

VISUAL

BRAND STANDARDS



COMMUNITY
COLLEGE
of AURORA

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START **SMART.** START **STRONG.**

“Start Smart. Start Strong.” is more than the Community College of Aurora’s tagline. It’s our promise to our students. CCA is an institution like no other. It is the responsibility of all members of the community to adhere to CCA’s brand standards to reaffirm our commitment.

Our vision is to be the “college where every student succeeds.” We do this by providing high-quality instruction and support services to prepare students for transfer or employment.

We want our students to **start** at CCA not because it is convenient or affordable (which we are) but **start** at CCA for our:

- engaging faculty,
- personal advising,
- high-quality instruction, and
- innovated future.

So yes, **“Start Smart. Start Strong.”** is more than a tagline. It is who we are and what we promise our students.

OUR COMMITMENT.

There are over 4,000 post-secondary institutions across the United States. The Community College of Aurora's Strategic Communications Department's chief responsibility is to ensure CCA stands out from the sea of options available to students as the premier choice for prospective applicants to pursue their academic pathways. Our commitment to the College is beyond the logo and tagline. We bring the CCA brand to life. We define our culture by continually telling the institution's story to the masses and to the next generation of learners. We aim to consistently create and produce award-winning work. This starts with clear and concise Visual Brand Standards which creates a strong brand recognition.

OUR BRAND STANDARDS.

One of our most valuable assets is our reputation in the marketplace. More specifically, by what we want people to think of when they hear the name "Community College of Aurora." Our brand creates a strong and everlasting community amongst students, faculty, staff, prospective donors, alumni and community stakeholders. It keeps us vision centered and mission focused.

The purpose of this guide is to unify the College's visual communication. A consistent brand creates trust and recognition. The Visual Brand Standards ensures the proper use of the College's logo and supporting design materials across all visual communication.

Visual communication includes:

- Apparel
- Digital assets
- Electronic communication
- Merchandise
- Print
- Promotional items
- Signage
- Social media platforms
- Sponsorship
- Video
- Website

WHO SHOULD USE THESE BRAND GUIDELINES?

COLLEGE COMMUNITY

- Faculty, instructors, and staff
- Students
- Clubs and organizations
- Departments
- Divisions

PARTNERS OF THE COLLEGE

- Sponsors
- Donors
- Printers
- Freelancers
- Contractors
- Manufacturers



BRAND IDENTITY USAGE POLICIES

The Community College of Aurora's name, logos, icons, and word marks are property of CCA and may not be used without the College's permission. The use of CCA's intellectual property must adhere to the College's Visual Brand Standards. **If you have questions, please email marketing.cca@ccaaurora.edu.**

Marketing and communication materials must be submitted to the Strategic Communications Department for review *prior* to it being published or purchased.

NAME

The "Community College of Aurora" name is just as important as the logo. The name builds brand awareness in the community.

- The official name is "Community College of Aurora" not "Aurora Community College" or other iterations.
- In writing, the first reference of the college should be "Community College of Aurora" and then followed by "CCA" or "College."
- For formal pieces, include "the" before "Community College of Aurora."
- If there is limited space on the piece, the first reference can be "CCA" as long as the Community College of Aurora logo is on the piece.

LOGO

The logo is the main mark for the Community College of Aurora. It allows the College to be recognized in the community. It is important to adhere to the Visual Brand Standards when using the logo on all internal and external marketing and communications pieces to ensure brand consistency and recognition.

Go to page 10 for the following information:

- Main logo usage
- Division logo usage
- Guided Pathway logo usage

TAGLINE

The Strategic Communications Department is in the process of trademarking "Start Smart. Start Strong." Formal use of the tagline on pieces will need to be reviewed by the Strategic Communications Department prior to it being published.

For more details, view page 16.

FOX MASCOT

The fox is the Community College of Aurora's mascot. The fox mascot is a supporting visual graphic and should not be a replacement for the CCA logo, and the image cannot be overlaid or combined digitally with the logo. Public-facing publications must use the CCA logo.

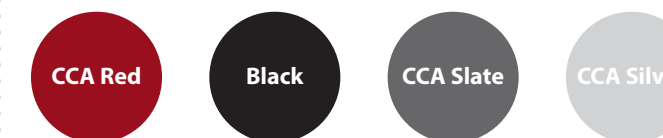
Go to page 15 for more information about the fox mascot.



