CLINTON
Community College

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INTRODUCTION

From its site on Bluff Point, Clinton Community College (Clinton) delivers on its promise to the Plattsburgh area to provide educational opportunities that enrich minds, strengthen the economy, and improve the regional quality of life. In fulfilling this mission, Clinton calls on several authentic strengths:

• Clinton is committed to student success
• Clinton students are themselves strong
• Clinton is invested in the community
• Clinton has a great view (literally, and in the way it helps students look forward to a better future)

To better communicate its mission and strengths, Clinton developed a new identity in 2012, including a new logo and tagline. A disciplined, long-term commitment to the new identity will assist Clinton as the institution builds upon its communication efforts and manages its reputation. Repeated, consistent use of the new identity reinforces Clinton's promise, mission, and strengths, and can begin to establish and strengthen your institutional reputation in a message-drenched world.

For members of the Clinton community, this document provides guidance for using the new identity consistently in a wide variety of settings and for a wide variety of purposes. Specifically, the manual outlines how to size and place the logo, how to use it in various media, and how to use it at different sizes. The manual specifies the official color palette and typefaces for use to express the Clinton identity. It shows examples of proper use in different media, as well as a few examples of how not to use the logo. This manual will be indispensable if you are responsible for any communication on behalf of Clinton.

PRIMARY LOGO

PRIMARY LOGO WITH SUNY TAG

CLINTON COMMUNITY COLLEGE LOGOS

The official Clinton Community College logo is a mark consisting of a customized icon, typography, and color. The icon was designed to reflect the student-centered focus of the College through an abstracted representation of the new Student Union addition. The College's unsurpassed location is invoked in the symbol's reflection of the mountain, and the aspiration of inquiry in the upward focus of the inner symbol. The exact arrangement and proportion must not be altered in any way.

PRIMARY LOGO

The two-color horizontal version is the preferred primary logo. It may also be produced in all PANTONE 655 or all black. When necessary, it may be reversed to white for reproduction on a dark background, or reproduced in PANTONE 165.

COLOR REPRODUCTION

The official Clinton Community College colors are PANTONE 655 and PANTONE 165. Consistent use of these colors builds brand recognition, and colors in the logo must not be altered.

When reproduced in color, the logo must use the PANTONE, CMYK, or web color equivalents shown below. The logo can be reproduced in PANTONE 655, black, or in white reversed out of a dark color. The logo may be reproduced in PANTONE 165 only on a blue background in merchandise applications.

PANTONE 655

C:100
M: 89
Y: 36
K: 43

#00204e

PANTONE 165

C: 0
M: 59
Y: 96
K: 0

#ff6600

THE COLORS SHOWN ON THIS AND OTHER PAGES WITHIN THIS MANUAL SHOULD NOT BE USED FOR COLOR MATCHING. USE ACTUAL COLOR CHIPS OR USE REFERENCE NUMBERS ABOVE FOR ACCURATE COLOR MATCHING.

PANTONE IS A REGISTERED TRADEMARK OF PANTONE, INC.

PRIMARY LOGO WITH SUB-BRAND

**CLINTON COMMUNITY COLLEGE
SUB-BRANDING**

The sub-branding treatments reflect and respect the logo's sophistication and simplicity. Judicious use of space both connects and separates the sub-brand from Clinton's superbrand.

The primary Clinton Community College logo consists of the vertical format with departmental descriptor centered below the school name or the horizontal logo with the departmental descriptor left justified to the wordmark. The departmental descriptor's font size should not exceed the size of the font used for "Community College" in the primary logo. The departmental descriptor should extend to equal the width of the wordmark, if possible.

The departmental extender should appear in Clinton blue (Pantone 655), as indicated. All the same color and clear space guidelines apply to the primary and secondary logos.

ONE-COLOR LOGO

ONE-COLOR APPLICATION

While the full-color Clinton Community College logo is preferred for use in most cases, a one-color version may be more appropriate for certain applications. Shown below are the acceptable one-color applications in which the logo may appear. These logos should be placed on a background that keeps the logo fully legible.

