

# Basic Visual Guidelines



## Visual Consistency

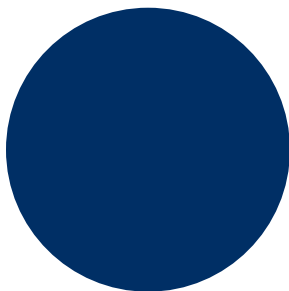
The intent for these informational guidelines is to promote visual consistency in the use of Clinton Community College's name. This guide has been developed to help the college achieve a consistent identity that communicates the spirit of the institution, and the quality programs that this institution has to offer. The guidelines apply to print, electronic, and Web communications. Consistent and repetitive use of the visual images will unify and strengthen the College's identity and image.

These guidelines are intended for all units funded through or by Clinton Community College. Situations may arise that are not covered in this guide. You can direct any questions to College Relations at (518) 562-4160.

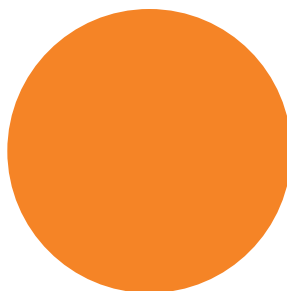
- The College's logo must be prominently displayed on marketing materials.
- The logo may not be altered in any way. Please do not attempt to recreate or manipulate the official logo. The College Relations Office will provide access to the official logo electronically via the college website.
- Throughout the guide, samples will be displayed. The logo should be in direct proportion to the size of the piece that is on display. Please refer to the samples provided or contact College Relations at 562-4160.

## College Colors

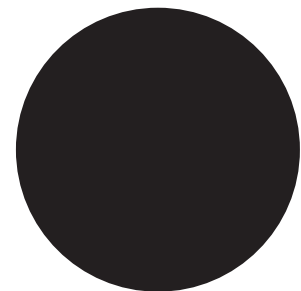
The College's colors are blue and orange. For print we now use blue 655, orange 165, (Pantone® Matching System PMS) and black. You may use the reverse formats to reproduce the logo on dark backgrounds, however you may not make any changes to the colors that are used in the logo.



Pantone® 655 U



Pantone® 165 U



100% Black

## Typography

Pristina is the typeface used in the logo and is the preferred typeface for all “Clinton Community College” headlines.

## Browser-Safe Web Colors

Some of the Web browsers may not be able to accurately reproduce the official College colors. For your convenience, we have provided you with colors to be used for print and Web pages.

| <u>Print</u> |        | <u>Web</u> |        |
|--------------|--------|------------|--------|
| Blue         | Orange | Blue       | Orange |
| C-82         | C-0    | R-64       | R-255  |
| M-71         | M-70   | G-77       | G-112  |
| Y-34         | Y-72   | B-112      | B-74   |
| K-18         | K-0    |            |        |

## Paper

All letterhead, envelopes, and business cards are printed on white paper with blue 655 and black ink. If you are printing projects on colored paper, please consult the College Relations Office at (518) 562-4160 for assistance.

## Logos

The reason behind this guide is for the consistent use of the Clinton Community College logo to communicate a positive, and unified message to the public. There are several choices located in this guide; you may choose the version that best suits your communication piece. (See accompanying illustrations).

## Logos for the Web

See Logos for Print.

## Logos for Print

Please contact the College Relations Office for high-resolution images to be used in print publications. College personnel note that low-resolution images on this page will not reproduce adequately in print and should only be used on the Web.



100% Black



Pantone® 655 U



Pantone® 165 U



Approved styling



30% Black  
(ghosting)

## Incorrect Use of Logos

- Altering the proportion of the design elements.
- Underlining any part of the logo.
- Modifying or embellishing the logo in any way.  
Manipulating or animating by computer, must be approved by the College Relations Office.
- Using another font for the logo.
- Combining the logo with the College seal.
- Altering the logo (should always be straight) and never angled.
- Changing the logo in any way.



