

The logo

To promote the college and to serve as an anchor for all sub-branded parts of the organization, we need to have a quality logo used with consistency. Our logo is composed of two core elements: our icon and our wordmark. **Note:** Until our logo becomes recognizable with students and the community, the icon and wordmark must always appear together*



The icon

Our icon is the heart of our branding efforts, it incorporates the best of our past with an eye toward the future. It builds upon decades of brand equity by incorporating a unique design featuring a stylized letter C. The “three Cs” of Clackamas, Community and College working together and our three campuses.

The wordmark

In the same way our icon communicates who we are, our wordmark is also an essential element in forwarding our brand identity. An upper/lowercase font is friendly, inviting and enhances the meaning behind, and strength of, the icon.

Clackamas
Community College

*How the icon and wordmark should appear together

Together, our icon and our wordmark combine to create a compelling and powerful brand identifier. The logo is designed with both a horizontal and vertical (stacked) format for flexibility.

Note: The horizontal logo is the standard and preferred logo to use. Reserve use of the stacked logo to times when limited width is available and the horizontal logo will not visually work as well in the space.



Horizontal



Vertical (stacked)

Logo usage

Logo assets are available in the Brand Toolbox via the staff portal or by visiting www.clackamas.edu/brand-toolbox. The following provides basic guidelines for implementation and usage of our logo and co-brand logos* to help maintain a consistent brand identity.

1) To build brand recognition, the CCC logo is required on all materials (print, web, video) that publicize a CCC event, class, program or service. For athletics, the mascot logo is required in place of (or in addition to) the CCC logo. The preferred location of the logo is on the **bottom** of the page (left, center or right). *Clubs are not authorized to use the CCC logo or mascot.*

2) Logo and mascot usage must be reviewed and approved prior to printing, publishing, posting, embroidery, silkscreening or ASG stamping to confirm the logos are being used correctly and effectively. It's a quick process done via email and is typically reviewed on the same day it's submitted, but may take up to two business days. Please build sufficient time into the project deadline to allow for any required edits.

In addition to correct logo usage, all materials will also be reviewed to confirm class information/campus locations are accurate, photos/illustrations are royalty-free, and that an accommodations statement is used if promoting an event.

3) Send your pdf proof via email with the subject line BRAND REVIEW to BrandReview@clackamas.edu or kevin.anspach@clackamas.edu.

* For more information on co-branded logos, see page 10, or call Kevin Anspach @ ex. 3455.

Clear space

The height of the lowercase "c" in the word **Clackamas** defines the minimum clear space required around all four sides of our logo. The same clear space formula should be used with the vertically formatted logo.



Acceptable logo usage and size

The basic principle here is to be true to the brand, the colors, the fonts. **Navy Blue**= PMS 280C **Scarlet Red**= PMS 200C. Minimum width of the horizontal logo is 1.5 inches, minimum width for the vertical "stacked" logo is 1 inch.




Grayscale



4C/2C



Black



A note on animation and video

Animation of all CCC logos and mascot is limited to **fade in / fade out only** (no spinning or distorting).

Additionally, do not separate the icon from the word mark in any videos, web pages, digital on-screen graphics, watermarks or animation.



Reversed out of Navy Blue, Scarlet Red or other dark colors



1C/PMS 280