ONE-COLOR LOGO

0.75"

0.4"

SIZE

The logos may be enlarged or reduced in size as required. The minimum size of any mark is often determined by the method of reproduction or fabrication. The minimum size, using optimal reproduction methods, can be measured by the height of the Clinton Community College icon at 0.2". Using less than optimal reproduction methods, the logo should only be used at a size which does not compromise quality and legibility.

CLEAR SPACE

For the logo to communicate effectively, it should not be crowded or overwhelmed by other elements. "Clear space" refers to the area surrounding the mark that should be kept free from visual distraction. No graphic element or text of any kind should be placed within this clear space. The recommended clear space is equal to the letter "C" in the Clinton Community College wordmark.

DO NOT change the colors.

DO NOT change the color of separate components of the logo.

DO NOT outline any part of the logo.

DO NOT use a white border to outline
the logo on dark backgrounds.

DO NOT distort the logo or scale it disproportionately.

DO NOT fill the logo with a photograph
or any other pattern or texture.

DO NOT switch colors.

Text or images should not come this close
to the logo.

LOGO USAGE

Consistent and proper usage of the logo is essential for ensuring the desired perception of Clinton Community College. The integrity of the Clinton Community College brand diminishes when the logos are incorrectly applied. Unauthorized versions and unacceptable usage of the logo place their legal protection at risk. *Improper usage is confusing and could possibly lead to the eventual loss of copyright.*

LOGO USE VIOLATIONS

The logos may not be altered in any way. Any variation or alteration, however small, is unacceptable. Several examples of incorrect usage are shown on this page. If you are faced with using the logo in an application that you find questionable or not included in this manual, please contact Design Services.

- DO NOT change the colors.
- DO NOT change the color of separate components of the logo.
- DO NOT outline any part of the logo.
- DO NOT use a white border to outline the logo on dark backgrounds.
- DO NOT distort the logo or scale it disproportionately.
- DO NOT violate the clear space with distracting text, images, or any other element.
- DO NOT fill the logo with a photograph or any other pattern or texture.
- DO NOT switch colors.

AMERICANA STANDARD – ROMAN

ABCDEFGHIJKLNMOPQRSTUVWXYZ
abcdefghijklnmopqrstuvwxyz
123456789!@#$%^&*()

AMERICANA STANDARD – BOLD

ABCDEFGHIJKLNMOPQRSTUVWXYZ
abcdefghijklnmopqrstuvwxyz
123456789!@#$%^&*()

AMERICANA STANDARD – ITALIC

ABCDEFGHIJKLNMOPQRSTUVWXYZ
abcdefghijklnmopqrstuvwxyz
123456789!@#$%^&()*

AMERICANA STANDARD – EXTRA BOLD

ABCDEFGHIJKLNMOPQRSTUVWXYZ
abcdefghijklnmopqrstuvwxyz
123456789!@#$%^&*()

BERTHOLD AKZIDENZ GROTESK – REGULAR

ABCDEFGHIJKLNMOPQRSTUVWXYZ
abcdefghijklnmopqrstuvwxyz
123456789!@#$%^&*()

BERTHOLD AKZIDENZ GROTESK – MEDIUM

ABCDEFGHIJKLNMOPQRSTUVWXYZ
abcdefghijklnmopqrstuvwxyz
123456789!@#$%^&*()

BERTHOLD AKZIDENZ GROTESK – DEMI

ABCDEFGHIJKLNMOPQRSTUVWXYZ
abcdefghijklnmopqrstuvwxyz
123456789!@#$%^&*()

BERTHOLD AKZIDENZ GROTESK – CONDENSED

ABCDEFGHIJKLNMOPQRSTUVWXYZ
abcdefghijklnmopqrstuvwxyz
123456789!@#$%^&*()

BERTHOLD AKZIDENZ GROTESK – MEDIUM CONDENSED

ABCDEFGHIJKLNMOPQRSTUVWXYZ
abcdefghijklnmopqrstuvwxyz
123456789!@#$%^&*()

OFFICIAL TYPEFACES

The Americana Standard family of typefaces is a classic serif font that emphasizes the stature and the inclusive and approachable qualities of the College.