COLOR PALETTE

Beyond CCA's logo, color is the most recognizable aspect of our brand identity. Using color appropriately is one of the easiest ways to make sure CCA's pieces are cohesive and consistent.

For more details, view page 15.



TYPOGRAPHY

Consistent typography is another way to create a strong brand. CCA's approved typography is *Myriad Pro*. All materials printed or distributed by CCA must follow the approved for typography.

Go to page 15 for more information about the College's typography.

COMMUNITY COLLEGE OF AURORA **LOGO**

The Community College of Aurora's logo is the heart of the brand identity. The logo is used on items such as advertisements, signage, internal and external communication and other marketing media. The CCA logo consists of three parts: the crescent, the sphere and the logotype.

Within the sphere resides the "A" representing the Aurora community, CCA's premiere service area. The swoosh of the crossbar showcases the college's commitment to providing high-quality instruction and support services to prepare students for transfer and employment. The sphere is encompassed by the crescent.

The crescent represents the College transforming the education sphere since the institution's inception in 1983.

Logotype: CCA's name the Community College of Aurora stands proud, boldly and independently as the structure which brings the logo together.

Only the approved logo lockup may be used. Altering or recreating the logo in any way will compromise the brand integrity and is strictly prohibited. The logo has been created in variations to suit a variety of visual communication.



PRIMARY LOGO

The primary logo is the preferred logo for visual communication. This logo should be used whenever possible. Below are the approved color combinations for the logo.



FULL COLOR VERSION

Use full color logo on white or light backgrounds.



BLACK VERSION

Use all black logo on grayscale marketing materials or backgrounds with textures.



WHITE VERSION

Use all white logo on dark or textured backgrounds.



WHITE AND RED VERSION

It may be used on some apparel and promotional items.*

*Needs approval from the Strategic Communications Department first.

LOGO VARIATIONS

The Strategic Communications Department understands space may be limited on some visual communications, specifically swag items. The same standards for color, size and spacing apply to the logo variations. The two-line, single-line, and abbreviated logo must be approved for usage by the Strategic Communications Department prior to use. All swag and promotional items must be produced by a licensed vendor.

Visit ccaaurora.edu/strategic-communications web page.

VERTICAL LOGO



COMMUNITY
COLLEGE
of AURORA

TWO-LINE LOGO



SINGLE-LINE LOGO



ABBREVIATED LOGO



ORGANIZATIONAL LOGOS

These logos should only be used on internal pieces, apparel and promotional items. For external marketing pieces, the primary or vertical logo should be used. This has been communicated to CCA's list of approved vendors.

DIVISION LOGOS

The College will move forward with Division logos. Division logos will emphasize the College's new and unique organizational structure and strategic priorities to employees, students, and community members.

The eight Divisions include:

- Academic Success
- Administrative Services
- Assessment, Strategy, and Performance Excellence
- Diversity, Equity, and Inclusion
- Enrollment Management and Pathway Success
- Human Resources and Personnel Success
- Strategic Communications and Alumni Engagement
- Student Success

Division logos will be the main logo Divisions and Departments use on apparel, promotional items, and communications. Departments logos will be sunsetted the last day of August 2023. After the last day of August 2023, Departments will no longer be able to create or use Department logos. Figure 1-A is example of the Division logo.



Figure 1-A

ORGANIZATIONAL LOGOS

GUIDED PATHWAYS LOGOS

The individual Guided Pathways logo will be the main logo to promote degrees, certificates, and programs on apparel, promotional items, and communication materials. Program-specific logos will be sunsetted the last day of August 2023. Figure 2-A is example of the Guided Pathways logo.



Figure 2-A

EVENTS AND PROGRAMS

Individual events and programs will not receive their own logo. The Strategic Communications Department may provide a text treatment (Figure 2-B) for the event or program, but the text treatment must be represented with the College's logo if the event is sponsored by a Division.



Figure 2-B

HAVE AN OLD LOGO OR A QUESTION?

Were you provided a logo prior to the Visual Brand Standards being released? Are you using a branded tablecloth, flyer, or other marketing materials for a public event that was created before August 2023?

Email marketing.cca@ccaaurora.edu for the Strategic Communications Department to review the existing logo or marketing materials. We will help navigate you what branded materials to use.

LOGO USAGE

SCALE

The logo must be sized proportionately and never stretched or condensed.

MINIMUM SIZE

The minimum width the primary logo can be is 1".



CLEAR SPACING

The CCA logo must maintain clearance from other graphical elements on the piece. Use the height of the "A" in "Aurora" to determine the clearance around the logo.



