

POSTER GUIDELINES



LAST REVISED 11/17/22

Postings are allowed on **BULLETIN BOARDS ONLY**. No walls, doors or windows.

Please review the back of this card for CCC logo usage, clear space tips and approval process.

POSTING POLICIES AND PROCEDURES

- All posters/fliers displaying the CCC logo or mascot must be approved **prior to printing**. **Send a pdf of your poster(s) to BrandReview@Clackamas.edu**. Posting approval stamps are handled by ASG (Wacheno Welcome Center, room 160). *Clubs are not authorized to use the CCC logo or mascot.*
- **Stamp is good for 30 days**. You are responsible for removing your postings on or before expiration. Postings are limited to **25 copies*** on bulletin boards only (1 per board).
- Ask permission before posting on department maintained bulletin boards.
- **Do not use tape or staples**. Postings are allowed on bulletin boards only, using white tacks (available on most boards or from ASG).

ALL POSTINGS MUST INCLUDE:

- Name of event/class and what it's about
- Date, time and **CAMPUS NAME** (e.g. Harmony campus)
- Cost of attendance (if any)
- Who is hosting the event (sponsored by)
- How to get more information (contact name, phone, email, building/room number. If an event, add the accommodations statement to this information).
- **ACCOMMODATIONS STATEMENT** (events only):
"For questions regarding accommodations for college-sponsored events, contact the Disability Resource Center at 503-594-6357 or drc@clackamas.edu."

***Limit of 25 copies on OC campus (only 5 copies on Wilsonville and Harmony campuses).** Any combination of 8.5x11, 8.5x14 or 11x17 (only 3 copies of 24x36 sized versions are allowed). **Postings must not hang beyond bulletin board frame or overlap/cover existing postings.**

NON-CCC RELATED POSTINGS

Postings can only be made on the **COMMUNITY BULLETIN BOARD locations listed below**. *Due to limited space, maximum size of postings on these boards cannot exceed 12x18.*

- Indoors at the Cougar Cafe main entrance
- Outdoors at the northeast entrance of the Wacheno Welcome Center
- Outdoors under the eaves of McLoughlin Hall
- Outdoors in front of Barlow Hall

POSTER GUIDELINES APPLY TO ALL CCC CAMPUSES. For outdoor bulletin boards, place tacks in all four corners or **consider printing on heavy cardstock** to prevent paper curling. Please monitor your postings, and remove outdated posters in a timely manner. Non-compliant materials and/or quantities may be removed without notification.

BRAND BASICS: LOGO USAGE TIPS

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.

A) 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.*

B) **Logo and mascot usage by CCC staff, faculty and outside vendors/sponsors 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 produced by CCC staff/faculty will also be reviewed to confirm 1) class information/campus locations are accurate, 2) photos/illustrations are royalty-free, and 3) that an accommodations statement is used if promoting an on-campus or virtual event.

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

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.

