HOUSATONIC
COMMUNITY COLLEGE
1966

BRANDING GUIDELINES

CONTENTS

BRANDING GUIDELINES

Questions?

For more information on Housatonic Community College's branding or logo usage please contact:

Community Outreach Division
Marketing & Publications

Megan E. Cacioppo
900 Lafayette Boulevard
Beacon Hall, Room 281
Bridgeport, CT 06604

203.332.5126
MCacioppo@Housatonic.edu

PREFACE

HOUSATONIC
COMMUNITY COLLEGE

Housatonic Community College is a dynamic force within our community and in South West Connecticut. It is our mission to provide learning opportunities that help people achieve their goals, realizing that higher education is an important step on the road to personal success, and to the future of the community as a whole.

Ask people what they know about our college and they are likely to answer: excellent faculty, variety of programming, flexibility of scheduling, and our friendly, diverse environment. We have a long history of excellence and of being a dependable partner to businesses and other organizations in our community.

And, in addition to all these positive qualities, we are very affordable.

Not a bad reputation to have!

It's important that our visual identity uphold that reputation. It is also imperative that we all work to unify and strengthen the Housatonic Community College brand!

This Branding Identity Guide is a tool to help us create a consistent image that is professional and easily recognizable. A unified image with one clear message and one consistent look strengthens and reinforces our strong presence in the community. Your cooperation in adhering to these guidelines is imperative and will benefit us all.

This version of the guide is our first in many years. We welcome your feedback and suggestions.

Thank you for your continued work on behalf of the college and for everything you do to support a stronger Housatonic Community College.

OVERVIEW

GUIDELINES FOR COLLEGE PERSONNEL

These guidelines have been established for all faculty and staff of Housatonic Community College (HCC) as a tool for image/branding consistency. The main focus of this guide is to communicate a positive, unified visual message for HCC.

Since guidelines change over the course of business, the HCC Branding Guidelines will be updated as necessary. When changes occur, updated information will be communicated or distributed to all faculty and staff.

IDENTIFYING HOUSATONIC COMMUNITY COLLEGE

The college is a community institution. We are committed to being a vital part of the community, changing as community needs change, and providing leadership to help the community face the challenges of the future. These guidelines were created to promote a more cohesive, unified look as the consistent image of Housatonic Community College is established both internally and externally.

Creating this consistent approach to the identification of HCC is essential in reinforcing the brand throughout the community and to all audiences that come in contact with HCC and its related collateral. Use this guide as a handy reference to create true consistency that is necessary to support the brand.

The HCC Branding Guidelines should be used in the preparation of all publications, newsletters, flyers, posters and all college-related print and web-based collateral. Although a distinction may be made between internal and external communications, keep in mind that sometimes communications meant for inside audiences finds its way into the community at large. The best practice is to be consistent and professional in any communication that reflects on the college.

REFERRING TO HOUSATONIC COMMUNITY COLLEGE

When referring to the college, specifically in written materials, spell out the name on first usage: Housatonic Community College in its entirety. Thereafter, you may use HCC, Housatonic, or simply, "the college". Never use periods in between HCC (i.e. We are Housatonic Community College or HCC (without periods). Never use H.C.C.

LOGO USAGE

PRIMARY LOGO

HCC's primary logo is a precise configuration of its shield and wordmark, "Housatonic Community College," typeset in Berkeley bold. The primary logo (shown below) should be used whenever possible. There are three approved logos that represent HCC in various formats. Each is designed to accommodate a specific stylistic or functional requirement, allowing for flexibility while retaining the integrity of HCC's identity.

Official Primary Logo and Respective Elements

Shield

Wordmark

ALTERNATE LOGOS

The *horizontal logo* was designed for use in horizontal spaces where the primary logo may not fit well. The horizontal logo is best used for institutional forms and applications, and on the college web site.

The *abbreviated logo* was intended for materials that are not as formal, such as student club and activity posters.

HCC students, including student clubs, committees, and organizations do NOT have permission to use official college logos.

Official Horizontal Logo

Abbreviated Logo (may be used by student clubs, committees, and/or organizations

DEPARTMENT SIGNATURES

Department signatures have been created to give each division, department or office an individual identity while maintaining HCC's brand integrity and keeping consistency throughout. Logos with division, department and office signatures are available on HCC's secure 411 website. If your division, department or office is missing, please contact the Office of Marketing and Publications. **Please, do not attempt to create a signature on your own**.

