX/XXXX pronouns)
Clackamas Community College Athletics
19600 Molalla Ave, Oregon City, OR 97045
503-594-XXXX • xxxx@clackamas.edu

www.clackamas.edu/athletics

HOURS: 7:30 a.m.- 4:30 p.m.
MY ON-CAMPUS DAYS: Mon-Wed
**MY REMOTE WORK DAYS:** Thurs + Fridays

Personalizing your signature

- Line 1 name is **Verdana Bolded, 10 pt.**

- Line 2 Title is Verdana, 10 pt.

- Line 3 Pronoun* is Verdana, 10 pt. Replace XXXX's with your personal pronouns. Example: (he/him/his pronouns). Add hyperlink by highlighting the word **pronoun:** 1) go to the **Link** tab, 2) In the **Address** text box, enter or paste https://www.mypronouns.org, 3) select OK.

- Line 4 & 5 is Verdana **bolded dark red 10 pt**. *It may seem redundant to list the college name here if we are using the logo, but some email servers automatically exclude/hide images. Including this line will guarantee that the recipient knows it's from the college if the logo does not show up. List your department name on the next line in red as well.*

- Line 6 address line is Verdana 10 pt (use your campus address).

- Line 7 phone and email is Verdana 10 pt. Replace the XXXX with your extension, and change the first part of the email address email XXXX to your own name.

- Line 7 is for the **CCC/Mascot horizontal logo**. Go to the following URL and copy the logo: https://www.clackamas.edu/images/default-source/logos/ccc_mascotsignature.png

- **IMPORTANT NOTE:** Open logo, copy and then paste the image in the signature box. Do not resize the logo or alter it an any other way.

- Line 9 the website url is 10pt **Verdana bold dark red.**

- Line 10-12 all begin with 8pt **Verdana bold all caps,** followed by the info with Verdana.

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* *Personal pronouns: she/her/hers, he/him/his, or they/them/theirs.*

The paw print icon

There will be opportunities to use our cougar paw print in certain graphic applications. The previous version of the paw with claws has been retired, and the following is the approved graphic and colors for our new paw print.
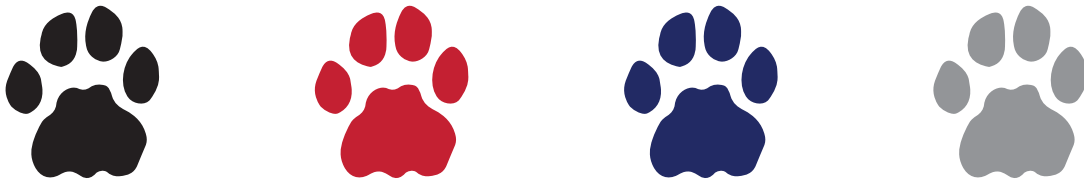
Paw (standard)
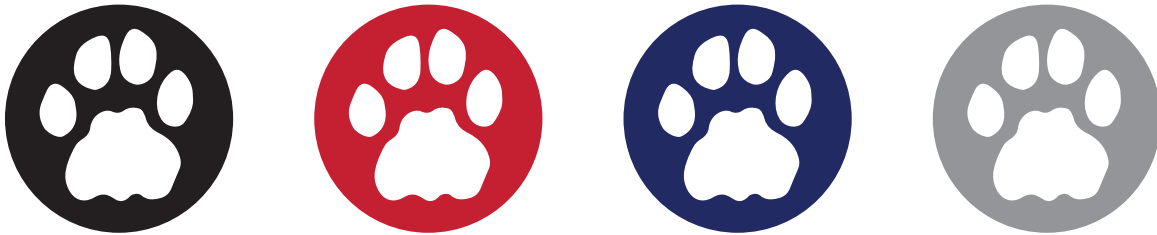
Paw (button)

Poster Guidelines

POSTER GUIDELINES | Clackamas Community College

LAST REVISED 12/02/2019

Postings are allowed on BULLETIN BOARDS ONLY. No walls, doors or windows.

Please review the back of this card for CCC logo usage, clear space tips and approval process.

POSTING POLICIES AND PROCEDURES

- All posters/fliers displaying the CCC logo or mascot must be approved **prior to printing**. **Send a pdf of your poster(s) to BrandReview@ Clackamas.edu**. Posting approval stamps are handled by ASG (CC 152). *Clubs are not authorized to use the CCC logo or mascot.*
- **Stamp is good for 30 days.** You are responsible for removing your postings on or before expiration. Postings are limited to **25 copies*** on bulletin boards only (1 per board).
- Ask permission before posting on department maintained bulletin boards.
- **Do not use tape or staples.** Postings are allowed on bulletin boards only, using white tacks (available on most boards or from ASG).

ALL POSTERS MUST INCLUDE:

- Name of event/class and what it's about
- Date, time and CAMPUS NAME (e.g. Harmony **campus**)
- Cost of attendance (if any)
- Who is hosting the event (sponsored by)
- How to get more information (contact name, phone, email, building/room number. If an event, add the accommodations statement to this information).
- ACCOMMODATIONS STATEMENT (**events only**): *"For questions regarding accommodations for college-sponsored events, contact the Disability Resource Center at 503-594-6357 or drc@clackamas.edu."*

*Limit of 25 copies on OC campus *(only 5 copies on Wilsonville and Harmony campuses).* Any combination of 8.5x11, 8.5x14 or 11x17 (only 3 copies of 24x36 sized versions are allowed). **Postings must not hang beyond bulletin board frame or overlap/cover existing postings.**

For non-CCC related postings, you may only post on the four COMMUNITY BULLETIN BOARDS located in the Cougar Cafe, outside CC 152, under the eaves of McLoughlin Hall and in front of Barlow Hall. **Due to limited space, maximum size of posting cannot exceed 12x18.**

POSTER GUIDELINES APPLY TO ALL CCC CAMPUSES. *For outdoor bulletin boards, place tacks in all four corners or **consider printing on heavy cardstock** to prevent paper curling. Please monitor your postings, and remove outdated posters in a timely manner. Non-compliant materials and/or quantities may be removed without notification.*

If you have any brand related questions, or suggestions for the next revise of this style guide, please contact Kevin Anspach, Creative Lead / Brand Manager at kevin.anspach@clackamas.edu.