Berthold Akzidenz Grotesk is a contemporary family of typefaces that complements the Americana Standard family and also provides Clinton Community College's brand a simple yet modern appeal.

Both typefaces include a wide variety of fonts (medium, demi, bold, etc.)

FONT USAGE

These fonts should be used in all literature and collateral materials. If you do not have these fonts, they can be ordered from Adobe® via the Internet at www.adobe.com or www.myfonts.com. Americana Standard and Akzidenz Grotesk are Opentype fonts which are compatible with both Macintosh® and Windows®. Contact Design Services if you need assistance.

PRIMARY COLOR PALETTE

PANTONE 655	PANTONE 165
C: 100	C: 0
M: 89	M: 59
Y: 36	Y: 96
K: 43	K: 0
R: 0	R: 245
G: 32	G: 132
B: 78	B: 38
#00204e	#f58426

SECONDARY COLOR PALETTE

PANTONE 279	GREY	PANTONE 375	PANTONE 1225
C: 69	C: 0	C: 48	C: 0
M: 35	M: 0	M: 0	M: 22
Y: 0	Y: 0	Y: 100	Y: 79
K: 0	K: 60	K: 0	K: 0
R: 72	R: 130	R: 143	R: 255
G: 145	G: 130	G: 212	G: 203
B: 220	B: 130	B: 0	B: 79
#4891dc	#828282	#8fd400	#ffcb4f

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PRIMARY COLORS

The College's primary colors are PANTONE 655 and 165. Equivalent values for CMYK, RGB, and HEX are listed under each swatch.

SECONDARY COLORS

The selected palette is comprised of a range of tones that are complementary of the primary College colors. This palette allows the addition of secondary colors to enrich the College as a whole in all aspects of media. They do not in any way replace the primary colors and should never be used alone.

Note:

There are many factors that can influence accurate color reproduction. In printing, these include paper stock, ink coverage, and line screen. For merchandise, the materials and types of inks are very different from printed paper; and web and other screen applications employ light, which is altogether different. It is important to use the equivalent colors in order to remain as true as possible to the school colors (PANTONE 655 and 165).

PANTONE

The Pantone Matching System is a widely used system of color specifications. Printers follow specific formulas for mixing ink, providing consistency and accuracy from design to print, and from print to reprint. This is often referred to as flat color or spot color.

CMYK

The three hues of cyan, magenta, and yellow are used with black in process color reproduction. This is referred to as full-color or four-color process.