Official Primary Logo with Division or Department Signature

Official Horizontal Logo with Division or Department Signature
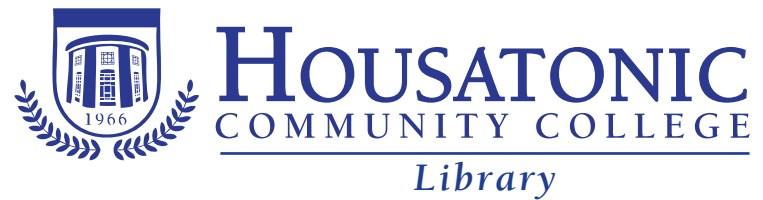
LOGO PROPORTIONING

LOGO PROPORTIONING

The proportions of all three HCC logo variations cannot be altered in any way. **Always hold down the "SHIFT" key on your keyboard when re-sizing a logo**, this will keep the portions relative.


Correct

OTHER GRAPHICS

1. The *college seal* is the official stamp of the college. It is to be used at the president's discretion for diplomas, Board policies, contracts, and official documents only.

2. The HCC *Foundation logo.* The Foundation is a separate 501(c)(3) organization with Housatonic Community College.

3. The *Housatonic Museum of Art* logo represents the realization of a philosophy that makes art a daily part of the life of every student and staff member at Housatonic.

4. The *Hunter Hawk* is the official mascot representing Housatonic Community College. It is typically used in association with student activities, on clothing, and incentives.

1.

2.

3.

4.
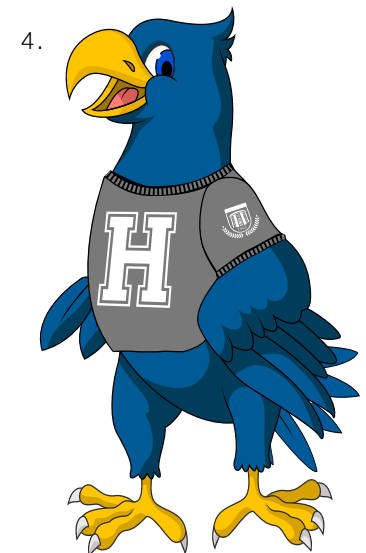
STATIONERY

Official college stationery includes three basic elements: business cards, envelopes, and letterhead. The official letterhead is available in hard copy format as well as digital. The digital version (in Microsoft Word) may be downloaded from HCC's secure 411 website. **The standardized design of all stationery components may not be deviated from in any manner. HCC students, including student clubs, committees, and organizations do NOT have permission to use official college stationery.**

Business cards should only be ordered through the HCC Business Office. To order, fill out a purchase requisition, and include the name, job title, telephone number, fax number, and email address of the individual that you would like to appear on the card.
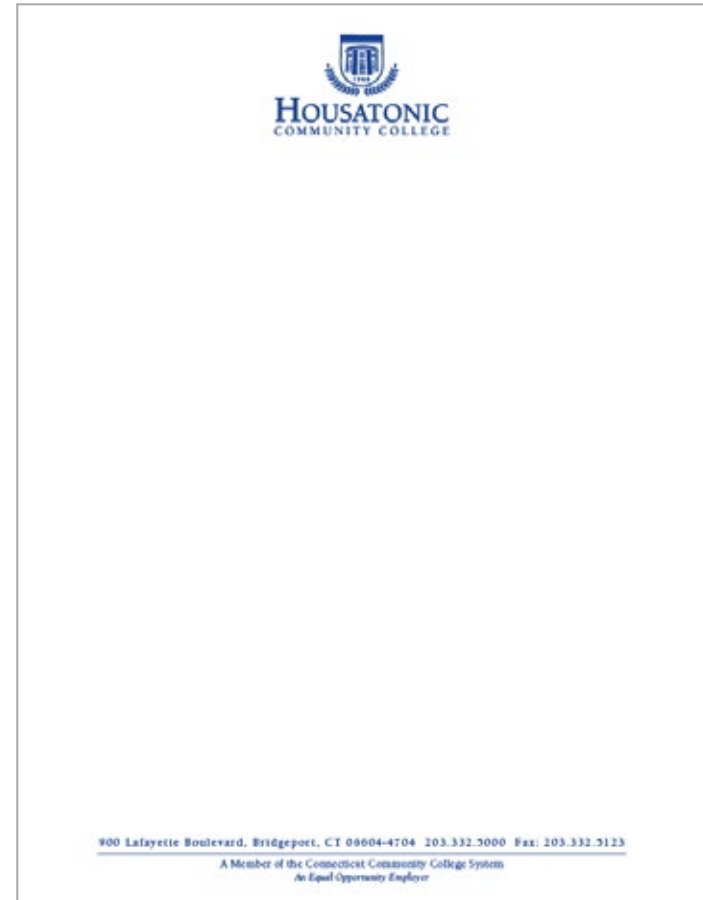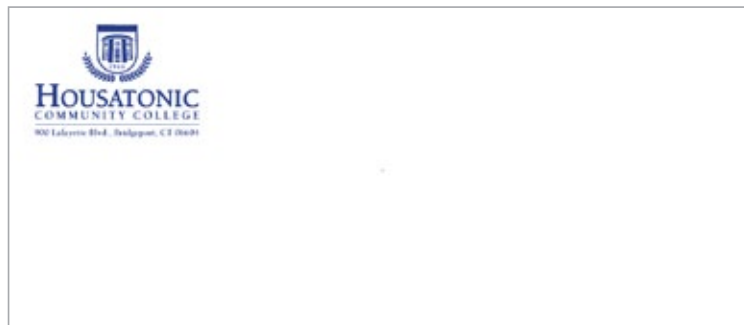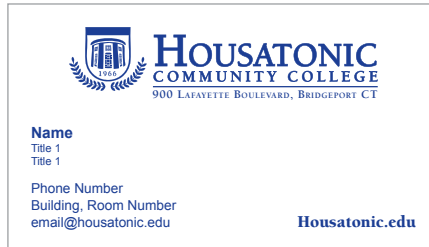
TYPOGRAPHY

