



**COLLIN
COLLEGE**

Graphic Standards

Introduction

Every time we design a brochure, sponsor an event, issue a press release, or just hand someone our business card, we are communicating the Collin College **image**. When our name is put in front of the public, we are shaping both our reputation and our college's identity. Clarity, consistency, and coherency ensure that all our communication strengthens our brand.

This graphic standards manual and style guide establishes guidelines for properly using the college logo and images that constitute and influence our identity and our brand's integrity.

Contents

2 Introduction

3 Contents

Basic Standards for Logo

5 College Name

6 Preferred Logo

7 Horizontal Logo

8 Incorrect Usage of Logo

9 Minimum Logo Size

10 Area of Isolation, Logo

11 Correct Usage of Two-Color Logo

12 Incorrect Usage of Two-Color Logo

13 Correct Usage of One-Color Logo

14 Incorrect Usage of One-Color Logo

15 Typefaces

16 Color Specifics

Stationery for Logo

18 Business Card

19 Letterhead

20 Envelope

21 Window Envelope

22 Notepad

23 Notecard

24 Fax Cover Sheet

25 Memorandum

Basic Standards for Seal

27 Seal

28 Area of Isolation, Seal

29 Minimum Seal Size

30 Color Usage for Seal

31 Incorrect Color Usage for Seal

Basic Standards for Cougar Mascot Logo

33 Cougar Logo

34 Minimum Cougar Logo Size

35 Collin College\Cougar Co-brand

36 Color Usage of Cougar Logo

37 Incorrect Color Usage of Cougar Logo

Public Relations Web Page

39 Online Logo Depot

40 Online Templates



Basic Standards

This section of the Graphic Standards Manual establishes the guidelines for using the Collin College logo and other critical elements that constitute and influence our image. It is important to become familiar with these guidelines so that you understand the fundamental elements and implement them properly.

College Name



Collin College

The college brand name is **Collin College**. This name should be used in marketing, publicity, promotional, and informational materials.

Use Collin College on first reference and either Collin College, Collin, or “the college” on subsequent references.

Collin County Community College District

The legal name of the college is **Collin County Community College District**. The legal name will be used when conducting official college business or when referring to the college in materials that will be circulated outside of the college’s service area.

Do not capitalize “college” when used by itself in reference to the college.

Example: The college closes on Thursday.

The district’s service area includes all of Collin County, plus the city of The Colony and Rockwall County.

Examples:

First reference

“**Collin College** made a major announcement today.”

First reference

“The charter members of coalition are the Plano Independent School District (PISD), **Collin College** and The University of Texas at Dallas (UTD)...”

Second reference

“The college intends to encourage students from PISD and UTD to major in math, science, and engineering.”

Preferred Logo



Our logo is a dynamic visual graphic. In order to keep a strong, visual consistency, the logo must not be modified or distorted in any way. To do so jeopardizes the legal protection of our logo as a unique visual representation of our college.

The preferred college logo is a registered trademark in the state of Texas. Permission for use by non-college entities must be granted by Collin College.

The preferred logo is always stacked and is two color or one color. (See the Color Specifics section for correct color usage.) The logo contains two elements: the two circular *C* symbols and the *Collin College* logotype. These two elements should always be seen together (unless you have specific permission from *Public Relations* to do otherwise). The logo must never be reset, re-spaced, or altered in any way. No other type styles should ever be substituted, no matter how similar they may seem. When embossing or debossing the logo, it is important to maintain our image's integrity by utilizing the correct colors and legibility.

If there are any questions, contact *Public Relations* at 972.758.3895.



Horizontal Logo

This page shows the horizontal logo version of the Collin College logo that is approved when the preferred logo cannot be used due to available space.

The horizontal college logo is a registered trademark in the state of Texas. Permission for use by non-college entities must be granted by Collin College.

The horizontal logo is either two color or one color. (See the Color Specifics section for correct color usage.) The logo contains two elements, the two circular *C* symbols and the *Collin College* logotype. These two elements should always be seen together (unless you have specific permission from *Public Relations* to do otherwise). The logo must never be reset, re-spaced, or altered in any way. No other type styles should ever be substituted, no matter how similar they may seem. When embossing or debossing the Collin College logo, it is important to maintain our image's integrity by utilizing the correct colors and legibility.

If there are any questions, contact *Public Relations* at 972.758.3895.



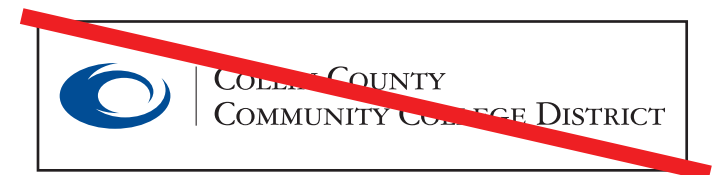
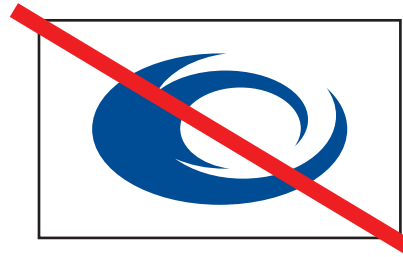
Incorrect Usage of Logo

It is not acceptable to separate the circular *C* symbols from the *Collin College* logotype or to change the spacing between the symbol and the rest of the logotype.

