

# VISUAL

BRAND STANDARDS



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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
- innovative 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 prospective applicants as the premier institution of choice to pursue their academic pathway. 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 ensure 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 the 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](mailto: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 communication pieces to ensure brand consistency and recognition.

**Go to page 8 for the following information:**

- Main logo usage
- Division logo usage
- Guided Pathway 2.0 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 17.**

## 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. The image cannot be overlaid or combined digitally with the logo. Public-facing publications must use the CCA logo.

**Go to page 16 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 ensure CCA's pieces are cohesive and consistent.

**To view secondary color palette, please go to page 16.**



## 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 typography.

**Go to page 16 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 comprise 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. **Vist [ccaaurora.edu/strategic-communications](https://ccaaurora.edu/strategic-communications) webpage.**

## VERTICAL LOGO



## 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
  - Assessment, Strategy and Performance Excellence
  - Diversity, Equity and Inclusion
  - Enrollment Management and Pathway Success
  - Human Resources and Personnel Success
  - Operations
  - 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 on 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 an example of the Division logo.



## OFFICE OF THE PRESIDENT LOGO

The Office of the President has its own logo. Only personnel within the office may use the Office of the President logo. This includes Administrative Assistants and Vice Presidents.

# ORGANIZATIONAL LOGOS

## GUIDED PATHWAY 2.0 LOGOS

The individual Guided Pathway 2.0 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 on the last day of August 2023. Figure 2-A is an example of the Guided Pathway 2.0 logo. For more information about Guided Pathway 2.0, please visit [ccaaurora.edu/pathways](https://ccaaurora.edu/pathways).



## CCA FOUNDATION AND ALUMNI ASSOCIATION

The CCA Foundation and Alumni Association are key integral parts of the College by assisting with prospective donors, alumni, and community partnerships. Both departments have a designated organizational logo to foster their growing community. See figure 2-B and 2-C.



## PARTNER LOGO LOCKUP

There are times that CCA will partner with companies, government entities, and private organizations that align with the institution’s mission and vision. To honor these partnerships, partner logo lockups are allowed as long as they support the College’s strategic goals. For instance: TRIO Upward Bound is a federally funded program designed to support students who are the first in their families to attend college. TRIO Upward Bound has an official logo provided by the Department of Education. See figure 2-D for the approved logo lockup.





# ORGANIZATIONAL LOGOS

## EVENTS AND PROGRAMS

Individual events and programs will not receive their own logo. The Strategic Communications Department may provide a text treatment (Figure 3-A) 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.



# IMPORTANT INFORMATION

## 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](mailto:marketing.cca@ccaaurora.edu) for the Strategic Communications Department to review the existing logo or marketing materials. We will help navigate you on 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

The main colors should be used on all visual communication pieces. The secondary color palette should be used sparingly.

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

**Pantone®  
7580C**  
C: 18, M: 80, Y: 92, K: 7  
R: 192, G: 81, B: 49  
Hex code: C05131

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

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

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

**Pantone®  
2334C**  
C: 56, M: 53, Y: 52, K: 21  
R: 108, G: 100, B: 99  
Hex code: 6C6463

**Pantone®  
2330C**  
C: 18, M: 16, Y: 18, K: 0  
R: 207, G: 205, B: 201  
Hex code: CFCDC9

**White**  
C: 0, M: 0, Y: 0, K: 0  
R: 255, G: 255, B: 255  
Hex code: FFFFFFFF

Secondary Color Palette

## 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 supports the larger College’s strategic plan for recruitment, retention, and commencement. The fox mascot may not be used on promotional items, since most promotional items have size restrictions.

Old iterations of the fox mascot graphic will be sunsetted as of December 2023. For more information about the Foxy, please visit [ccaaurora.edu/strategic-communications/meet-foxy](https://ccaaurora.edu/strategic-communications/meet-foxy).



# 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 piece, 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 Department 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 storefront to place an apparel order. You can find the storefronts at [ccaaurora.edu/strategic-communications](https://ccaaurora.edu/strategic-communications).