BERKELEY OLD-STYLE

Berkeley Old-Style is the preferred **serif font** for HCC because of its clarity and legibility. This font can be used for body copy, headlines, and especially in materials requiring a classic, "stately" look. Berkeley Old-Style is a preferred font for formal materials, however when it is paired with a complementary sans serif fonts it can portray a friendly and contemporary feel as well. See next page for complementary sans serif fonts.

For instances when the Berkeley Old-Style font is not available, such as on a web platform, Times New Roman may take its place.

Berkeley

Berkeley Book	22 PT
Berkeley Book Italic	22 PT
Berkeley Medium	22 PT
Berkeley Medium Italic	22 PT
Berkeley Bold	22 PT
Berkeley Bold Italic	22 PT
Berkeley Black	22 PT
Berkeley Black Italic	22 PT

ABCDEFGHIJKLM
NOPQRST UVWXYZ

abcdefghijklmnop
qrstuvwxyz

1234567890

!@#$%^&*()+-{};""?

BERKELEY BOOK/100 PT

H

BERKELEY BLACK/100 PT

H

BERKELEY/MEDIUM/10 PT

Feuiscipit lobor adit lan veniam acincilit lore delit adipit in eum dolutat lore doloreetue cor init irilit nos nisnos ad enim ipis dolorem nullam dunt am nos nim iure feum velNullaorp erillut niam veraessectem nisis.

TYPOGRAPHY

HELVETICA

Helvetica is the preferred ***sans-serif font*** for HCC. It's cool, crisp, and clean. The versatility of this font makes it appropriate for both body copy and headlines.

Other complementary sans serif fonts that work well with Berkeley and are acceptable including: Futura and Lucida.

Helvetica

Helvetica Ultra-Light	22 PT
Helvetica Light	22 PT
Helvetica Medium	22 PT
Helvetica Bold	22 PT
Helvetica Light Condensed	22 PT
Helvetica Medium Cond.	22 PT
Helvetica Bold Cond.	22 PT

ABCDEFGHIJKLM NOPQRST UVWXYZ

abcdefghijklmnop qrstuvwxyz

1234567890

!@#$%^&*()+-{};""?

HELVETICA ULTRA-LIGHT/100 PT

H

HELVETICA BOLD/100 PT

H

HELVETICA/MEDIUM/10 PT

Feuiscipit lobor adit lan veniam acincilit lore delit adipit in eum dolutat lore doloreetue cor init irilit nos nisnos ad enim ipis dolorem nullam dunt am nos nim iure feum velNullaorp erillut.

COLOR PALETTE

HCC's **primary color** is PMS 072 and white. Blue and white play a critical role in defining HCC's visual identity.

When printing four-color process, be sure to specify the four-color builds listed here. Most of the color builds are the default PANTONE color builds, some are adjusted slightly to better match the spot colors.

HCC does not have a particular **secondary color palette**; however, it employs an optimistic, pop color theory. Tints and overlapping colors are used to illustrate how various elements break into facets. Gradients are used to show evolution or progress, in keeping with HCC's educational ideals.