It is not acceptable to use the *Collin College* logotype alone as a logo.

Note that it is incorrect to use the new symbol with the previous CCCCDC logotype. This includes any of the previous logotype configurations such as the one-line, two-line, or three-line version of the previous logo.

If there are any questions, contact *Public Relations* at 972.758.3895.

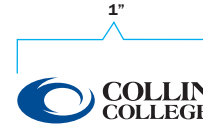


Minimum Logo Size



The minimum width that the preferred Collin College logo may be reproduced is 1 inch, as shown. For the vertical version of the Collin College logo, the minimum width should be 0.60”.

For applications where a smaller logo is required, contact *Public Relations* at 972.758.3895.

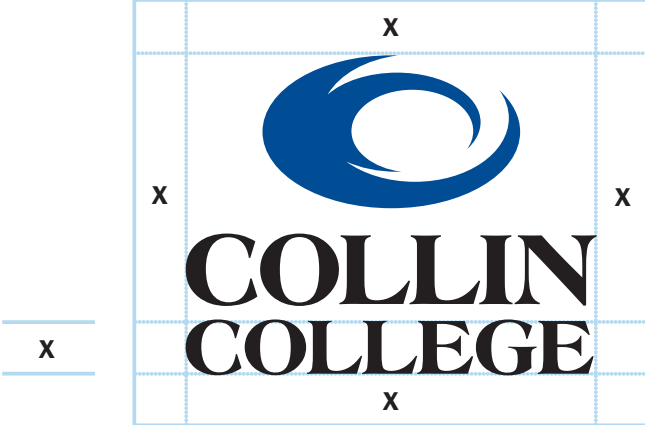


Area of Isolation, Logo

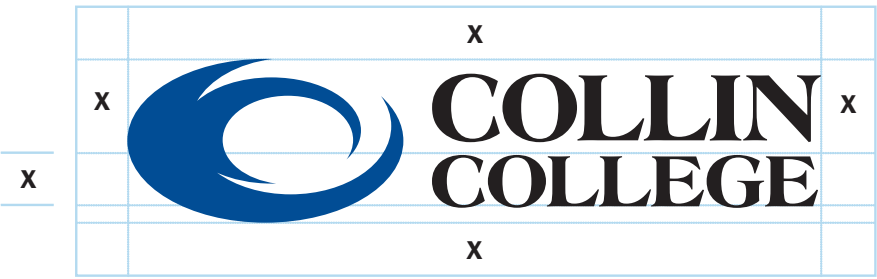
An area of isolation surrounds the logo on all four sides to separate it from any other visual material. This space around the logo allows it prominence. The logo will be easier to see and, therefore, be identified more effectively.

The minimum dimension for the area of isolation is measured as *X* which is shown in these diagrams. *X* is equivalent to the height of the letter *E* in *COLLEGE*. This area must remain empty, free of any text, slogans, or other design elements on all four sides of the logo. This includes other logos, taglines, graphics, or illustrations that may encroach on the area of isolation. The area of isolation may be larger than *X* but never smaller.

If there are any questions, contact *Public Relations* at 972.758.3895.



X equals the height of the “E”



X equals the height of the “E”

Correct Usage of Two-Color Logo

The color usage for the preferred and horizontal logos is two colors: The words *Collin* and *College* are in Collin College Black. The preferred version is used on all stationery and must match exactly.

The two-color logo may be reproduced on a white background or up to a 20 percent gray background. Never use the logo over any image where the background tone exceeds 20 percent.

For Collin College colors, refer to the Color Specifics section for a detailed list of acceptable color standards in various formats: Pantone, CMYK, RGB, and web-safe color formulas.

If there are any questions, contact *Public Relations* at 972.758.3895.



Incorrect Usage of Two-Color Logo

When using the two-color version of the logo, it is unacceptable to alter the color usages.

It is unacceptable to overprint an image with the two-color version of the logo, unless the background does not exceed a value of 20 percent.

If there are any questions, contact *Public Relations* at 972.758.3895.



