



WELCOME TO OUR BRAND GUIDELINES

These guidelines help to create a consistent look and feel for all internal and external communication in order to represent the College as a learning environment that develops minds, inspires imaginations and prepares students for enhanced career and educational opportunities within a changing global environment. The uniformity that comes with these guidelines strengthens our image and gives assurance to our credibility and efficiency as an organization. Please review these guidelines and commit to following them so that we can maintain a unified visual identity for the College. This will help to position DCCC appropriately as a respected and successful educational institution in our region.

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THE DCCC BRAND

BRAND ESSENCE

Our Dedication. Your Journey.

BRAND PROMISE

We inspire students to gain the necessary skills and confidence to discover their potential.

DEFINING ATTRIBUTES

- Student centered
- Responsive
- Quality programs
- High expectations
- Dedicated and caring



THE LOGO

The primary Davidson County Community College logo is the heart of the College's visual identity and is meant to represent our role in the region as an excellent institution in educating the workforce of the future. Improper use of the logo can diminish the value and misrepresent who we are. It is the responsibility of the user to ensure the logo is used properly and abides by these standards. By using the logo as intended, we can protect our brand and ensure a consistent message is being communicated at all times. This may seem trivial, but it is one of our most important public-facing emblems so it is important that it is used properly. All materials should include the DCCC logo.

The logo is available for download in multiple formats in the Marketing Toolbox located on the Employee Intranet.

THE PRIMARY DAVIDSON COUNTY COMMUNITY COLLEGE LOGO

- Should always be used when appropriate in favor of alternate versions.

- Should have space surrounding the logo so that it does not overlap text or photos, causing confusion as to what the logo may be.



- Should not be altered or embellished without approval from the Marketing Department.



- The logo can be reversed out against a white background. In some instances, it may be used against other backgrounds with permission from the Marketing Department. In these cases, the logo should be all white and the background should be simple and free from any other distracting elements or unnecessary effects.



THE PRIMARY DAVIDSON COUNTY COMMUNITY COLLEGE LOGO, CONT.

- Should never be smaller than 1" x $\frac{7}{16}$ " for legibility.



- Should be kept in its original proportions and should not be stretched, distorted or rotated in any way.

Original Proportions – OK



Stretched – Not OK



Rotated – Not OK



Distorted – Not OK



LOGO AND TAGLINES

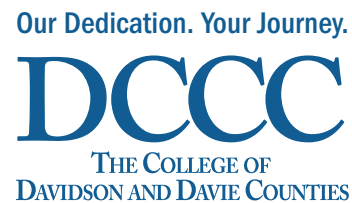
At all times, the “DCCC” letters should be used in conjunction with descriptor, “The College of Davidson and Davie Counties.” (There is a single exception. The letters can be used alone in video when to do otherwise would distract the viewer.)

The logo can also be used with or without the tagline “Our Dedication. Your Journey.”

Without The Tagline



With The Tagline



An alternate option is to use the logo in conjunction with the location of the College’s campuses and/or the DCCC website. This text should be centered below the logo and the locations of the four campuses separated by bullet points.

Without The Tagline



With The Website



With The Campus Locations



Thomasville • Lexington • Mocksville • Bermuda Run

With Both



Thomasville • Lexington • Mocksville • Bermuda Run
www.davidsonccc.edu

LOGO COLORS AND BACKGROUNDS

The logo can be used in the following colors and is available in various formats in the Marketing Toolbox located on the Employee Intranet.

DCCC Blue on White Background



White on DCCC Blue Background

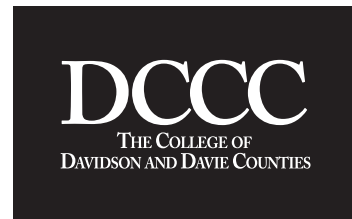


Where there are color restraints:

Black on White Background



White on Black Background



THE DCCC SEAL

The DCCC Seal can be used in the following formats:

White with Blue Border



Blue with White Border



DCCC SUB-LOGOS

The following sub-logos can be used when appropriate:

Athletics



Alumni



Foundation



Storm Toward Success



Mary E. Rittling
Conference Center



THE COLORS

Davidson County Community College has a core set of corporate colors. These should be used on all branding materials when color is an option. The Marketing Department can help if you're not sure how to incorporate more than one color. Ensuring the appropriate color tone is used will maintain the integrity of the College's brand positioning while instilling pride in its appearance.