## ITEMS MUST FOLLOW THE COLOR GUIDELINES LISTED BELOW

### Apparel Shirt Colors

Please view the storefront sites at [ccaaurora.edu/strategic-communications](https://ccaaurora.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 Color Options

- White
- Black
- CCA Red\*

### Logo Color Options for Promotional Items

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

## CUSTOM APPAREL DESIGNS

Divisions are only allowed to use the organizational logos on pages 12-13 for apparel orders. Custom apparel designs are allowed for larger college initiatives like commencement, alumni engagement events, welcome week and college-wide volunteer events.



# 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 MARKETING AND COMMUNICATIONS

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 marketing and communications is prospective and current students, community partners, prospective donors and other key stakeholders.

### Video and Photo

Keeping fresh and engaging videos and photos is important to attract prospective applicants to the College. Before publishing a video or photo on social media platforms, please submit the video or photo for review on the [ccaaurora.edu/strategic-communications](https://ccaaurora.edu/strategic-communications) webpage.

### Connect With Our Community Graphic

If space allows, external advertisement should include “Connect With Our Community” call out (Figure 4-A). “Connect With Our Community” is essential to increase social media engagement and outreach to prospective applicants.



Figure 4-A

## INTERNAL MARKETING AND COMMUNICATIONS

The Strategic Communications Department empowers departments to create internal marketing and communications flyers and pieces with approved templates. For more details on templates, please visit [ccaaurora.edu/brand-central](https://ccaaurora.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](https://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 communication pieces, 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 5-A) and Phi Theta Kappa (Figure 5-B).



Figure 5-A



Figure 5-B

## EVENT POSTERS

Events are important to engage and retain current students. The Strategic Communications Department allows departments to take creative freedom on internal event posters. For internal event posters, departments need to use the approved footer (Figure 5-C) for event posters that can be located on CCA Brand Central. Go to [ccaaurora.edu/brand-central](https://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.**

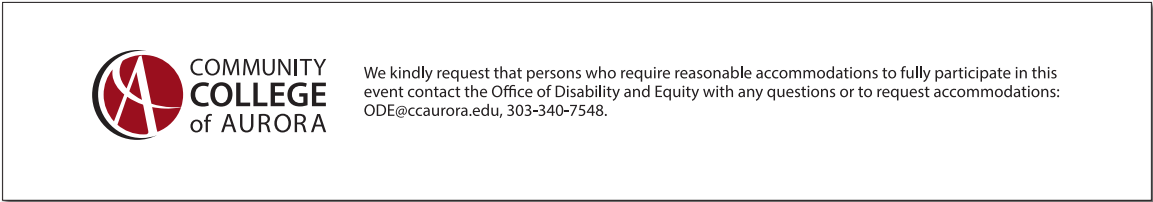


Figure 5-C

# EMPLOYEE RESOURCE GROUPS'

## GRAPHIC STANDARDS

The Community College of Aurora values faculty and staff and encourage employees to seek connection and community at work. Employee Resource 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 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 Employee Resource Groups, an institutional logo (Figure 6-A) was created for Employee Resource Groups to use on marketing and communication pieces. The graphic can be used in partner with the CCA logo when an Employee Resource Groups are recruiting and retaining employees.

If an Employee Resource Groups needs additional pieces, please submit a graphic design request at [ccaaurora.edu/strategic-communications](https://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 Employee Resource Groups' 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](https://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 6-A





# EDITORIAL GUIDELINES

The Strategic Communications Department have developed an editorial guidelines for CCA staff and faculty to reference. The editorial guidelines are to ensure CCA's communicaiton style is consistent across the campus and external communication pieces. The guidelines provide college-specific information such as the official names for divisions and buildings. For any style questions not addressed, please refer to The Associated Press Stylebook. These guidelines will be continuilly reviewed and updated.

## DIVISION NAMES

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

## GUIDED PATHWAY 2.0 NAMES

- Communication and Languages
- Creative Industries
- Health
- People, Societies and Ideas
- Professional Studies and Public Service
- STEM

## CAMPUS NAMES

- CentreTech Campus
- Lowry Campus

## BUILDING NAMES

- Administration Building
- Center for STEM, Power Mechanics and Applied Technologies
- Center for Simulation
- Classroom Building
- Diesel Power Mechanics
- Fine Arts Building
- Lowry Studios
- North Quad Building
- Student Center
- West Quad Building

## AMPERSANDS (&)

For division, department, building and other college-specific names, do not use the ampersand (&) as an abbreviation for “and.”