Correct Usage of One-Color Logo

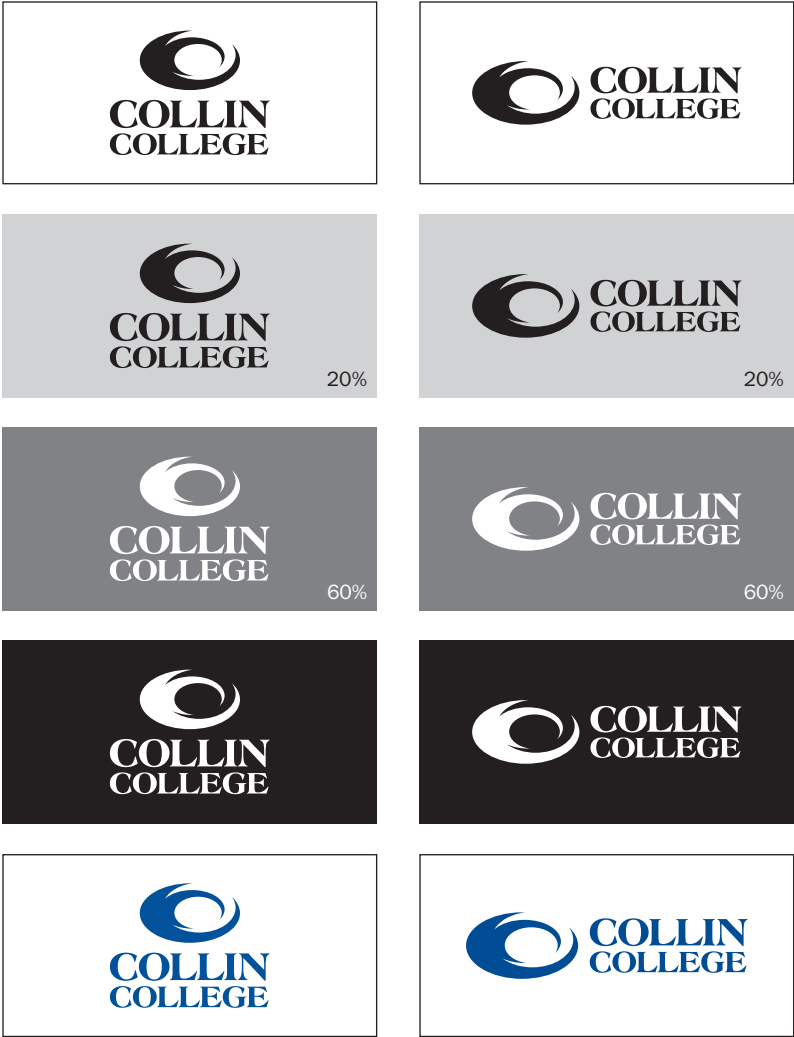
When only one color can be used for the logo, it is preferable to print the logo in all black letters on a white background. The all black version of the logo may overprint on a gray background that is no darker than 20 percent black. This allows for sufficient contrast to make the logo legible.

When the background color is too dark to provide legibility with a black logo, the logo may reverse out of the background color to white. When using the white reversed logo, the background must be shaded 60 percent or darker (see page 36).

In some one-color usages, it is acceptable to use the entire logo in Collin College blue. The logo may overprint on a gray background that is no darker than 20 percent black.

For colors, refer to the Color Specifics section for a detailed list of acceptable color standards in various formats: Pantone, CMYK, RGB and, web-safe color formulas.

If there are any questions, contact *Public Relations* at 972.758.3895.



Incorrect Usage of One-Color Logo

When using the one-color version of the logo, it is unacceptable to alter the color usage. On a colored background, it is unacceptable to use the all-black version when the background is darker than 20 percent. It is also unacceptable to use the all-white version of the logotype when the background is lighter than a 20 percent screen of black.

It is unacceptable to use the all-black version of the logo on a background of solid Collin College blue or the Collin College blue logo on a black background.

If there are any questions, contact *Public Relations* at 972.758.3895.



Typefaces

Three typeface families, Franklin Gothic, Garamond, and ITC Galliard, are recommended by *Public Relations* to represent the college in all communication materials.

If there are any questions, contact *Public Relations* at 972.758.3895.

Franklin Gothic Book

Franklin Gothic Book Italic

Franklin Gothic Demi

Franklin Gothic Demi Italic

Garamond Regular

Garamond Italic

Garamond Bold

Garamond Bold Italic

ITC Galliard Roman

ITC Galliard Italic

ITC Galliard Bold

ITC Galliard Bold Italic

Color Specifics

The colors Collin College Blue and Collin College Black are a critical part of the college's identity. It is important to keep color usage consistent. Formulas for the official colors are provided to help reproduce it accurately regardless of application or usage.

In lieu of the colors specified throughout this manual, you may use the PANTONE® color shown here. CMYK color formulas are shown to ensure consistent color in printed pieces that are not using the PANTONE Matching System. RGB color formulas are used for on-screen images. Websafe colors are a standard color system established by multimedia engineers to allow cross-platform usage of electronic media. This includes multimedia and Internet.

If there are any questions, contact *Public Relations* at 972.758.3895.