RGB

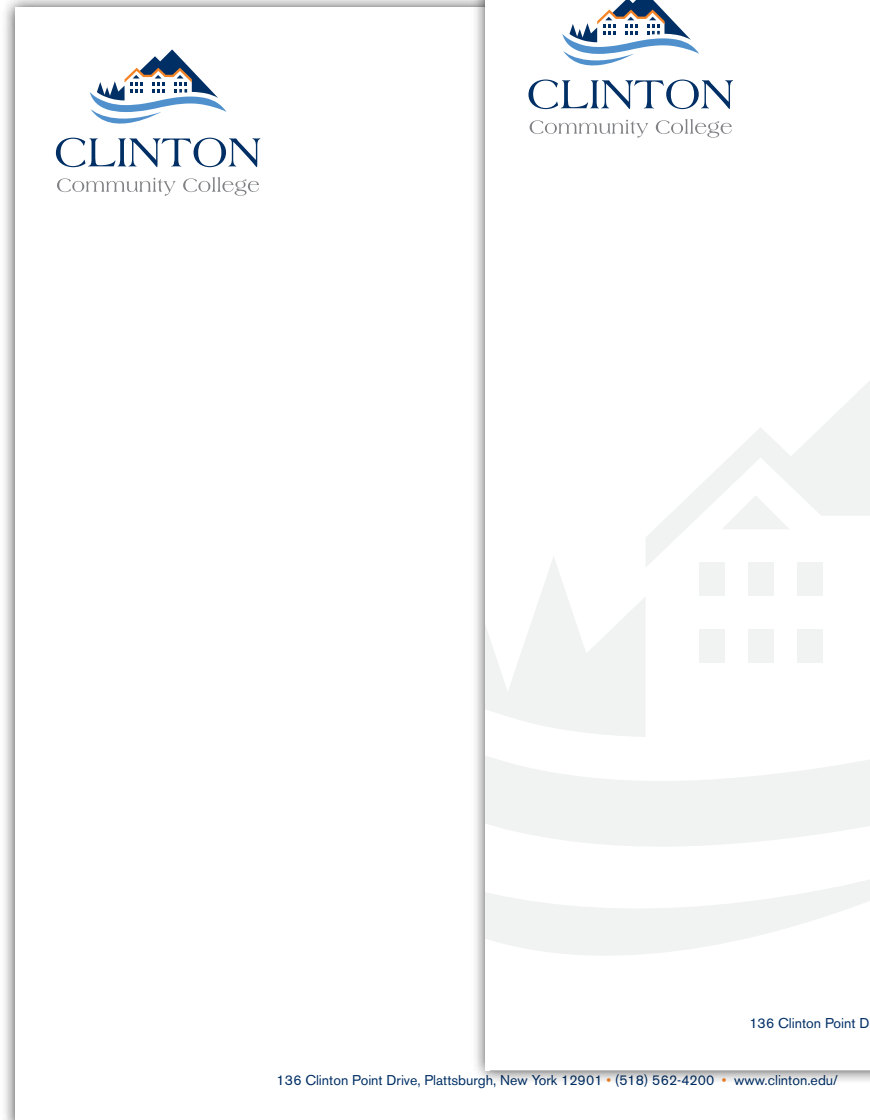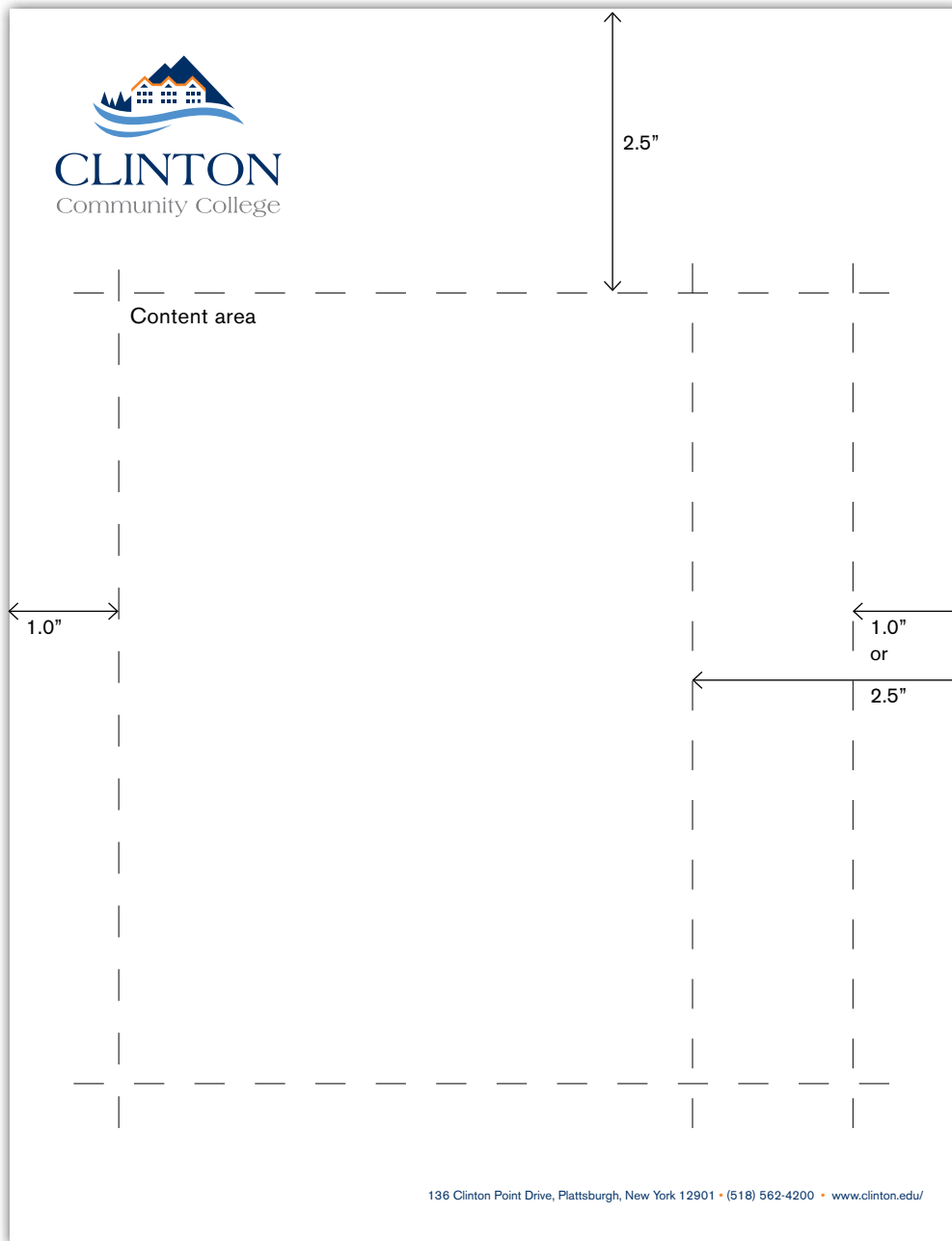Red, green, and blue are the hues for light, used on the screen.