HCC official logos may only appear in the primary color PMS 072, black, white, or medium gray. Other colors including the secondary colors shown cannot be used to fill the HCC logo.

Primary Color

PMS 072

C100 **M**88 **Y**0 **K**5

R28 **G**63 **B**128

HEX 1c3f80

PMS 375	**PMS** Cyan	**PMS** 172	**PMS** Magenta
C87 **M**0 **Y**54 **K**52	**C**100 **M**0 **Y**0 **K**0	**C**5 **M**59 **Y**87 **K**0	**C**0 **M**100 **Y**0 **K**0
R131 **G**197 **B**84	**R**0 **G**174 **B**239	**R**234 **G**130 **B**58	**R**236 **G**0 **B**140
HEX 83c554	**HEX** 00aeef	**HEX** ea823a	**HEX** ec008c

Secondary Color Examples

COPY TONE

The tone of HCC's copy should be welcoming, inspirational, and hopeful. HCC's tone should reflect a warm, supportive, caring, and spirited environment.

HCC copy should make prospective and current students, as well as faculty and staff .....

THINK: HCC offers a unique opportunity to explore an education with a wide variety of degree and certificate programs, as well as fast-track non-credit programs that fit into a busy lifestyle. Class schedules are flexible, and tuition is affordable.

FEEL: HCC fits me. It is a special place with a sense of community that will enable me to grow, change, and create a better life for myself and others. Faculty and staff are extremely supportive and very passionate about the success of students. HCC offers a college education within reach.

TONE: Supportive, Caring, Personal, Inspiring, Enthusiastic, Welcoming, Flexible, Uplifting, and Spirited

Copy sample from HCC's Viewbook:

" When you begin to explore Housatonic you will understand right away why HCC is exceptional. From your first encounter with admissions and the counselors who advise you on your program and course selection you will find people who really care about you and want you to get the most from your college experience. "

PHOTOGRAPHY

ORIGINAL PHOTOGRAPHY

Photography should be shot in a documentary style that captures natural, human moments via the camera. **Photo Releases** are required for all subjects being photographed. Photo releases may be obtained in the Office of Marketing and Publications in Beacon Hall, Room 281 or on HCC's website in the 411 Secure Zone.

STOCK PHOTOGRAPHS

Stock photographs may also be used, however the photos chosen must have a similiar look and feel to HCC's original photography collection. Stock photography can only be used if HCC has purchased the imagery and has full permission for its use, unless you are using a free rights photo site.

PAID MEMBERSHIP STOCK PHOTO SITE

HCC has a paid membership with Fotolia.com. Since these images are not free, we ask that you consider photos in our current library, Flickr account, or look for options on a "free-rights" photo site. If you have exhausted all those options and cannot find what you are looking for, you may contact the Marketing Department to purchase a photo through Fotolia.com.

FLICKR ACCOUNT

Faculty and staff may download and use photos on the official HCC Flickr page: www.flickr.com/photos/134514928@N06

FREE RIGHTS STOCK PHOTO SITES

The following websites contain rights-cleared images that may be used in HCC publications and materials:

http://quest.eb.com/

HCC Original Photography Examples

Stock Photography Examples

QUICK SUMMARY

1. Only use one of three **HCC official logos** for official college materials.

2. **Keep minimum space** around all HCC logos equal to half the width of the shield.

3. **Do not alter the proportion of the HCC logo**, always hold down the "shift" key when re-sizing. Students, student clubs, committees and organizations are not allow to use official college logos.

4. Use **official college Stationery** when sending correspondence. Students, student clubs, committees and organizations are not allowed to use official college stationery.

5. HCC's serif type of choice is **Berkeley Old-Style**, the sans-serif type of choice is **Helvetica**.

6. **HCC's official colors are PMS 072 (Blue) and white**. HCC does not have a particular secondary color palette; however, it employs an optimistic, pop color theory as depicted herein.

7. HCC official logos may only appear in the primary color PMS 072, black, white, or medium gray. **Secondary colors cannot be used to fill the HCC logo**.

8. **HCC's copy tone should be welcoming, inspirational, and hopeful.** HCC's tone must reflect a warm, caring, supportive and spirited environment.

9. Photography should be shot in a documentary style that captures natural, human moments via camera. **Photo Releases are required for all subjects being photographed.** Stock photographs may also be used, however the photos chosen must have a similar look and feel to HCC's original photography collection. Stock photography can only be used if HCC has purchased the imagery and has secured full permission to use it.