Collin College Blue

Pantone 287 C

Pantone 287 U
R=12, G=46, B=130

C=100, M=68, Y=0 K=12
Web Safe 004088



Collin College Black

Pantone Black C

Pantone Black U
R=0, G=0, B=0

C=0, M=0, Y=0 K=100
Web Safe 000000



Stationery

This section specifies the Collin College stationery system.

Maintaining consistency is vital to shaping perceptions of the college. This is one of the most frequently viewed forms of our image.

Business Card



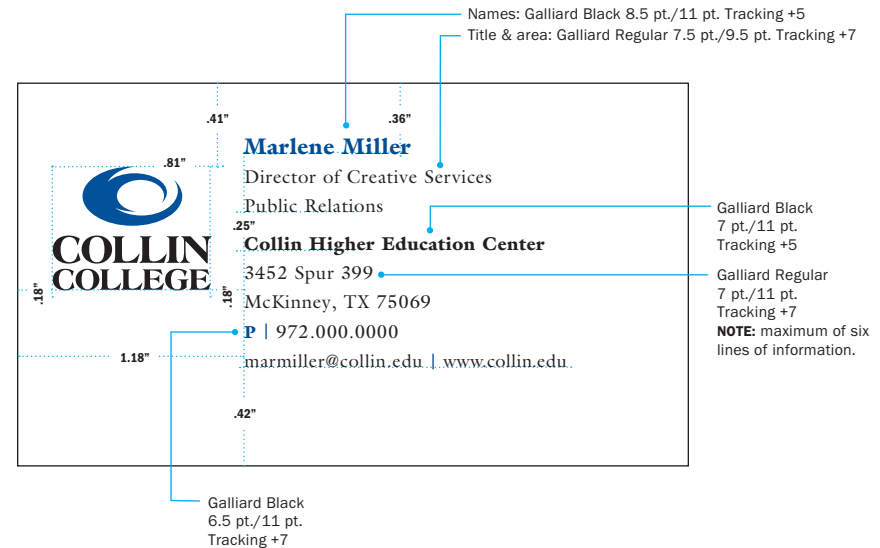
This page shows the approved layout for a business card. It should be offset printed and printed on specified paper to match the letterhead and envelope.

Business cards must be printed on 100 lb. Ultrawhite Superfine Eggshell Cover.

The guidelines for creating the business card are provided in the example to the right. Any variation from these guidelines is not permitted.

Business Card orders are to be placed through the business card order form in CougarMart.

If there are any questions about customized printing, please contact *Public Relations* at 972.758.3895.



Letterhead

This is the approved version of the standard letterhead. It must be printed on specified paper to match the business card and envelope.

Standard letterhead must be printed on 24-lb. Ultrawhite Superfine Eggshell Writing.

The guidelines for creating the letterhead are provided in the example to the right. Any variation from these guidelines is not permitted.

Print orders are to be placed through CougarMart. The letterheads are also available as Word templates at www.collin.edu/pr.

If there are any questions about customized printing, please contact *Public Relations* at 972.758.3895.



Galliard Black
7 pt./11 pt.
Tracking +5

Galliard Regular
7 pt./11 pt.
Tracking +7
NOTE: maximum of five
lines of information.

Garamond Regular 10 or 12 pt.

Envelope

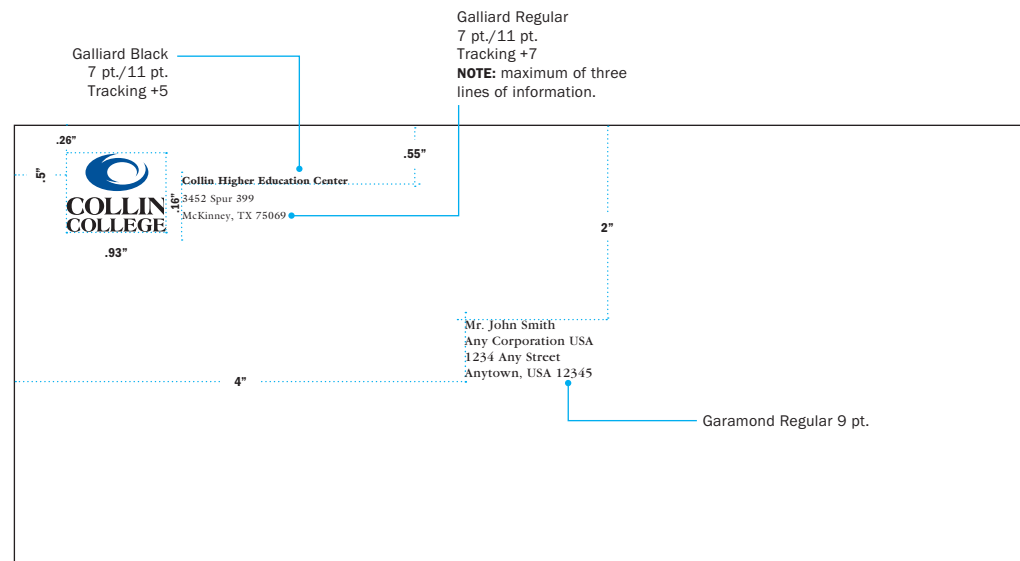
This is the approved version of the standard envelope. It must be printed on specified paper to match the business card and letterhead.