BACKGROUND COLOR

Please refer to page 10 for the guidance on using logo on different background colors.

INCORRECT EXAMPLES OF USE

COMMUNITY
COLLEGE
of AURORA



SUPPORTING ELEMENTS

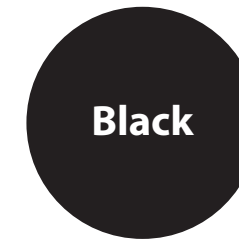
COLORS

These colors should be used as the main colors on visual communication pieces.



CCA Red

Pantone® 7622C
C: 0, M: 97, Y: 80, K: 42
R: 154, G: 18, B: 32
Hex code: 9A111F



Black

Pantone® Black C
C: 0, M: 0, Y: 0, K: 100
R: 35, G: 31, B: 32
Hex code: 231F20



CCA Slate

Pantone® Cool Gray 2 C
C: 0, M: 0, Y: 0, K: 20
R: 209, G: 211, B: 212
Hex code: D1D2D4



CCA Silver

Pantone® Cool Gray 10 C
C: 0, M: 0, Y: 0, K: 73
R: 103, G: 104, B: 107
Hex code: 66686A

TYPOGRAPHY

All visual communication pieces must follow the typography standards of the Community College of Aurora. If *Myriad Pro* is not available on your computer, you may use *Arial*.

Regular: Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
Semibold: Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
Bold: Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
Black: Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

FOX MASCOT GRAPHIC

The fox mascot graphic may be used on approved apparel that support the larger college's strategic plan like recruitment, retention, and commencement.

The fox mascot may not be used on promotional items, since most promotional items have size restrictions.



TAGLINE USAGE

The Community College of Aurora's tagline has its own standards for marketing and communication materials. Our logo with the tagline is an opportunity to say something bold about ourselves that differentiates us from other institutions.

TAGLINE IN BODY TEXT

When the tagline is used in marketing and communication materials body text, the text should be **"Start Smart. Start Strong."** The periods should be included in the body text.

TAGLINE IN MARKETING AND COMMUNICATION PIECES

If the tagline is the main typographical element on a marketing and communication pieces, the tagline should be formatted with:

- "Start Smart." on the first line and "Start Strong." on the second line if spacing allows it.
- All caps for the tagline.
- "Start" in regular *Myriad Pro* and black.
- "Smart." and "Strong." in black *Myriad Pro* and red.

START **SMART.**
START **STRONG.**

LOGO WITH TAGLINE

The logo with the tagline can be used in the following applications:

- Recruitment pieces for prospective students.
- Retainment pieces for current students.



START **SMART.** START **STRONG.**



APPAREL AND PROMOTIONAL ITEMS

The Strategic Communications Department has partnered with two vendors for departments to order apparel and promotional items.

- **Specialty Incentive**
- **Rocky Mountain Apparel**

Prior to placing an order, please submit an apparel and promotional item request. The Strategic Communications will provide you with approved artwork that meets branding, sizing requirements and exceptions with the vendor. You do not need to submit a request if you are using the approved storefront to place an apparel order. You can find the storefronts at ccauration.edu/strategic-communications.

ITEMS MUST FOLLOW THE COLOR GUIDELINES LISTED BELOW

Apparel Shirt Colors

Please view the storefront sites at ccauration.edu/strategic-communications for approved colors with each apparel option.

Logo Color Options for Apparel

- White shirt with full color version
- Black shirt with sphere (white and red) and text (white) or all white version
- Gray shirt with white color version
- Red shirt with white color version

Promotional Items colors

- White
- Black
- CCA Red*

Logo Color Options for Promotional Items

- White item with full color or black versions
- White, black, or gray item with white color version

**Only if the vendor can print the CCA red.*

COLLEGE'S GRAPHIC STANDARDS

Keeping a consistent look and feel is important to the brand. It allows people to recognize the brand from afar when the logo or name may not be the prominent element. Graphics can include layout, typography, color, and photography. Ensuring all these elements are consistent on recruitment, retention and fundraising pieces will increase CCA's brand integrity.

EXTERNAL COMMUNICATIONS AND MARKETING

All external advertisement needs to be developed and created by the Strategic Communications Department. Items include, billboards, bus benches, banners, social media ads, google ads, sponsorship ads, and email communication to stakeholders and community members.

The main audience for external communication and marketing is prospective and current students, community partners, prospective donors, and other key stakeholders.

