

VISUAL BRAND

STANDARDS



COMMUNITY
COLLEGE
of AURORA

BRAND CENTRAL

Brand Central is the primary resource for employees to access everything they need to represent the Community College of Aurora (CCA) brand. It houses essential tools, resources, and information to help employees become confident brand ambassadors, including templates, brand kits, apparel guidelines, campus revitalization information, request forms, email signature resources, name badge templates, and more.

The Visual Brand Standards serve as a reference guide within Brand Central to help employees understand how to properly apply CCA's visual identity across communications and materials. Employees should refer to Brand Central as the go-to resource for brand guidance, available tools, and expectations to ensure a consistent and recognizable CCA brand experience.

Explore Brand Central.

www.ccaurora.edu/brand-central





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

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

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

We want our students to start at CCA not because it is convenient or affordable (which it is), but because of our:

- Engaging faculty
- Personalized advising
- High-quality instruction
- Innovative programs

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 thousands of postsecondary institutions across the United States. CCA is committed to standing out among the many educational opportunities available to prospective students. The Strategic Communications and Alumni Engagement Department is responsible for stewarding the College's brand and positioning CCA as the institution of choice for students pursuing their academic and career goals.

Our commitment to CCA extends far beyond the logo and tagline. We bring the CCA brand to life by sharing the stories that define who we are, celebrating the people who make our community exceptional, and inspiring the next generation of learners. We strive to consistently create meaningful, high-quality, and award-winning work that reflects the excellence of our institution.

That commitment begins with clear, consistent Visual Brand Standards. By following these standards, we strengthen brand recognition, build trust with our audiences, and ensure every communication reflects the excellence and mission of CCA.



OUR BRAND STANDARDS.

One of our most valuable assets is our reputation and how people perceive CCA. More specifically, our brand represents what we want people to think of when they hear the name “Community College of Aurora.” Our brand creates a strong and lasting sense of community among 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 CCA’s visual communication. A consistent brand creates trust and recognition. The Visual Brand Standards ensure the proper use of CCA’s logo and supporting design materials across all visual communications.

Visual communication includes:

- Apparel
- Digital assets
- Electronic communications
- Merchandise
- Print materials
- Promotional items
- Signage
- Social media platforms
- Sponsorship materials
- Video
- Websites

Who Should Use These Brand Guidelines?

- **College community:** Faculty, instructors, staff, students, clubs and organizations, departments, and divisions.
- **College partners:** Sponsors, donors, printers, freelancers, contractors, and 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.

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

LOGO

The CCA logo is the heart of the brand identity. It is used across advertisements, signage, internal and external communications, and other marketing materials. 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 primary service area. The swoosh of the crossbar reflects CCA’s commitment to providing high-quality instruction and support services that prepare students for transfer and employment. The sphere is encompassed by the crescent.

The crescent represents CCA’s ongoing transformation of the education landscape since its inception in 1983.

The logotype, Community College of Aurora, stands proudly, boldly, and independently as the element that brings the logo together.

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



Primary Logo

The primary logo (horizontal and vertical version) 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 and Alumni Engagement Department first.*

Logo Variations

The Strategic Communications and Alumni Engagement Department understands that space may be limited in some visual communications, particularly swag items. The same standards for color, size, and spacing apply to all logo variations. If you are considering using the two-line, single-line, or abbreviated logo, please reach out to the department for guidance on appropriate usage and to request files.

Organizational Logos

These logos should only be used on internal pieces, apparel, and promotional items. For external marketing pieces, the primary logos 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 seven Divisions include:

- Academic Success
- Assessment, Strategy and Performance Excellence
- External Strategy
- Enrollment Success and Completion
- Human Resources and Personnel Success
- Operations
- Student Success

Division logos will be the primary logos that divisions and departments use. Department logos have been retired and should no longer be used. Departments will no longer be able to create or use Department logos.