Standard envelopes must be printed on 70 lb. Ultrawhite Superfine Eggshell text.

The guidelines for creating the envelope are provided in the example to the right. Any variation from these guidelines is not permitted.

Print orders are to be placed through CougarMart.

If there are any questions about customized printing, please contact *Public Relations* at 972.758.3895.



Window Envelope

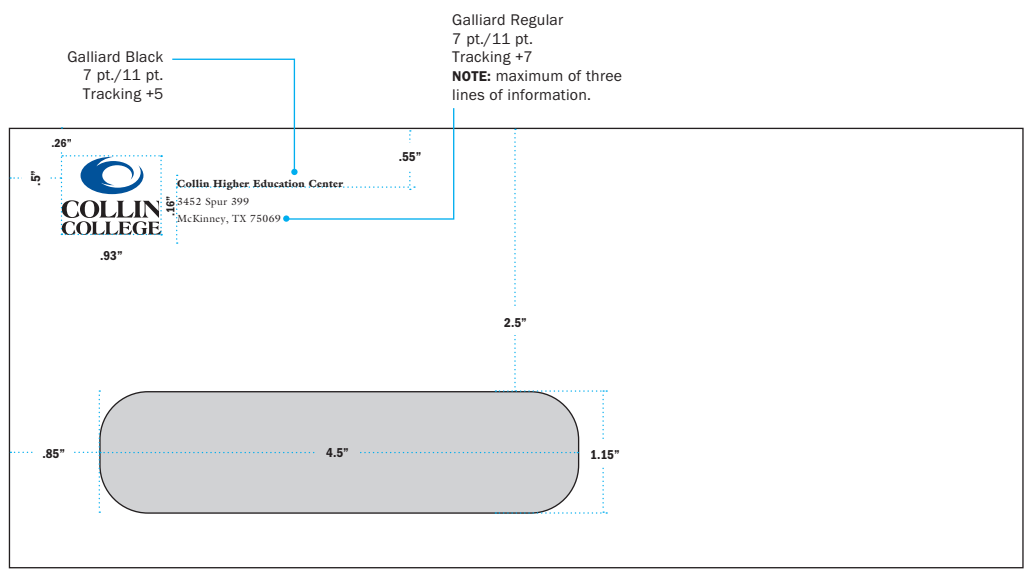
This is the approved version of the window envelope. It must be printed on specified envelope. It must be printed on specified paper to match the business card and letterhead.

Window envelopes must be printed on 70 lb. Ultrawhite Superfine Eggshell text.

The guidelines for creating the window envelope are provided in the example to the right. Any variation from these guidelines is not permitted.

Print orders are to be placed through CougarMart.

If there are any questions about customized printing, please contact *Public Relations* at 972.758.3895.



Notecard

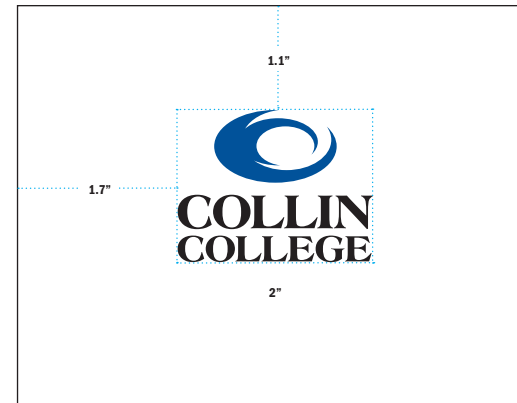
This is the approved version of the notecard.

It must be printed on specified paper that matches or is similar to the business card, letterhead, and envelope.

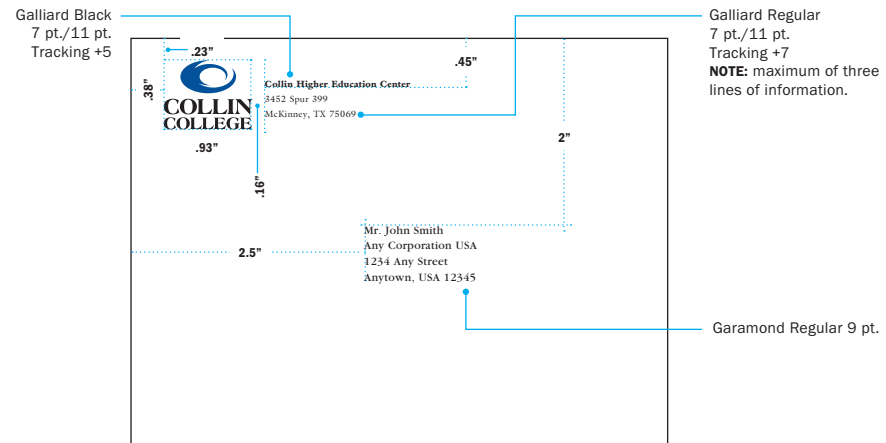
The guidelines for creating the notecard are provided in the example to the right. Any variation from these guidelines is not permitted.