HEX

Hexidecimal code is for use in HTML on the web.

Generic letterhead

Watermarked letterhead

136 Clinton Point Drive, Plattsburgh, New York 12901 • (518) 562-4200 • www.clinton.edu/

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STATIONERY

For a successful college identity, the consistency of all materials–starting with the stationery system–is critical. All stationery must be ordered through Design Services or Print Services.

Generic Clinton Community College stationery is printed in PANTONE 655 and PANTONE 165 on white stock. A "watermarked" version of the letterhead is available as an option for an additional cost.

2.5"

Content area

1.0"

1.0"
or

2.5"

136 Clinton Point Drive, Plattsburgh, New York 12901 • (518) 562-4200 • www.clinton.edu/

Recommended and
preferred letter format with
required left margin.

MARGINS
Top: 2.5" – preferred
Left: 1.0" – REQUIRED
Right: 2.5" – suggested
or 1" for large volumes of copy

TYPOGRAPHY
Arial or Times

FONT SIZE
10-point, flush left, with no
hyphenation preferred

LINE SPACING
13-point or
single spacing preferred

CONTACT INFORMATION

For additional information regarding the use of Clinton Community College logos, and for advice on and approvals for their use, please contact:

Office of College Relations
Clinton Community College
518.562.4161 (phone)
518.562.4159 (fax)

To obtain a license for use of College trademarks by external organizations for commercial purposes, please contact:

Office of College Relations
Clinton Community College
518.562.4161 (phone)
518.562.4159 (fax)

Names and marks representing Clinton Community College are protected under New York State and federal copyright and trademark laws. Reproductions of the College's names and logos may not be provided to vendors without first checking on the specific trademark licensing requirements that apply. Permission to use the Clinton Community College brand and marks should be requested through:

Office of College Relations
Clinton Community College
518.562.4161 (phone)
518.562.4159 (fax)

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