INTERNAL COMMUNICATIONS AND MARKETING

The Strategic Communications Department empowers departments to create internal communication and marketing flyers and pieces with approved templates. For more details on templates, please visit ccauration.edu/brand-central.



STUDENT LEADERSHIP AND DEVELOPMENT'S GRAPHIC STANDARDS

STUDENT ORGANIZATIONS AND CLUBS

Student organizations are permitted to create unique logos for their organization. The student organization logo cannot include elements from the CCA logo or fox mascot graphic. All unique logos must be submitted to the Department of Student Leadership and Development within the Division of Student Success for review. If the student organization needs assistance with designing a logo, submit a graphic design request at ccaaurora.edu/strategic-communications. Logos must reflect positively on CCA and must have no association with political events or politicians unless such a reference is part of the organization's official name. On marketing and communications, student organizations should not include the CCA logo or variations.

The only student organizations allowed to use the CCA logo and have a logo lockup are Student Government Association (Figure 4-A) and Phi Theta Kappa (Figure 4-B).



EVENT POSTERS

Event posters gets its own call out! Events are important to engage and retain current students. The Strategic Communication Department allow departments to take creative freedom on internal event posters. For internal event posters, departments need to use the approved footer (Figure 4-C) for event posters that can be located on CCA Brand Central. Go to ccaaurora.edu/brand-central.

If the audience for the event is prospective students, community partners, or key stakeholders and will be distributed externally, please submit a graphic design request.

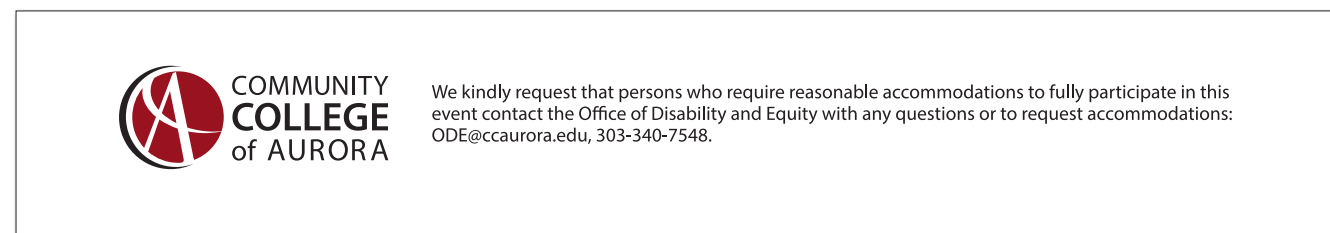


Figure 4-C

AFFINITY GROUPS' GRAPHIC STANDARDS

The Community College of Aurora values faculty and staff and encourage employees to seek connection and community at work. Affinity groups are employee-led and facilitated, and are a space for employees to connect regarding their shared identities, backgrounds and interests. The following is a list of officially recognized affinity groups at CCA:

- Latinx Faculty & Staff Association (LFSA)
- Black Faculty & Staff Umoja (BFSU)
- Rainbow Folx
- Asian American Pacific Islander Employee Affinity Group (AAPIEAG)

To show a unified force with affinity groups, an institutional logo (Figure 5-A) was created for affinity groups to use on marketing and communication pieces. The graphic can be used in partner with the CCA logo when affinity groups are recruiting and retaining employees.

CCA Brand Central houses supporting marketing and communication pieces for the four recognized affinity groups to utilize. If an affinity group needs additional pieces, please submit a graphic design request at ccaaurora.edu/strategic-communications.

The Strategic Communications Department understands space can be limited on pieces. The apparel or promotional items need to be used for employees. The logo cannot be altered and the rules for CCA's main logo apply to the affinity group's logo.

If the item is being used for prospective, current students or to attract new employees, please submit an apparel or promotional items order at ccaaurora.edu/strategic-communications for the Strategic Communications Department to review.

All pieces must be reviewed by the Strategic Communications Department prior to displaying and public distribution to the general public.



Figure 5-A

SORS

ity First
l Bank

Fargo

START

SUCCESS

SMART.
STRONG.



IF ELEVATOR IS
INOPERABLE AND
YOU NEED
ASSISTANCE. GO
TO ROOM 108 AND
CALL X4727



THANK YOU

It takes the entire College and community for the Community College of Aurora's brand to be extraordinary and stand out from the over 4,000 post-secondary institutions across the United State. We thank you for your support to make **CCA GREAT!**

The Visual Brand Standards will be reviewed annually to ensure they are current.