Print orders are to be placed through CougarMart.

If there are any questions about customized printing, please contact *Public Relations* at 972.758.3895.



Note Card: 5.5" X 4.25."



Note Card Envelope: A-2 square flap (5.75" X 4.375.")

Fax Cover Sheet




An approved digital version of the fax cover sheet template includes the logo, facsimile heading, and address lines that will print on the finished document.

Fax cover sheets should be printed in black on white paper stock.

To download this facsimile cover sheet template, visit the Public Relations Department's web page at www.collin.edu/pr/templatelibrary.html.

If there are any questions, contact *Public Relations* at 972.758.3895.

 **Facsimile**

Month, Day 2XXX

To: Mr. John Smith
Fax: 972-000-0000
From: Marlene Miller
Fax: 972-000-0000
Phone: 972-000-0000
Pages: 2

Subject: Template for Facsimile

Comments: Templates for Collin College Facsimile are available on the Collin College Public Relations Department's web page at www.collin.edu/pr/templatelibrary.html. These templates should be used when composing a facsimile message to ensure that Collin College graphic standards are consistently met. The templates can accommodate single- and multiple-page facsimile messages. The margins of each template and the position of the logos have been set to adhere to the graphic standards. These settings have been protected and cannot be altered.

Use the standard paper stock in your printer. The template includes a logo that will print on the finished document.

URGENT FOR REVIEW PLEASE COMMENT PLEASE REPLY PLEASE RECYCLE

Collin Higher Education Center
3452 Spur 899, McKinney, TX 75069
P 1972.000.0000 | www.collin.edu
Collin College is an equal opportunity institution and provides educational and employment opportunities without discrimination on any basis protected by applicable law.

Garamond Regular 10 or 12 pt.

Memorandum

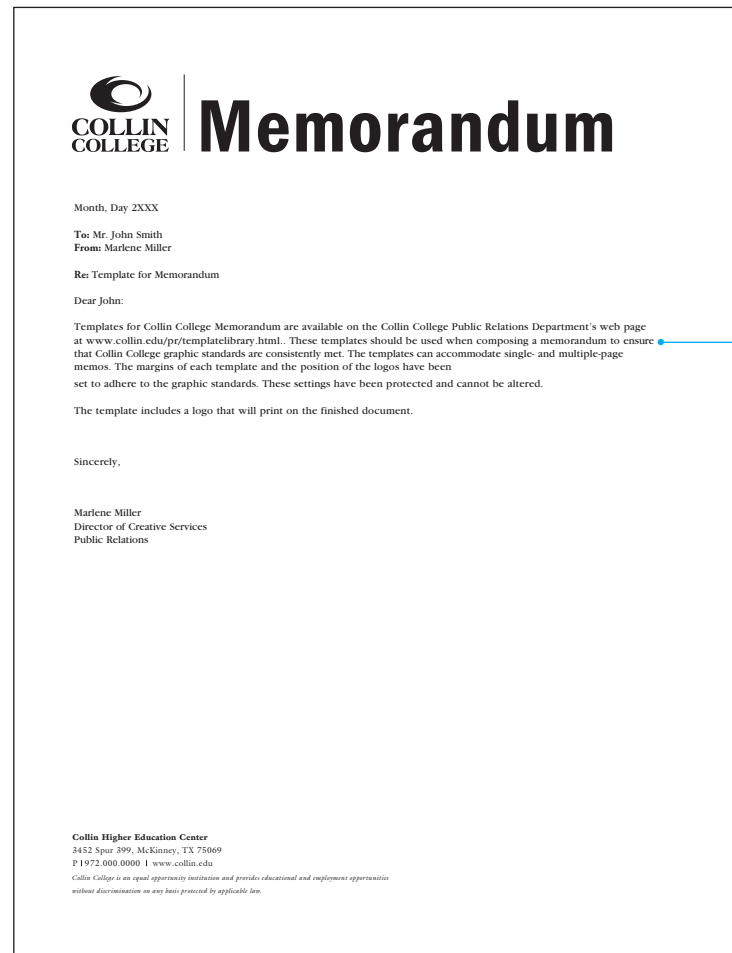


An approved digital version of the memorandum template includes the logo, memorandum heading, and address lines that will print on the finished document.

Memorandums should be printed in black on white paper stock.

To download this memorandum sheet template, visit the Public Relations Department's web page at www.collin.edu/pr/templatelibrary.html.