CORE PALETTE

Supporting Colors



DCCC Blue
PMS 294
CMYK: 96, 65, 19, 4
RGB: 0, 93, 146



Yellow
PMS 131
CMYK: 8, 39, 100, 0
RGB: 232, 163, 35



Vivid Green
PMS 7765
CMYK: 14, 4, 100, 16
RGB: 194, 189, 25



Soft Green
PMS 7765 at 55%
CMYK: 16, 9, 53, 0
RGB: 218, 213, 142



Burnt Orange
PMS 470
CMYK: 26, 75, 100, 18
RGB: 163, 81, 36

SECONDARY PALETTE



Gray
PMS 7531
CMYK: 0, 10, 27, 50
RGB: 148, 134, 113



Dark Blue-Green
PMS 316
CMYK: 100, 15, 26, 70
RGB: 0, 66, 81



Dark Blue
PMS 534
CMYK: 95, 72, 9, 38
RGB: 10, 57, 110



Muted Blue
PMS 5415
CMYK: 68, 43, 30, 4
RGB: 93, 126, 149

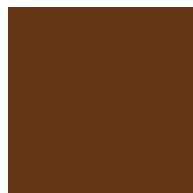


Red
PMS 484
CMYK: 0, 95, 100, 29
RGB: 181, 18, 27

TERTIARY PALETTE



Orange
PMS 173
CMYK: 0, 69, 100, 4
RGB: 232, 109, 31



Brown
PMS 732
CMYK: 39, 74, 99, 48
RGB: 100, 53, 16



Lilac
PMS 7447
CMYK: 60, 58, 0, 19
RGB: 99, 97, 154



Muted Green
PMS 5773
CMYK: 9, 0, 43, 38
RGB: 158, 163, 116



Blue-Gray
PMS 5497
CMYK: 17, 0, 9, 36
RGB: 145, 165, 165

THE LOOK

The look of DCCC graphics includes color blocks and large photos separated by a white line to draw interest and allow for a variety of layouts within the same design style. A range of designed templates is available for your use in the Marketing Toolbox located on the Employee Intranet. These templates can be customized with your text and photos if needed. By following this design pattern, we can create a consistent and recognizable look, which stirs interest in DCCC and becomes a talking point for others.

STANDARD COLOR BLOCK DESIGN



THE FONTS

Various fonts are used consistently on Davidson County Community College design pieces to represent our brand personality. Specific fonts are used in certain areas to create a consistent look across all pieces. Fonts are available for download in the Marketing Toolbox located on the Employee Intranet. This is extremely important as it becomes a recognizable point of distinction for the College's brand while also demonstrating authority and responsibility in our public communication.

PRIMARY FONT

Franklin Gothic Book Condensed

Franklin Gothic Medium Condensed

Franklin Gothic Demi Condensed

SECONDARY FONT

Adobe Garamond Pro Regular

Adobe Garamond Pro Semibold

Adobe Garamond Pro Bold

ADDITIONAL FONTS

Chaparral Pro Regular

Chaparral Pro Semibold

Chaparral Pro Bold

Minion Pro Regular

Minion Pro Semibold

Minion Pro Bold

Helvetica Neue Ultralight

Helvetica Neue Light

Helvetica Neue Regular

Helvetica Neue Medium

Helvetica Neue Bold

FOR SPECIAL EVENTS ONLY

Zapfino Regular

Great Vibes Regular

Champignon Medium

FONT USAGE AND SIZE

HEADINGS

Headings should be in the Franklin Gothic Demi Condensed typeface at a large size, typically over 32pt (a line-height around 38pt). Also, headings are typically all-caps. This bold, larger style is used to draw attention to the piece while also continuing the consistent trend in communication.

Sub-headings

Sub-headings should be in the Franklin Gothic Demi Condensed typeface at a medium size, typically around 18pt (a line-height around 24pt). This font is to draw attention to an important message that may not be quite as important as the headline, but needs more attention than the body of text. The smaller size leads the eye from the top of the page to the sub-heading and then to the body copy.