## COMMAS

Do not put a comma before the conjunction and the final element in a simple series. Do use a comma before the final conjunction in a complex series of phrases or when needed to avoid ambiguity.

Example: Diversity, equity and inclusion (no comma)

## EMAIL ADDRESSES

Email address should be lowercase.

Example: marketing.cca@ccaaurora.edu

## NUMBERS

Spell out one to nine and use figures for 10 and above.

## TELEPHONE NUMBERS

Do not put the area code in parentheses and use hyphens, not periods: 303-360-4700.

## TIMES AND DATES

List out times and dates the following:

- 8 - 10 a.m.
- 8 a.m. - 1 p.m.
- Friday, December 8

# EDITORIAL GUIDELINES

## OTHER UNIQUE NAMES

### The Hub

The “the” in Hub should only be capitalized at the beginning of a sentence.

### Hispanic-Serving Institution

Include the hyphen between “Hispanic” and “serving.” This is in accordance with the U.S. Department of Education website.

### Minority Serving Institution

Do not include a hyphen between “minority” and “serving.” This is in accordance with the U.S. Department of Interior website.

## MAILING ADDRESSES

For numbered addresses, always use figures. Abbreviate Ave., Blvd., and St. and directional cues when used with a numbered address. Always spell out other words such as alley, drive and road.

16000 E. Centretch Parkway, Aurora, CO 80011

710 Alton Way, Denver, CO 80230

## ACADEMIC DEGREES

- Use an apostrophe in bachelor’s degree, a master’s degree, etc.
- No possissive in Bachelor of Arts or Master of Science
- No apostrophe for an associate degree
- Use abbreviations such as A.A., B.A., M.A., Ph.D., etc.

## POSITION TITLES

Capitalize titles before an individual’s name. Lowercase titles when they are not used with an individual’s name.

## INCLUDING A DEGREE AFTER A NAME

After a full name use a comma and list the abbreviation. Do not include Dr. before the first name.

# SOCIAL MEDIA GUIDELINES

Given the prevalence of the use of social media – such as, Facebook, Twitter, Instagram, TikTok, LinkedIn, and YouTube – and the potential these sites have to significantly impact organizational and professional reputations and institutional public affairs, the Community College of Aurora (CCA) has established social media guidelines as required by the Colorado Community College System. These guidelines address officially recognized social media accounts for the college as well as provides general parameters for personal pages and postings that may reference or create other associations with the college. CCA’s HR guidelines dive deeper into how employees are to conduct themselves when operating in the capacity as an employee of the college.

Officially-recognized college social media accounts must be approved and created by the Strategic Communications Department. Requests to create an officially-recognized social media page must be submitted in writing to the Executive Director of Communications including the reason or need for the page and identifying at least two college employees who will administer and monitor the page on a daily basis.

Each officially approved page will be set up by the College’s Strategic Communications Department under an account and must be attached to a CCAurora.edu email. College Communications will serve as the official “owner” of the page. No personal email accounts are to be associated with any of the social media accounts branded under “Community College of Aurora,” “Colorado Film School” or a “CCAurora” Prefix. Those employees responsible for administering and monitoring the page will be assigned administrative rights for the page. CCA personnel are prohibited from creating social media pages that might be construed as an official representation of the college without advance review and approval by the Strategic Communications Department. All page administrators must abide by the social media rules set forth in this guideline. Social media users acting on behalf of CCA must adhere to all CCCS and CCA policies and procedures, including those pertaining to: acceptable use, copyrights, information technology security, records privacy and security, FERPA policies, faculty/staff/ student codes of conduct and procurement rules.

View the complete guidelines for social media at [ccaaurora.edu/about-cca/accreditation](https://ccaaurora.edu/about-cca/accreditation).

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# PRINTING GUIDELINES

The Strategic Communications Department worked closely with an external print vendor to create an online web store for departments to utilize for print materials. You can find the store on Brand Central. This is to ensure brand consistency, all printed pieces need to have the same look and feel to further support CCA’s brand integrity.

Connect With Our Community!  
[CCAURORA.EDU/CONNECT](https://ccaaurora.edu/connect)