If there are any questions, contact *Public Relations* at 972.758.3895.



Garamond Regular 10 or 12 pt.



Basic Standards

This section of the Graphic Standards Manual establishes the guidelines for using the college seal. It is important to become familiar with these guidelines so that you understand the fundamental elements and implement them properly.

Seal

Our seal is a dynamic visual graphic. In order to keep a strong, visual consistency, the seal must not be modified or distorted in any way. To do so jeopardizes the legal protection of our seal as a unique visual representation of our college.

The seal is always one color (See the Color Specifics section for correct color usage). The seal contains the core value elements, and these are part of the seal. The core values should never be removed from the rest of the seal (unless you have specific permission from *Public Relations* to do otherwise). The seal must never be reset, re-spaced, or altered in any way. No other type styles should ever be substituted, no matter how similar they may seem. When embossing or debossing the seal logo, it is important to maintain our image's integrity by utilizing the correct colors and legibility.

It is not acceptable to co-brand with both the college logo and seal.

If there are any questions, contact *Public Relations* at 972.758.3895.



Area of Isolation, Seal

An area of isolation surrounds the seal on all four sides to separate it from any other visual material. This space around the seal allows it prominence. The seal will be easier to see and, therefore, identified more effectively.

The minimum dimension for the area of isolation is measured as *X* which is shown in these diagrams. *X* is equivalent to the height of the letter *E* in *COLLEGE*. This area must remain empty, free of any text, slogans, or other design elements on all four sides of the logo. This includes other logos, taglines, graphics, or illustrations that may encroach on the area of isolation. The area of isolation may be larger than *X* but never smaller.

If there are any questions, contact *Public Relations* at 972.758.3895.



**X equals the height of the “E”
in COLLEGE**

Minimum Seal Size

The minimum width that the preferred seal may be reproduced is one inch, as shown.

For applications where a smaller logo is required, contact *Public Relations* at 972.758.3895.



Color Usage for Seal

The college seal is one color. It is preferable to print the seal in all black letters on a white background. The all-black version of the logo may overprint on a gray background that is no darker than 20 percent black. This allows for sufficient contrast to make the seal legible.

When the background color is too dark to provide legibility with a black seal, the seal may reverse out of the background color to white. If reproducing the seal on a background that is black, the seal should be darker than 60 percent gray.

In some one-color usages, it is acceptable to use the entire seal in Collin College blue. The seal may overprint on a gray background that is no darker than 20 percent black.

For official colors, refer to the Seal Color Specifics section for a detailed list of acceptable color standards in various formats: Pantone, CMYK, RGB, and web-safe color formulas.

If there are any questions, contact *Public Relations* at 972.758.3895.

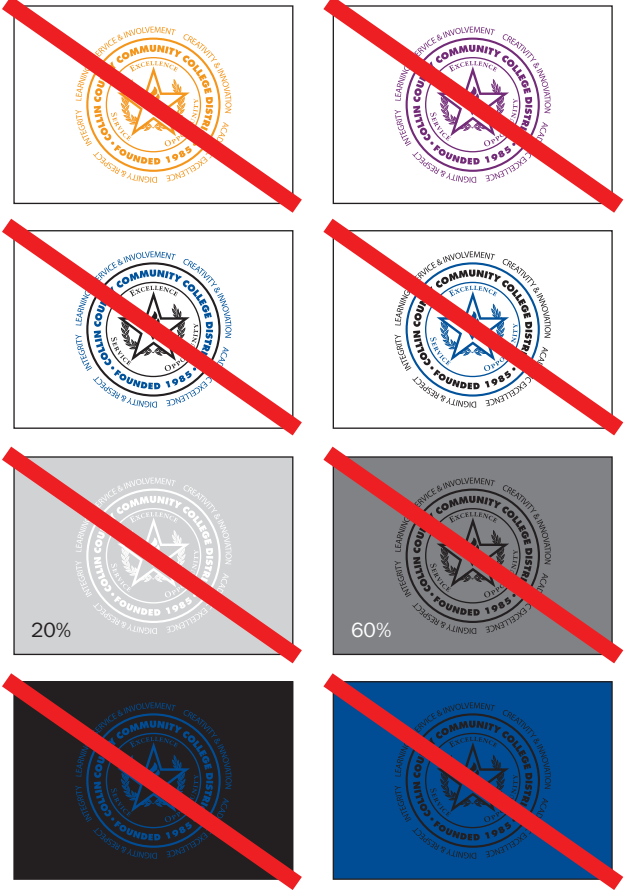


Incorrect Color Usage for Seal

When using the college seal, it is unacceptable to alter the color usage. On a colored background, it is unacceptable to use the all-black version when the background is darker than a 60 percent screen of black. It is also unacceptable to use the all-white version of the seal when the background is lighter than a 20 percent screen of black.