Sans-Serif Body Copy

For short paragraphs of text, such as on fliers and rack cards, sans-serif body copy should be in the Franklin Gothic Medium Condensed typeface. It should not be smaller than 10pt (with a line-height of 13pt) and should not exceed 14pt (with a line-height of 18pt). This font is used so it can be read easily and also be visually appealing to the reader. It is important that body copy is proofread for grammar and spelling.

Serif Body Copy

For any documents with longer paragraphs of text, or in a more elegant style, serif body copy should be in Adobe Garamond Pro Regular typeface. It should not be smaller than 10pt (with a line-height of 13pt) and should not exceed 14pt (with a line-height of 18pt). This font is used for longer paragraphs because it is easier for the eye to follow when there is a large amount of text. It is important that body copy is proofread for grammar and spelling.

A note on line-height: Line-height, or leading, should be relative to the size of the text and should allow for a sufficient amount of white space between the lines. If the line-height is too “tight,” and the lines are too close together, the text becomes more difficult to read. Suggested line-heights have been included above.

THE PHOTO STYLE

Professional photography should be used on any DCCC promotional materials when available. The Marketing Toolbox provides photos that can be used in the Photo Gallery located on the Employee Intranet. If you are unable to locate photos that apply to your subject matter, contact the Marketing Department to see if they can be of assistance.

When selecting photography for promotional use, consider:

- Including a diverse group of students, faculty or staff
- Featuring students or faculty in academic settings
- Featuring students engaging in campus life and student activities
- Including students wearing DCCC apparel; excluding students wearing other college/university apparel

Photos that are not already pre-approved by the Marketing Department should be submitted for review before using to promote the College to external audiences. As they say, “pictures are worth 1,000 words,” and it is important that all imagery aligns with our overall brand message. It is often the first thing that catches one’s attention making it a primary part of overall message delivery.

STRATEGIC PHOTOGRAPHY

Our philosophy in content and photos is “It’s not about us; it’s about you.” Therefore, we prefer student-centered visuals.

PHOTO FORMATTING

Photos should be used in their original proportions. Do not compress photos to fit into a specific space. If a smaller photo is needed, you can crop the photo or ask the Marketing Department for help.

Original Format – OK



Compressed – Not OK



Cropped – OK



Stretched – Not OK



SOCIAL MEDIA ICONS & QR CODES

The Marketing Toolbox includes social media icons and pre-made QR codes for download located on the Employee Intranet. These tools allow us to connect with a younger or more digitally connected audience, which are important targets for the College.

FACEBOOK

When linking to Facebook, please use the official Facebook icon provided, followed by the link to DCCC's Facebook page. The icon should be no smaller than 1/5" in width.



TWITTER

When linking to Twitter, please use the official Twitter icon provided, followed by the link to DCCC's Twitter account. The icon should be no smaller than 1/5" in width.



QR CODES

When linking to a page on DCCC's website, you may also post a QR code alongside the text. QR codes should never be used on their own; the URL should always be written out elsewhere on the page for those who don't have access to a smart phone or a QR code reader.

The QR code should be no smaller than 3/4" in width. It should be a dark color on a white background with sufficient white space on all four sides to make sure it will scan correctly. It's important to test each QR code with a smart phone to ensure that it's readable and sends readers to the right link.

Example

For more information about our certificate, diploma and degree programs, go to www.davidsonccc.edu/admissions or scan this QR code on your smart phone.



Example

Go to www.davidsonccc.edu/student-life to learn more about the fun activities that are waiting for you at DCCC.



CUSTOM STATIONARY

The Marketing Toolbox includes stationery that can be customized for download located on the Employee Intranet. It is important when sending correspondences on behalf of the College that a professional image is presented.

SAMPLE LETTERHEAD



For less formal correspondence, use the header and footer located in the Marketing Toolbox on the Employee Intranet.

SAMPLE HEADER GRAPHIC



SAMPLE FOOTER GRAPHIC





Thomasville • Lexington • Mocksville • Bermuda Run
www.davidsonccc.edu