The Nursing program at CCA is the only department authorized to use a department-specific logo in support of its accreditation with the Accreditation Commission for Education in Nursing (ACEN).



Division of Academic Success

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.

GUIDED PATHWAY LOGOS

Individual Guided Pathway 2.0 logos are available for departments to use when promoting degrees, certificates, and programs on apparel, promotional items, and marketing and communication materials. Program-specific logos have been retired and should no longer be used.



CCA BUILDSTRONG ACADEMY AND CORPORATE COLLEGE

As the College moves forward in developing new revenue and growth opportunities within workforce and corporate environments, it is important that these branches of the College maintain distinct visual identities. Separate logo lockups help clearly differentiate these areas from the core academic brand while still maintaining alignment with the overall CCA identity. This approach supports clearer communication with external partners, strengthens brand recognition in professional and industry settings, and allows each area to effectively serve its unique audiences and goals. View individual guidelines for CCA BuildStrong Academy and Corporate College.



CCA FOUNDATION AND ALUMNI ASSOCIATION

The CCA Foundation and Alumni Association are 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.

The CCA Foundation is also permitted to use unique foundation-specific logo designs to support distinct donor programs and fundraising initiatives. These variations help strengthen engagement, reinforce recognition across campaigns, and build a sense of connection and community among donors and supporters while maintaining alignment with the College's overall brand identity.



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.



EVENTS AND PROGRAMS

Individual events and programs will not receive their own logo. The Strategic Communications and Alumni Engagement Department may provide a text treatment 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.

LOGO USAGE

Scale

The logo must always be sized proportionally and should never be stretched, distorted, or condensed.

Minimum Size

The primary logo should never appear smaller than 1 inch in width to ensure readability and brand recognition.



Clear Space

The CCA logo must maintain adequate clear space from surrounding text, graphics, and other visual elements. Use the height of the “A” in “Aurora” as the measurement for the required clear space around all sides of the logo.

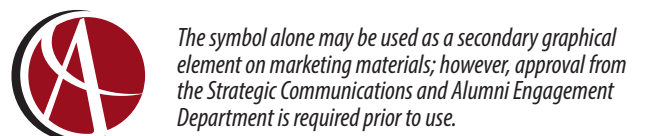


Background Colors

Refer to page 6 for guidelines on using the logo on different background colors to ensure proper contrast and visibility.

Incorrect Examples of Logo Use

COMMUNITY
COLLEGE
of AURORA



SUPPORTING ELEMENTS

All supporting elements are available in the [CCA Brand Kit](#) on Adobe Express. You can access Adobe Express using your S-number and MyCCA password.

Colors

The primary colors should be used across all visual communications for external marketing materials. Please refer to the Graphic Standards on Brand Central for additional details.

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

Typography

All visual communication pieces must follow CCA's typography standards. If Myriad Pro is not available on your computer, Arial may be used as an alternative.

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 Z

Fox Mascot Graphic

The fox mascot graphic may be used on approved apparel and promotional items that support the College's broader strategic priorities for recruitment, retention, commencement, and donor initiatives. If you would like to request a custom design featuring the fox mascot for a promotional item, please [submit a graphic design request](#). Previous iterations of the fox mascot graphic have been retired and should no longer be used. For more information about Foxy, please visit the [Meet Foxy webpage](#).



TAGLINE USAGE

CCA'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 as body text in marketing and communication materials, it should appear as "Start Smart. Start Strong." The periods must be included when used in body text.

Tagline in Marketing and Communication Materials

If the tagline is the primary typographic element on a marketing and communication piece, it should be formatted as follows:

- "Start Smart." on the first line and "Start Strong." on the second line, if spacing allows.
- All caps for the tagline.
- "Start" set in regular Myriad Pro and black.
- "Smart." and "Strong." set in Myriad Pro, with black text and red accents.

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

Logo with Tagline

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

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



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



Connect With Our Community!

[CCAURORA.EDU/CONNECT](https://ccaaurora.edu/connect)