It is unacceptable to use the all-black version of the seal on a background of solid Collin College blue or an all-blue seal on a black background.

If there are any questions, contact *Public Relations* at 972.758.3895.





Basic Standards

This section of the Graphic Standards Manual establishes the guidelines for using the Cougar mascot logo. It is important to become familiar with these guidelines so that you understand the fundamental elements and implement them properly.

Cougar Logo

Our cougar mascot logo is a dynamic visual graphic. In order to keep a strong, visual consistency, the logo must not be modified or distorted in any way. To do otherwise jeopardizes the legal protection of our logo as a unique visual representation of our college.

The cougar mascot logo is federally trademarked by the U.S. Patent and Trademark Office. Permission for use by non-college entities must be granted by Collin College.

The cougar logo is one color. (See the Color Specifics section for correct color usage.) When embossing or debossing the cougar logo, it is important to maintain our image's integrity by utilizing the correct colors.

If there are any questions, contact *Public Relations* at 972.758.3895.



Minimum Cougar Logo Size

The minimum width that the cougar logo may be reproduced is 0.75”.

For applications where a smaller logo is required, contact *Public Relations* at 972.758.3895.



Collin College\Cougar Co-brand



Co-branding means that other logos may be positioned near the college logo. The college logo should always appear to be the most dominant image in all program promotion, service, or co-branding events.

When the brand is the dominant brand between entities, the logos are stacked or placed side by side. In the vertical version, the partner logo (such as the Cougar logo) is placed below the college logo and is reduced. In the horizontal version, the partner logo is placed to the right of the college logo.



Color Usage of Cougar Logo

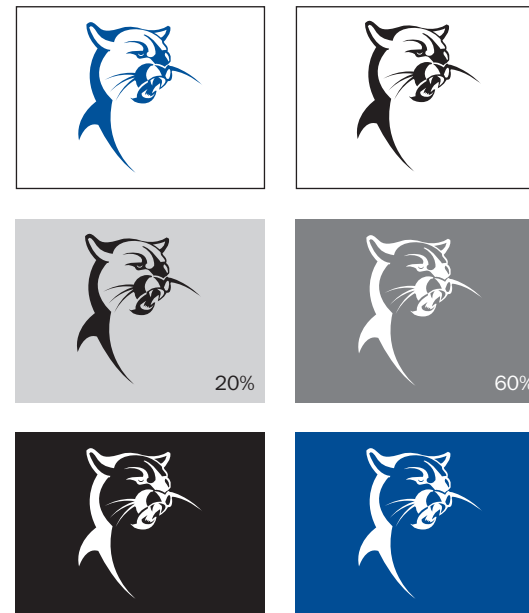
The cougar logo is one color. It is preferable to print the cougar logo in all black on a white background. The all-black version of the logo may overprint on a gray background that is no darker than 20 percent black. This allows for sufficient contrast to make the logo legible.

When the background color is too dark to provide legibility with a black logo, the logo may reverse out of the background color to white. When using the white/reversed logo, the background must be shaded 60 percent or darker.

In some one-color usages, it is acceptable to use the entire cougar logo in Collin College blue. The logo may overprint on a gray background that is no darker than 20 percent black.

For official colors, refer to the Cougar Logo Color Specifics section for a detailed list of acceptable color standards in various formats: Pantone, CMYK, RGB, and web-safe color formulas.

If there are any questions, contact *Public Relations* at 972.758.3895.



Incorrect Color Usage of Cougar Logo

When using the cougar logo, it is unacceptable to alter the color usage. On a colored background, it is unacceptable to use the all-black version when the background is darker than a 60 percent screen of black. It is also unacceptable to use the all-white version of the logotype when the background is lighter than a 20 percent screen of black.

It is unacceptable to use the all-black version of the cougar logo on a background of solid Collin College blue or a blue cougar logo on a black background.

If there are any questions, contact *Public Relations* at 972.758.3895.





PR Web Site

Several document templates described in this Graphic Standard Manual and style guide are housed on the PR Department's Web Site, www.collin.edu/pr.

Online Logo Depot

The following official college graphics are available at www.collin.edu/pr:

- The preferred **logo in two colors**
- The preferred **logo in one color** (black)
- The college **seal**
- The cougar **logo**

These images are formatted at a resolution of 72 dots per inch, which is the appropriate resolution for the web. They can be imported into standard Microsoft Office programs such as Word, Powerpoint, and Excel.

If you need high-resolution graphics or vector art for offset printing, please contact *Public Relations* at 972.758.3895.

Online Templates

The PR Web Site also houses a variety of standard document templates for college employees.

- **Fax cover sheet** (Word doc.)
- **Memorandum template** (Word doc.)
- **PowerPoint presentation** template
- Sample **Marketing Plan**

The web site also outlines some of the basic procedures for marketing and promotion along with a list of contacts within the PR department.

For more information, contact *Public Relations* at 972.758.3895.