

BRAND MANUAL

VERSION 01 | MARCH 2022





**THE BRAND
MANUAL IS
ESSENTIALLY
A SET OF RULES
THAT EXPLAINS
HOW YOUR
BRAND WORKS**

Any time a person interacts with Community Colleges for Iowa in any way – from receiving a business card, to viewing our website, to speaking with us on the phone – they experience the Community Colleges for Iowa brand. They come away with a gut feeling about who we are and what it is like to work with us. Our goal is to project a focused, friendly and approachable brand experience.

That's why we put together this brand style guide – to help all of us who represent Community Colleges for Iowa present a clear, consistent brand for our organization. By using these guidelines, you'll help protect the integrity of our brand and what we represent.

LOGO LAYOUTS

BRAND GUIDELINES 2022

PRIMARY

TAGLINE

Color



Reversed



White



Black



Our logo is one of the most important tools we have to visually convey our brand name and identity. It should be used in all communications we produce.

Our logo is built with a combination of a logotype and logomark. A primary version and tagline version are available in the logo suite and can be used when appropriate depending on the environment in which the logo will appear.

We prefer that the full color primary be used for all communications; however, if circumstances require a single color, a reversed or black logo is acceptable.

Logos are available in a number of file formats. For commercial printing, silk-screened items and signage, a vector-based file is usually preferred. Choose the Illustrator .eps format for this purpose. Logos in .jpeg format are preferred for PowerPoint presentations and Word documents. The logo has also been converted to .png and .svg format for web applications.

CLEARSPACE

BRAND GUIDELINES 2022

LOGO CLEAR SPACE

To ensure that the logo is not compromised, an area of “clear” space has been established. No other text or logo is to appear within this area. The minimum area of clear space around the logo is equal to the height of one line of the organization’s name, as shown here.



MINIMUM SIZE

When sizing our logo in printed materials, a general rule is to be sure it isn't so small that it looks too weak or so large that it is too dominant – stealing visual power from the text or photos. The recommended minimum size of 1 inch is the smallest the logo should be reproduced without the tagline and 2 inches with the tagline.



1.25" min.
Vertical Version



2" min.
Horizontal Version

COLLEGE LOCKUP

BRAND GUIDELINES 2022

HORIZONTAL



VERTICAL



COLLEGE BRANDED COLORS



When Iowa community colleges want to use the Community Colleges for Iowa logo on their material, the black or white logo should be used. The white version of the logo can go over any of the colleges' branded colors to personalize their affiliation with Community College for Iowa. Example provided is for Hawkeye Community College.

COLOR PALETTE

BRAND GUIDELINES 2022

PRIMARY

CMYK
C100/M56/Y55/39

RGB
R0/G70/B79

WEB
#00464f

PANTONE
316 C

SECONDARY

CMYK
C0/M81/Y87/K0

RGB
R255/G92/B53

WEB
#ff5c35

PANTONE
171 C

SECONDARY

CMYK
C55/M28/Y33/K1

RGB
R123/G156/B161

WEB
#7b9ca1

PANTONE
316 C 50%

SECONDARY

CMYK
C0/M0/Y0/K100

RGB
R0/G0/B0

WEB
#000000

PANTONE
Black C



It is important that our colors be used consistently in all communications. Shown here are the approved colors for use in Community Colleges for Iowa materials and on the web. The logo is created in four-color process colors, as well as in colors from the Pantone Matching System (PMS). Pantone colors are to be used when screen printing apparel or for specialty items. For signage, always provide Pantone colors to the vendor for color matching purposes. Green and Orange are the primary colors and should be the more dominant colors in most designs.

Printed colors will be affected by the paper stock on which they are printed. When printed on a coated enamel paper, colors will appear cleaner and generally brighter than when printed on an uncoated paper. Pantone colors that are converted to four-color process will also shift slightly, because they are built from four separate colors.

TYPOGRAPHY

BRAND GUIDELINES 2022

HEADLINE

Montserrat Bold / 32pt Type / 38pt Leading

**ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890**

SUBHEADLINE

Roboto Condensed Bold / 14pt Type / 18pt Leading

**AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890**

BODY COPY

Roboto Light / 10pt Type / 14pt Leading

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890

Montserrat and Roboto are considered the primary corporate fonts. Using the approved fonts will bring a more uniform look to type as a brand element.

Montserrat is a professional yet friendly sans-serif typeface. It is optimized for print, web and mobile interfaces, and is very legible. Roboto Light or Regular are recommended for all body copy. Roboto Condensed Bold weights are recommended for subheads. The wide range of weights adds flexibility when creating designs.

For situations when Montserrat and Roboto are not available, Tw Cen MT (Headings) Franklin Gothic Book (Body) are acceptable replacements.

DOWNLOAD FONTS

<https://fonts.google.com/specimen/Montserrat>

<https://fonts.google.com/specimen/Roboto?query=Robo#standard-styles>

<https://fonts.google.com/specimen/Roboto+Condensed?query=Robo>

SAMPLE MATERIAL

BRAND GUIDELINES 2022



BUSINESS CARD

LETTERHEAD

SOCIAL MEDIA PROFILE

Use the icon provided on social media platforms for the profile image since full logos should not be sized smaller than listed above. The full name of the business will already be listed on the social page. Primary and secondary colors can be used behind the white icon to contrast with the white background used on a majority of social platforms.



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One voice for accessible excellence in education.

WHAT NOT TO DO

BRAND GUIDELINES 2022



DO NOT stretch or distort



DO NOT place at an angle



DO NOT alter the fonts or spacing



DO NOT alter the colors



DO NOT place on a heavily patterned background,
making it illegible



DO NOT change opacity from 100%

